

Missing Something?



In Search Engine Marketing  
You Need The **Complete** Picture.  
...Analytics Provides That For You.

## Google Analytics - A Practical Guide to Implementation

By Joe Laratro, Chief Technology Officer

For more information or questions, please contact us at  
[www.MoreVisibility.com](http://www.MoreVisibility.com)



## Google Analytics - A Practical Guide

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### I. Introduction

One of the challenges of Search Engine Marketing has been proving the results. There are many great Web Analytics packages on the market. Most are cost prohibitive for the small business owner. This segment of Web sites depended on free log analyzers provided by their hosting companies. Typically, these programs were outdated and lacked URL tagging capabilities.

Web site analytics packages, also known as log analyzers, are designed to provide valuable insight to the inner workings of a Web site. They can track user behavior, browser types, referrers, keywords, page errors, and many other aspects of the Web site. Some of the most well known Log Analyzers are: Webtrends, NetTracker, and Urchin. These tools have become increasingly complex. The track-ability of Internet Marketing is one of its greatest assets. The first tracking tools for online marketing campaigns were focused around banner ads. Today they range from email marketing tools to ROI (return on investment) tools.

Analytics packages are swiftly evolving. They are becoming one-stop solutions for tracking not only Web site performance, but every available marketing channel's performance. Pay-per-click management platforms like Atlas One point have added analytics information to assist with CPC bidding strategies. Omniture, a high-end analytics solution company, has added pay-per-click management as an optional service for their clients.

Google caused a stir in the Analytics world when they purchased Urchin in March of 2005. They further impacted the Analytics landscape when they upgraded it, released it as Google Analytics, and made it FREE. It is now available for all Webmasters to use and install on their sites. It is extremely powerful if used to its full potential. This paper will cover two types of installations, popular reports, and a few other tips to maximize its effectiveness.

Web sites can be divided into two main categories for Google Analytics installations, lead generation and ecommerce. The first grouping, lead generation, includes all Web sites that do not sell items on the site. These sites may have conversion goals such as: newsletter sign up, contact form, white paper request, site registration, phone number, or some other call to action. The second grouping, e-commerce, includes all Web sites that are selling directly online and may include conversion points mentioned in the lead generation group as well. The installations and reports are somewhat different between these two genres of Web sites.

MoreVisibility has created two abridged and customized versions of the Installation Guide. The changes to the guide and additional tips are based on many successful installations. They have been streamlined and customized based on two categories of Web sites. These practical installation guides should pave smooth paths to fruitful implementations. Several areas of Google Analytic's help center were sourced to compile

these guides. Each guide should serve as a self contained set of instructions and tips for the average installation.

**\*\*Please reference the appendices of this document for these technical guides.**

## **II. The Pros and Cons of Google Analytics:**

Like any software on the market, there are pros and cons about its use.

### **Pros:**

Free – with a full Google Development team keeping it up to date.

3<sup>rd</sup> Party Analytics Solution – all data crunching occurs on Google's end. There is little or no strain on the Web server. All data is warehoused and backed up on Google's end.

Adwords – seamless integration with Adwords for tracking and ROI

Java – Very small code to prevent increases in page load time.

Natural Search Tracking – Ability to see how well natural search traffic converts

Data Aggregation – Ability to quickly see the performance of channels, campaigns, and keywords next to each other.

Blogs – great program to track Blogs.

Goal Tracking – Goals are setup and tracked externally so extra coding is not required.

Access – Data is accessible through the Adwords login or Analytics login from anywhere on the Web. Users can be added with different access levels to reports.

### **Cons:**

Support – Limited support levels, expectations would be much higher for a paid analytics solution

3<sup>rd</sup> Party Analytics Solution – the data is not owned by the Web site. The duration of the data availability is unknown. Security and stability of the data is unknown. Backups are not owned by the Web site.

Privacy – Google’s privacy policy secures the data to prevent exploitation. There is still a segment of the marketplace who does not want to share their marketing data with Google.

Compatibility – There is no current way to import cost data from campaigns to see ROI calculations in Google Analytics.

Java Code – Browsers that do not support Java are not tracked

### **III. Tips for Google Analytics installations:**

**\*\* More tips are available in the installation guides found in the appendices of this document.**

**Secure Pages:** If the Web site changes from http:// to https:// at any point, a change in the opening call for Google Analytics is required.

Change this line from:

```
<script src="http://www.google-analytics.com/urchin.js" type="text/javascript">
```

to

```
<script src=" https://ssl.google-analytics.com/urchin.js" type="text/javascript">
```

**Multiple Subdomains:** If the Web site spans multiple subdomains a few minor changes need to be made to the initial Google Analytics tracking code:

Change this code from:

```
<script src="http://www.google-analytics.com/urchin.js" type="text/javascript">
```

```
</script>
```

```
<script type="text/javascript">
```

```
_uacct = "UA-xxxx-x";  
urchinTracker();  
</script>
```

to

```
<script src="http://www.google-analytics.com/urchin.js"  
type="text/javascript">  
</script>  
<script type="text/javascript">  
  _uacct = "UA-xxxx-x";  
  _udn="example.com";  
  urchinTracker();  
</script>
```

The primary domain should replace example.com.

Please be aware that while this change will allow you to track subdomains within one profile, your reports may not distinguish between pages coming from www.example.com versus help.example.com. For example, in your Top Content report, you may have hits to www.example.com/index.html and help.example.com/more.html, but the report will display the following:

```
/index.html  
/more.html
```

If you would like to distinguish between your subdomains, you can create an Advanced filter for your profile with the following settings:

Filter Type: Custom filter > Advanced  
Field A: Hostname  
Extract A: (.\*)

Field B: Request URI

Extract B: (.\*)

Output To: Request URI

Constructor: \$A1\$B1

With this filter in place, the previous examples would appear with the subdomain attached:

www.example.com/index.html

help.example.com/more.html

**Different Check Out Domain or Subdomain:** If the website initiates a purchase checkout process on a different subdomain (for example, if you send customers from [www.mystore.com](http://www.mystore.com) to [shoppingcart.mystore.com](http://shoppingcart.mystore.com)):

Add the following line (in bold) to your tracking code on both your store site and your shopping cart pages:

```
<script src="http://www.google-analytics.com/urchin.js"
type="text/javascript">
</script>
<script>
  _uacct="UA-xxxx-x";
  _udn="mystore.com";
  urchinTracker();
</script>
```

If your website initiates a purchase checkout process on a separate store site

(for example, if you send customers from [www.mystore.com](http://www.mystore.com) to [www.securecart.com](http://www.securecart.com)):

The code above provides links for users with or without JavaScript enabled. It's important to note that apostrophes need to be escaped with a backslash where they appear in the link or link text.

If you send information to your shopping cart using forms, use the `__utmLinkPost()` function. It appends cookie data to the provided URL of the supplied form.

```
<form action="http://newdomain.com/form.cgi"
onSubmit="javascript: __utmLinkPost(this)" >
```

This will work even for forms where the `method="GET"`

This is an example of what a link to the shopping cart should look like, after being passed through the `__utmLinker`:

```
https://secure1.shoppingcartdomain.com/checkout.asp?id=50056
3353&__utma=1.1713580067.1156066798.1156086057.1157408
756.3&__utmb=1&__utmc=1&__utmz=1.1156066798.1.1.utmccn
%3D(direct)%7Cutmcsr%3D(direct)%7Cutmcmd%3D(none)&__ut
mv=-&__utmk=39965475
```

**Test Everything:** It is mission critical to test everything on the Web site after the Google Analytics install is complete or changed. Shopping carts can be tricky and may fail with a few incorrect codes. Even if the Webmaster is sure a change will not affect the receipt page, double check it.

#### **IV. Google Analytics Reports:**

The setup, installation, and configuration is only the beginning of Google Analytics. Once these steps are complete and correct, the true value of this program becomes apparent through its dashboards and reports. There are more than enough topics under the reports to warrant another White paper on the subject.



All of the reports are worth taking a look at. Google Analytics does a great job at including legends and explanations of the reports and the bottom of each. Some of the recommended reports for frequent monitoring are:

Lead Generation Web sites:

Executive Overview Dashboard

All Reports > Marketing Optimization > Marketing Campaign Results >

Campaign Conversion

Source Conversion

Medium Conversion

Referral Conversion

Campaign ROI

Source ROI

Medium ROI

All Reports > Marketing Optimization > Search Engine Marketing >

CPC Analysis

Overall Keyword Conversions

CPC vs Organic Conversion

All Reports > Content Optimization > Goals & Funnel Process >

Goal Tracking

Goal Conversion

Defined Funnel Navigation

Defined Funnel Abandonment

Ecommerce Web sites:

Same as reports for Lead Generation Web sites plus:

E-Commerce Summary Dashboard

All Reports > E-Commerce Analysis > Commerce Tracking >

Revenue & Transactions

Conversion Rate Graph

Average Order Value

All Reports > E-Commerce Analysis > Loyalty & Latency >

New vs Returning

Time to Transaction

Visits to Transaction

All Reports > E-Commerce Analysis > Revenue Sources >

## Referring Sources

### **Conclusion**

Urchin was a good analytics program free or paid. Google Analytics is an incredible analytics program for free. It is constantly being upgraded and contains some features found only in the highest end analytics packages. The easy install, clean interfaces, and useful reports make it very desirable to Webmasters. The aggregation of data and performance insights make it indispensable to Web marketers. Hopefully the next area of development will involve cost importing and possible API interaction with other channels, some of which may be competitors to Adwords. If that hurdle is crossed, Google Analytics may become the perfect Analytics and ROI package.

## **Appendix A: Abridged Google Analytics Installation Guide for Lead Generation Web sites**

This is an abridged version of Google's Official Installation Guide. It has been carefully customized and streamlined for Lead Generation Web sites. Appendix C includes links to the original installation guide.

### **Step 1 - Create a Google Analytics account**

Note to Adwords users: Google Analytics is able to import and track cost data from Google Adwords if your Adwords and Analytics accounts are linked. Please log in to your Adwords account and follow the instructions on the Analytics tab.

To create an Analytics account:

Visit <https://www.google.com/analytics>.

Enter your Google Account email and password and click Sign In.

If you do not have a Google Account, click Sign up now to create one. Click Sign Up.

Enter your Website's URL, making sure to select either http:// or https:// from the drop-down list.

Enter a nickname for this account in the Account Name field, and then click Continue. Enter your contact information and click Continue. Read the Google Analytics Terms of Service. If you agree to these terms, select the Yes checkbox and click Create New Account to continue. The Tracking Instructions page that appears contains the tracking code that you will need to paste into each page of your site.

### **Step 2 - Configure your profile**

It is important to configure your profile in order to get the most out of your reports. To access your profile settings:

In the Website Profiles table, find the profile to edit.

Click Edit. The Profile Settings page appears.

Click Edit on the Main Website Profile Information table.

Default page

Setting this to the default (or index) page of your site allows Google Analytics to reconcile log entries for `www.example.com` and `www.example.com/index.html`, for example. These are in fact the same page, but are reported as two distinct pages until the Default Page setting has been configured.

Exclude URL Query Parameters

Does your site use dynamic session or user identifiers? You can tell Analytics to ignore these variables and not count them as unique pages. Enter any query parameters to exclude - this field has been pre-populated with some common session identifiers.

### **Step 3 - Add the tracking code to your pages**

Google Analytics only tracks pages that contain the Google Analytics tracking code. You will need to add this code to each page of your site, either manually or through the use of includes or other methods.

To access your tracking code:

Sign in to Google Analytics

From the Analytics Settings page, find the profile for which you would like to retrieve the tracking code. Please note that tracking code is profile-specific.

From that profile's Settings column, click Edit

At the top right of the Main Website Profile Information box, click Check Status

Your tracking code can be copied and pasted from the text box in the Instructions for adding tracking section

Basic installation - Copy and paste the code segment into the bottom of your content, immediately before the </body> tag of each page you are planning to track. If you use a common include or template, you can enter it there.

**\*\*MoreVisibility Tip:** Google recommends installing the code at the bottom of the page. This is only a good strategy for non-ecommerce Web site installations. Using this method can make for easy search and replace additions to Web sites when adding this code:

```
<script src="http://www.google-analytics.com/urchin.js"
type="text/javascript">
</script>
<script type="text/javascript">
_uacct="UA-xxxx-x";
urchinTracker();
</script>
```

The "xxxx-x" in the sample above needs to be replaced with your own Google Analytics account number.

Once you have completed this step, Google Analytics will begin collecting traffic data. Report data should be live within 24 hours.

#### **Step 4 - Create goals and funnels**

If your website is designed to drive visitors to a particular page, such as an email signup page, you can track the number of successful conversions using goals and funnels in Google Analytics.

A goal is a Web site page a visitor reaches once he or she has completed a desired action, such as a registration or download.

A funnel represents the path that you expect visitors to take in order to reach the goal. Defining these pages allows you to see how frequently visitors abandon goals (and where they go instead) and the value of the goal.

Each profile can have up to 4 goals, with a defined funnel for each. To set up goals and funnels:

Enter Goal Information:

From the Analytics Settings page, find the profile for which you will be creating goals and click Edit.

Select one of the 4 goal slots available for that profile and click Edit. Enter the Goal URL. Reaching this page marks a successful conversion. This should be a registration confirmation page or a thank you page. Enter the Goal name as it should appear in your Google Analytics account. Turn the goal On or Off. This selection decides whether Google Analytics should track this conversion goal at this time. Generally, you will want to set the Active Goal selection to On.

Then, Define a funnel by following these steps:

Enter the URL of the first page of your conversion funnel. This page should be a page that is common to all users working their way towards your Goal. For example, if you are tracking user flow through your sign up pages, do not include the home page as a step.

Enter a Name for this step.

If this step is a Required step in the conversion process, select the checkbox to the right of the step. If this checkbox is selected, users reaching your goal page without traveling through this funnel page will not be counted as conversions.

Continue entering goal steps until your funnel has been completely defined. You may enter up to 10 steps, or as few as a single step.

Finally, configure Additional settings by following the steps below:

If the URLs entered above are Case sensitive, select the checkbox.

Enter a Goal value. This is the value used in Google Analytics' ROI calculations. Enter the amount in the field.

**\*\*MoreVisibility Tip:** If the value of a conversion is known, use it. For example if the typical lead cost of a new registration is \$22.50, then use that value. Anytime the ROI is positive, the leads are costing less than that number. If the ROI is negative, the lead cost is higher than the typical cost. If the conversion value is unknown, assign it a value of 1. This will simplify the math involved.

Click Save Changes to create this Goal and funnel.

## **Step 5 - Tag your advertising campaigns**

Note to Adwords users: If you will only be tracking Adwords campaigns, you may skip this step. Once you have linked your Adwords and Analytics accounts, Adwords keywords are automatically tagged with the required tracking variables.

**\*\*MoreVisibility Tip:** Verify that the Adwords account is using [Auto-tagging in Google Adwords > My Account > Account Preferences](#).

Tagging your online ads is an important prerequisite to allowing Google Analytics to show you which marketing activities are really paying off. Tagging involves inserting and defining specific variables into the links that lead to your website.

Generally speaking, you need to tag all of your paid keyword links, your banners and other ads, and the links inside your

promotional email messages, except those in Google Adwords, which are automatically tagged. Fortunately, the tagging process goes smoothly once you understand how to differentiate your campaigns. In addition, the URL Builder tool makes it easy to tag your links.

<http://www.google.com/support/analytics/bin/answer.py?answer=27255&topic=7155>

**\*\*MoreVisibility Tip:** Google recently updated this Web page. The original suggestion was to use PPC as a Campaign Medium. That recommendation did not match campaigns with Google Adwords. It is important to tag Yahoo Search Marketing, and MSN adCenter with CPC as the Campaign Medium. The URL Builder is a great tool to build the initial syntax of the tracking URL, but it is not practical for large campaigns. Instead use Microsoft Excel and the concatenate function.

An Example URL:

`http://www.mydomain.com/?utm_source=msn&utm_medium=cpc&utm_term=my+search+keyword&utm_content=textlink&utm_campaign=fall06`

Variable Name Description

Campaign Source (utm\_source) Required

Use utm\_source to identify a search engine, newsletter name, or other source.

Example: utm\_source=msn

Campaign Medium (utm\_medium) Required

Use utm\_medium to identify a medium such as email or cost-per-click.

Example: utm\_medium=cpc

Campaign Term (utm\_term)

Used for paid search. Use utm\_term to note the keywords for this ad. Example: utm\_term=my+search+keyword



### Campaign Content (utm\_content)

Used for A/B testing and content-targeted ads. Use utm\_content to differentiate ads or links that point to the same URL.

Examples: utm\_content=logolink or utm\_content=textlink

### Campaign Name (utm\_campaign)

Used for keyword analysis. Use utm\_campaign to identify a specific product promotion or strategic campaign.

Example: utm\_campaign=fall06

## **Appendix B: Abridged Google Analytics Installation Guide for E-Commerce Web sites**

This is an abridged version of Google's Official Installation Guide. It has been carefully customized and streamlined for E-Commerce Web sites. Appendix C includes links to the original installation guide.

### **Step 1 - Create a Google Analytics account**

Note to Adwords users: Google Analytics is able to import and track cost data from Google Adwords if your Adwords and Analytics accounts are linked. Please log in to your Adwords account and follow the instructions on the Analytics tab.

To create an Analytics account:

Visit <https://www.google.com/analytics>.

Enter your Google Account email and password and click Sign In.

If you do not have a Google Account, click Sign up now to create one. Click Sign Up.

Enter your Website's URL, making sure to select either http:// or https:// from the drop-down list.

Enter a nickname for this account in the Account Name field, and then click Continue. Enter your contact information and click Continue. Read the Google Analytics Terms of Service. If you agree to these terms, select the Yes checkbox and click Create New Account to continue. The Tracking Instructions page that appears contains the tracking code that you will need to paste into each page of your site.

### **Step 2 - Configure your profile**

It is important to configure your profile in order to get the most out of your reports. To access your profile settings:

In the Website Profiles table, find the profile to edit.

Click Edit. The Profile Settings page appears.

Click Edit on the Main Website Profile Information table.

Default page

Setting this to the default (or index) page of your site allows Google Analytics to reconcile log entries for `www.example.com` and `www.example.com/index.html`, for example. These are in fact the same page, but are reported as two distinct pages until the Default Page setting has been configured.

Exclude URL Query Parameters

Does your site use dynamic session or user identifiers? You can tell Analytics to ignore these variables and not count them as unique pages. Enter any query parameters to exclude - this field has been pre-populated with some common session identifiers.

Enable e-commerce reporting and the E-Commerce Analysis report set by selecting Yes.

### **Step 3 - Add the tracking code to your pages**

Add the tracking code to your pages

Google Analytics only tracks pages that contain the Google Analytics tracking code. You will need to add this code to each page of your site, either manually or through the use of includes or other methods.

To access your tracking code:

## Sign in to Google Analytics

From the Analytics Settings page, find the profile for which you would like to retrieve the tracking code. Please note that tracking code is profile-specific.

From that profile's Settings column, click Edit

At the top right of the Main Website Profile Information box, click Check Status

Your tracking code can be copied and pasted from the text box in the Instructions for adding tracking section

Basic installation - Copy and paste the code segment into the bottom of your content, immediately before the </head> tag of each page you are planning to track. If you use a common include or template, you can enter it there.

**\*\* MoreVisibility Tip: The code below needs to be in the head tag because the conversion page will need a statement added to the <body> onload.**

```
<script src="http://www.google-analytics.com/urchin.js"
type="text/javascript">
</script>
<script type="text/javascript">
_uacct="UA-xxxx-x";
urchinTracker();
</script>
```

The "xxxx-x" in the sample above needs to be replaced with your own Google Analytics account number.

Once you have completed this step, Google Analytics will begin collecting traffic data. Report data should be live within 24 hours.

## Step 4 - Create goals and funnels

If your website is designed to drive visitors to a particular page, such as a purchase or email signup page, you can track the number of successful conversions using goals and funnels in Google Analytics.

A goal is a website page a visitor reaches once she or he has made a purchase or completed another desired action, such as a registration or download.

A funnel represents the path that you expect visitors to take in order to reach the goal. Defining these pages allows you to see how frequently visitors abandon goals (and where they go instead) and the value of the goal.

Each profile can have up to 4 goals, with a defined funnel for each. To set up goals and funnels:

### **Enter Goal Information:**

From the Analytics Settings page, find the profile for which you will be creating goals and click Edit.

Select one of the 4 goal slots available for that profile and click Edit. Enter the Goal URL. Reaching this page marks a successful conversion. Examples are a registration confirmation page, a checkout complete page, or a thank you page.

Enter the Goal name as it should appear in your Google Analytics account. Turn the goal On or Off. This selection decides whether Google Analytics should track this conversion goal at this time. Generally, you will want to set the Active Goal selection to On.

Then, Define a funnel by following these steps:

Enter the URL of the first page of your conversion funnel. This page should be a page that is common to all users working their way towards your Goal. For example, if you are tracking user flow through your checkout pages, do not include a product page as a step in your funnel. Enter a Name for this step.

If this step is a Required step in the conversion process, select the checkbox to the right of the step. If this checkbox is selected,

users reaching your goal page without traveling through this funnel page will not be counted as conversions.

Continue entering goal steps until your funnel has been completely defined. You may enter up to 10 steps, or as few as a single step. Finally, configure Additional settings by following the steps below:

If the URLs entered above are Case sensitive, select the checkbox.

Enter a Goal value. This is the value used in Google Analytics' ROI calculations, and can be either a set value for the page, or a dynamic value pulled from your e-commerce receipt page.

Click Save Changes to create this Goal and funnel, or Cancel to exit without saving.

Please see the following articles for more information on setting up goals:

**\*\* MoreVisibility Tip: For the ecommerce goal leave the amount blank. It will automatically import the total sale from the conversion page. It is possible to track other conversion points such as a newsletter sign ups in tandem with the ecommerce tracking.**

## **Step 5 - Tag your advertising campaigns**

Note to Adwords users: If you will only be tracking Adwords campaigns, you may skip this step. Once you have linked your Adwords and Analytics accounts, Adwords keywords are automatically tagged with the required tracking variables.

**\*\*MoreVisibility Tip: Verify that the Adwords account is using Auto-tagging in Google Adwords > My Account > Account Preferences.**

Tagging your online ads is an important prerequisite to allowing Google Analytics to show you which marketing activities are really paying off. Tagging involves inserting and defining specific variables into the links that lead to your website.

Generally speaking, you need to tag all of your paid keyword links, your banners and other ads, and the links inside your promotional email messages, except those in Google Adwords, which are automatically tagged. Fortunately, the tagging process goes smoothly once you understand how to differentiate your campaigns. In addition, the URL Builder tool makes it easy to tag your links.

<http://www.google.com/support/analytics/bin/answer.py?answer=27255&topic=7155>

**\*\*MoreVisibility Tip:** Google recently updated this Web page. The original suggestion was to use PPC as a Campaign Medium. That recommendation did not match campaigns with Google Adwords. It is important to tag Yahoo Search Marketing, and MSN adCenter with CPC as the Campaign Medium. The URL Builder is a great tool to build the initial syntax of the tracking URL, but it is not practical for large campaigns. Instead use Microsoft Excel and the concatenate function.

An Example URL:

`http://www.mydomain.com/?utm_source=msn&utm_medium=cpc&utm_term=my+search+keyword&utm_content=textlink&utm_campaign=fall06`

Variable Name Description

Campaign Source (utm\_source) Required

Use utm\_source to identify a search engine, newsletter name, or other source.

Example: utm\_source=msn

Campaign Medium (utm\_medium) Required

Use utm\_medium to identify a medium such as email or cost-per-click.

Example: utm\_medium=cpc

### Campaign Term (utm\_term)

Used for paid search. Use utm\_term to note the keywords for this ad.

Example: utm\_term=my+search+keyword

### Campaign Content (utm\_content)

Used for A/B testing and content-targeted ads. Use utm\_content to differentiate ads or links that point to the same URL.

Examples: utm\_content=logolink or utm\_content=textlink

### Campaign Name (utm\_campaign)

Used for keyword analysis. Use utm\_campaign to identify a specific product promotion or strategic campaign.

Example: utm\_campaign=fall06

## **Step 6 - Enable e-commerce transaction tracking**

With some simple additions to your receipt page, Google Analytics can automatically detect and record transaction and product information. The required information is placed into a hidden form which is parsed for transaction and product information. Most template driven e-commerce systems can be modified to include this information in the receipt.

You will also need to enable e-commerce reporting for your website's profile:

From the Analytics Settings page, click Edit next to the profile you would like to enable.

Click Edit from the Main Website Profile Information box

Change the E-commerce Website radio button from No to Yes.

Writing the required information



Somewhere in the receipt, below the tracking code, the following lines need to be written by your engine. Everything in brackets should be replaced by actual values.

```
<body onLoad="javascript: __utmSetTrans()">
```

\*\* MoreVisibility Tip: The onLoad="javascript: \_\_utmSetTrans()" is added to your existing <body> tag on the receipt page. This call is why it was important to load the original Java code in the head section above this call.

```
<form style="display:none;" name="utmform">
```

```
<textarea id="utmtrans">
```

```
UTM: T|[order-id]|[affiliation]|[total]|[tax]|  
[shipping]|[city]|[state]|[country]
```

```
UTM: I|[order-  
id]|[sku/code]|[productname]|[category]|[price]|[quantity]
```

```
</textarea>
```

```
</form>
```

\*\*MoreVisibility Tip: When first testing the conversion tracking it may be easier to just use the UTM: T line. The UTM: I line needs to be in a loop to list all items in the receipt. The UTM: T line only appears once. Do not pass any formatting codes including HTML or currency.

### Example

```
UTM: T|335|Online Store|250.00|0.00|10.00|Miami|FL|USA
```

```
UTM: I|335|UM-1001|Miami Hurricane Jersey|Shirts|200.00|1
```

```
UTM: I|335|UM-1220|UM Hats|Accessories|25.00|2
```

## Parameter Reference

### Transaction line variables

- [order-id] Your internal unique order id number
- [affiliation] Optional partner or store affiliation
- [total] Total dollar amount of the transaction
- [tax] Tax amount of the transaction
- [shipping] The shipping amount of the transaction
- [city] City to correlate the transaction with
- [state/region] State or province
- [country] Country

### Item line variables

- [order-id] Your internal unique order id number (should be same as transaction line)
- [sku/code] Product SKU code
- [product name] Product name or description
- [category] Category of the product or variation
- [price] Unit-price of the product
- [quantity] Quantity ordered

## **Appendix C: Google Analytics Help Center Links**

The Google Analytics Help Center is available here:

[www.google.com/support/analytics](http://www.google.com/support/analytics).

The Google Analytics Installation Guide is available here:

<http://www.google.com/support/analytics/bin/answer.py?answer=40932&topic=8941>