**Nov. 24, 2015**
**To:      All WSU website managers and IT web support**
**From:   WSU Web Communications**
**RE:      Please check and update the Google Analytics settings on your website(s) as soon as possible**

First, thanks to all of you who have been working with us to update and structure Google Analytics on websites universitywide. It appears we're about 80+% of the way done. Ultimately, it will provide you with better "wsu-name-based global tracking," and to ensure best practices.

Here's the reason for the email. We're finding that a sizeable percentage of participating sites have not set up the Google Analytics code on their sites that defines their location, campus, college, department, unit, etc.

Could you please take a few minutes to help correct this situation. It's a fairly brief, straightforward process, and below are instructions and the code needed to accomplish this.

Everyone's participation paves the way to much better web analytics for all.

The process and code varies slightly depending upon the system or application your site(s) are built on. So, just click on the link(s) below that applies to your website structure, and you'll automagically be transported to the instructions and code needed.  (If you have any questions or need help, please email Jeremy Bass, jeremy.bass@wsu.edu.)

1. Ensure installation is correctly set up for your app (Using A or B):
> A. For University Publishing, Umbraco and all NON-WordPress-based applications, *including mobile apps*., go to https://gist.github.com/jeremyBass/de23c852816f931d7ab9 (instructions included in the code)

> B. For WordPress based websites:
>> Step 1: ***If you're in the WSU WordPress platform you may skip this step.***  Go to https://github.com/washingtonstateuniversity/WSUWP-Plugin-Analytics/  and download the plugin *(install to in the plugins folder by downloading from GitHub [https://github.com/washingtonstateuniversity/WSUWP-Plugin-Analytics/archive/master.zip ])*

>> Step 2: Log into the WordPress manager on all sites that have a Google Analytics "property" and "site tracking code" >>> Click on "Settings" >> "Analytics" and designate the appropriate settings for that site's campus, college, unit type, parent unit, unit. Please note: not some settings will be "none" if not appropriate. Please see image below.

3. Confirm everything is working with Google's analytics debugger tool
(https://chrome.google.com/webstore/detail/google-analytics-
debugger/jnkmfdileelhofjcijamephohjechhna?hl=en ). A positive run will look something like this

```
▼ Running command: ga("set", "clientId", "")                                                                          analytics debug.js:9
  ⓘ Command ignored. Unknown target: undefined                                                                        analytics debug.js:9
▼ Running command: ga("create", "UA-69906812-2", {name: "appScope", cookieDomain: ".wsu.edu", cookiePath: "/", allowLinker: true})   analytics debug.js:9
  ⓘ Creating new tracker: appScope                                                                                     analytics debug.js:9
▼ Running command: ga(Function)                                                                                        analytics debug.js:9
▼ Running command: ga("appScope.set", "dimension1", undefined)                                                        analytics debug.js:9
▼ Running command: ga("appScope.set", "dimension2", undefined)                                                        analytics debug.js:9
▼ Running command: ga("appScope.set", "dimension3", "http:")                                                          analytics debug.js:9
▼ Running command: ga("appScope.set", "dimension4", undefined)                                                        analytics debug.js:9
▼ Running command: ga("appScope.set", "dimension5", undefined)                                                        analytics debug.js:9
▼ Running command: ga("appScope.set", "dimension6", undefined)                                                        analytics debug.js:9
▼ Running command: ga("appScope.require", "linker")                                                                   analytics debug.js:9
  ⓘ Plugin "linker" intialized on tracker "appScope".                                                                 analytics debug.js:9
▼ Running command: ga("appScope.require", "linkid", "linkid.js")                                                      analytics debug.js:9
  ⓘ Waiting on require of "linkid" to be fulfilled.                                                                    analytics debug.js:9
▼ Executing Google Analytics commands.                                                                                analytics debug.js:9
  ⓘ Registered new plugin: ga(provide, "linkid", Function)                                                             analytics debug.js:9
▼ Running command: ga("appScope.require", "linkid", "linkid.js")                                                      analytics debug.js:9
  ⓘ Plugin "linkid" intialized on tracker "appScope".                                                                 analytics debug.js:9
▼ Running command: ga("appScope.send", "pageview", {hitCallback: [function]})                                         analytics debug.js:9
  ⓘ                                                                                                                    analytics debug.js:9
    Sent beacon:
    v=1&_v=j40d&a=453688931&t=pageview&_s=1&dl=http%3A%2F%2Fcas.wsu.edu%2F&ul=en-us&de=UTF-8&dt=College%20of%20Arts%20and%20Sciences%20-%20Washington%20State%20University&sd=24-
    bit&sr=1680x1050&vp=1349x828&je=1&fl=19.0%20r0&_u=SCCAAAAjL~&jid=&cid=297444951.1445982991&tid=UA-69906812-2&cd3=http%3A&linkid=main&z=1428182658

  ⓘ _j1            (&jid)                                                                                              analytics debug.js:9
  ⓘ adSenseId      (&a)     453688931                                                                                 analytics debug.js:9
  ⓘ apiVersion     (&v)     1                                                                                         analytics debug.js:9
  ⓘ clientId       (&cid)   297444951.1445982991                                                                      analytics debug.js:9
  ⓘ dimension3     (&cd3)   http:                                                                                     analytics debug.js:9
  ⓘ encoding       (&de)    UTF-8                                                                                     analytics debug.js:9
  ⓘ flashVersion   (&fl)    19.0 r0                                                                                   analytics debug.js:9
  ⓘ hitType        (&t)     pageview                                                                                  analytics debug.js:9
  ⓘ javaEnabled    (&je)    1                                                                                         analytics debug.js:9
  ⓘ language       (&ul)    en-us                                                                                     analytics debug.js:9
  ⓘ linkid:linkId  (&linkid) main                                                                                     analytics debug.js:9
  ⓘ location       (&dl)    http://cas.wsu.edu/                                                                       analytics debug.js:9
  ⓘ screenColors   (&sd)    24-bit                                                                                    analytics debug.js:9
  ⓘ screenResolution (&sr)  1680x1050                                                                                 analytics debug.js:9
  ⓘ title          (&dt)    College of Arts and Sciences - Washington State University                               analytics debug.js:9
  ⓘ trackingId     (&tid)   UA-69906812-2                                                                             analytics debug.js:9
  ⓘ viewportSize   (&vp)    1349x828                                                                                  analytics debug.js:9
▼ Running command: ga(Function)                                                                                       analytics debug.js:9
>
```

If you need help confirming that everything is ok please send an email for help to jeremy.bass@wsu.edu for assistance.

Thanks in advance for all your time and help. This will help improve your Google Analytics abilities significantly, as well as that of other campuses, colleges, etc.