

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 automatically 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.

The screenshot shows the 'WSU Analytics Settings' page. The left sidebar contains a menu with 'Settings' highlighted. The main content area is divided into sections: 'Site Verification', 'WSU Analytics', and 'General Analytics Settings'. Annotations include a purple box around the 'Google Analytics ID' field with the text 'Google Analytics site tracking ID', and a red box around the 'Campus', 'College', 'Unit Type', 'Parent Unit', and 'Unit' dropdown menus with the text 'Please identify the appropriate settings for each site, regarding campus, college, unit type, parent unit, unit. These often differ from site to site.'.

Washington State University

WSU Analytics Settings

Don't miss your crawl errors: connect with Google Search Console here.

Yoast SEO has been updated to version 2.3.5. [Click here to find out what's new!](#)

Site Verification

Google Site Verification: rVy00lwi5hgYObPzgrn4Wu4DERfvW2O5MMw-WZwr

Bing Site Verification: C3268A4B9FC288A67AF3E9F87AAC856E

Also, make sure your site has WebmasterTools and the site has been verified with Google and Bing.

WSU Analytics

Google Analytics ID: UA-17815664-10

Google Analytics site tracking ID

General Analytics Settings

Campus: All
Does this site represent a campus in location or association?

College: None
Does this site represent a college as a whole or by association?

Unit Type: None
What type of unit does this site represent?

Parent Unit: None
Does this site represent an entity that has a parent unit? (e.g. department, office, school)

Unit: None
Does this site represent an entity that is a unit? (e.g. department, office, school)

Custom Events Tracking: Extend Override
Should your theme's custom events file(s) extend or override the default events provided by WSU Analytics?

Track jQuery UI Events: Yes No
Should WSU Analytics track default jQuery UI events for the site?

3. Confirm everything is working with Google's analytics debugger tool

(<https://chrome.google.com/webstore/detail/google-analytics-debugger/jnkmfdileelhofjijamephohjehhna?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" initialized 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" initialized on tracker "appScope". analytics.debug.js:9
Running command: ga("appScope.send", "pageview", {hitCallback: [function]}) analytics.debug.js:9
  Sent beacon: analytics.debug.js:9
    v=1&v=340d&a=453688931&t=pageview&_s=1&d1=http%3A%2Fcas.wsu.edu%2F&l=en-us&de=UTF-8&dt=College%20of%20Arts%20and%20Sciences%20-%20Washington%20State%20University&sd=24-bit&sr=1680x1050&vp=1349x828&je=1&f=19.0%20r0&_u=SCCAAAAJL-8&jid=8&cid=297444951.1445982991&tid=UA-69906812-2&cd3=http%3A%2Fcas.wsu.edu%2F&linkid=main&z=1428182658
    _j1 (8jid) analytics.debug.js:9
    adSenseId (8a) 453688931 analytics.debug.js:9
    apiVersion (8v) 1 analytics.debug.js:9
    clientId (8cid) 297444951.1445982991 analytics.debug.js:9
    dimension3 (8cd3) http: analytics.debug.js:9
    encoding (8de) UTF-8 analytics.debug.js:9
    FlashVersion (8f1) 19.0 r0 analytics.debug.js:9
    hitType (8t) pageview analytics.debug.js:9
    javaEnabled (8je) 1 analytics.debug.js:9
    language (8ul) en-us analytics.debug.js:9
    linkid:linkId (8linkid) main analytics.debug.js:9
    location (8dl) http://cas.wsu.edu/ analytics.debug.js:9
    screenColors (8sd) 24-bit analytics.debug.js:9
    screenResolution (8sr) 1680x1050 analytics.debug.js:9
    title (8dt) College of Arts and Sciences - Washington State University analytics.debug.js:9
    trackingId (8tid) UA-69906812-2 analytics.debug.js:9
    viewportSize (8vp) 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.