

Google Analytics Part I:

Getting Started with Measuring Web Traffic

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OneNOAA Science Seminar Series • NOS Communications Seminar Series
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Google Analytics: What is it?

Statistics: the practice or science of collecting and analyzing numerical data in large quantities, esp. for the purpose of inferring proportions in a whole from those in a representative sample. - *Oxford American English Dictionary*

Analytcs: the systematic computational analysis of data or statistics. - *Oxford American English Dictionary*

Google Analytics is a service offered by Google that generates detailed statistics about a website's traffic and traffic sources and measures conversions and sales. The product is aimed at marketers as opposed to webmasters and technologists from which the industry of web analytics originally grew. It is the most widely used website statistics service. - Wikipedia



Google Analytics: Demo

Demo:

- ① January 2014, GSA Digital Analytics Program (DAP) view of Department of Commerce, using Google Analytics Premium
- ② January 2014, Google Analytics for celebrating200years.noaa.gov (site specific)
- ③ January 2014, log-based analytics for celebrating200years.noaa.gov
- ④ January 2014, Google Analytics for ums.noaa.gov (Google Site)



Google Analytics: Differences

GSA Digital Analytics Program (DAP)

- Only 199 accounts for all Federal government
- All of Department of Commerce clumped into one set
- Results heavily sampled

Site-specific Google Analytics

- Costs money if site has more than 10 million visits a month
- Sampled if more than a million visits per month

Google Analytics for Google Sites

- Only option available for Google Sites



Google Analytics: Counting Ducks

How do you count ducks?

- Only feathered ones? Only plastic ones?
- By color? Shape? Non-duck characteristics?
- Is counting the same thing as analysis?



Google Analytics: Setup I

<https://sites.google.com/a/noaa.gov/noaa-web-committee/toolbox/analytics/google-analytics>

Review site content

- Not for internal sites (except Google Sites)
- Not for sites targeting children

Privacy Policy

- Review Privacy Threshold Analysis of site content
- Modify Privacy Policy to explicitly mention use of third-party analytics



Google Analytics: Setup II

<https://sites.google.com/a/noaa.gov/noaa-web-committee/toolbox/analytics/google-analytics>

Site-specific example

- Log into www.google.com/analytics (except COTRs)
- Create new property > Admin > Create new account
- Fill in blanks
- Industry: Law and Government
- Turn off data sharing except “with other Google products only”
- Record Tracking ID: UA-00000000-00
- Ignore everything else



Google Analytics: Setup III

<https://sites.google.com/a/noaa.gov/noaa-web-committee/toolbox/analytics/google-analytics>

Download GSA script

- See URL, above
- Rename to “federated-analytics.js”
- Place with other JavaScript files

Call federated-analytics.js script

- Recommend adding to Server Side Include (SSI) used on every page
- Recommend adding to footer
- `<script id="_fed_an_js_tag" type="text/javascript" src="/scripts/federated-analytics.js?agency=DOC&sub-agency=NOAA&pua=UA-XXXXX"></script>`



Google Analytics: Setup IV

<https://sites.google.com/a/noaa.gov/noaa-web-committee/toolbox/analytics/google-analytics>

Check to see if working

- It takes time to “cache” the changes to your site
- The site needs to have visitors
- Admin > Property > Tracking info > Tracking code
- Does it say “Receiving data?”

Share information with your team

- Admin > Account > User management



Google Analytics: Questions



Google Analytics Part II:

What it is, and what it is not

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