

EPiServer Content Management System

Google Analytics

Google Analytics is a service offered by Google that generates detailed statistics about a website's traffic and traffic sources. A Gmail account is required to activate Google Analytics with your EPiServer website(s). If you do not currently have an account, create one at: <u>https://www.google.com/</u>. If you wish to use your UMass email, you still must have a Gmail email and associate it with your UMass email.

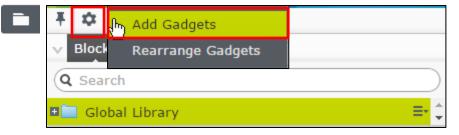
In order to use Google Analytics with your EpiServer pages you must first gain access. Contact the <u>Help Desk</u> for access. Include the Following information in your helpdesk request:

- Gmail Account or associated email address
- EPiServer Website URL (Top level) this will populate all pages associated to the folder.

We will add your Gmail email to Google Analytics and set up a profile for your website. Once you have a profile, you can then download the Google Analytics gadget in EPiServer.

Download Google Analytics to EPiServer

1. From the Navigation or Assets Pane in EpiServer Click the wheel icon and Select Add Gadgets.



2. A Gadgets window will appear. Select Google Analytics and click Done.

	Gadgets		×
		Search	٩
All	Name	•	
CMS	Blocks	Displays a list of blocks	^
	Calendar Events		
	Content slices		
	Files	Provides access to the file management functionality	
	Google Analytics	Enables editors view analytics data in EPiServer.	5
	Pages		
	Recent	Lists items you have recently accessed.	
	Recently Changed	Lists the last items that have been changed for the website	-
		Done	e

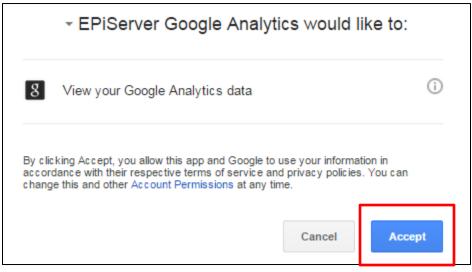
3. Your Google Analytics Gadget will be added to the bottom of your navigation or Assets Pane, depending on where you added your gadget. **Click the Wheel** in the bottom right corner or this section. Select Account & Profile.

✓ Google Analytics	Remove Gadaet
Google Analytics for page "Homepage"	Account & Profile
Period: 12/15/2014 - Today 🔋 Graphs by: Day 🔻	Graphs & Lists
	Display Settings
\$-	Filter by

4. Select Personal from the drop down list and click Sign in.

 Google Analytics 		
Google Analytics		
Account Personal v		
Profile		
OK Cancel		
\$	-	

5. The following Screen will appear, click Accept.



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6. Your Profile options will populate. **Select** the Profile of Choice and **Click OK**.

∨ Google Analytics			
Sign in with a Google Analytics account to provide access to analytics data for the gadgets.			
Google Analytics			
Account Personal 🔻			
Sign out personal			
Profile http://www.uma ▼			
OK Cancel			

Note: To run printable reports visit: <u>http://www.google.com/analytics/</u> and **select** Access Google Analytics in the top Right hand corner.