

## **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.

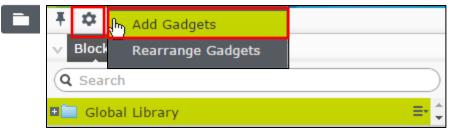
In order to use Google Analytics with your EpiServer pages you must first gain access. Contact the <u>Help Desk</u> for access. Include the Following information in your helpdesk request:

- 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	<b>^</b>
	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

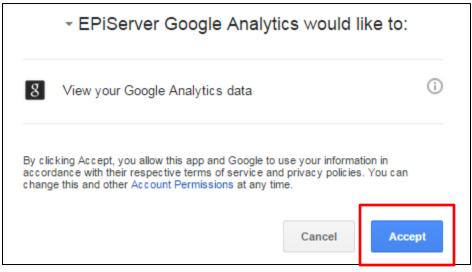
3. Your Google Analytics Gadget will be added to the bottom of your navigation or Assets Pane, depending on where you added your gadget. **Click the Wheel** in the bottom right corner or this section. Select Account & Profile.

✓ 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.

<ul> <li>Google Analytics</li> </ul>		
Google Analytics		
Account Personal <b>v</b>		
Profile		
OK Cancel		
\$	-	

5. The following Screen will appear, click Accept.



## Academic Computing Services

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.