



Google Analytics & Webmaster Verification Setup



ABSTRACT

This is a step-by-step guide to setting up your Google Analytics tracking information within Transact.

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DOCUMENT CONVENTIONS

Throughout this document you may encounter several icons that indicate special information. These include:



Tip or timesaving shortcut



Important information



Caution, proper functioning of your e-commerce solution may depend on this information

INTRODUCTION

This guide is intended to assist you in setting up your Google Analytics tracking information within Transact.

CREATING YOUR GOOGLE ANALYTICS PROFILE

Creating a new profile within your Google Analytics account will generate the code necessary to track your website's activity. If you do not have a Google Analytics account please follow steps A1-3. If you have an Analytics account but would like to add another website profile please follow steps B1-4. If you have already created your profile, skip to the "INSERT TRACKING CODE INTO TRANSACT" section.

A1. Log in to Google Analytics at "http://www.google.com/analytics".

A2. Complete the New Account Signup Page. The Website's URL will be your MM Storefront location. The Account Name can be determined by you as can the Time Zone that you are located in. Click Continue.

Google Analytics usa

Getting Started

Analytics: New Account Signup

General Information > Contact Information > Accept User Agreement > Add Tracking

Please enter the URL of the site you wish to track, and assign a name as it should appear in your Google Analytics reports. If you'd like to track more than one website, you can add more sites once your account has been set up. [Learn more.](#)

Website's URL: (e.g. www.mywebsite.com)

Account Name:

Time zone country or territory:

Time zone:

A3. Complete your Account information on this page then click on Continue again. You will be presented with your Google Tracking Code. Make note of the tracking code provided (note: it usually starts with UA-xxxx-xx) – you will need some of this information for the next steps. **Best Practice:** place this code in a Notepad or use multiple windows to navigate between Transact and Google Analytics).

New Tracking Code (ga.js) | **Legacy Tracking Code (urchin.js)**

Copy the following code block into every webpage you want to track immediately before the </body> tag. If your site has dynamic content you can use a common include or a template. [Learn More](#)

Use this tracking code to gain access to a wide range of exciting **new features** as they become available.

```
<script type="text/javascript">
var gaJsHost = (("https:" == document.location.protocol) ? "https://ssl." : "http://www.");
document.write(unescape("%3Cscript src='" + gaJsHost + "google-analytics.com/ga.js' type='text/javascript'" + ">"));
</script>
<script type="text/javascript">
try {
var pageTracker = _gat._getTracker("UA-2195163-2");
pageTracker._trackPageview();
} catch(err) {}</script>
```

B1. Log in to Google Analytics at "http://www.google.com/analytics".

B2. Click the "Add Website Profile" link.



Enter your domain name into the text field. If you are using Transact's Standard Storefront without a custom domain name, be sure to use "app.infopia.com" URL as your website URL.

Add a Profile for a new domain

Please provide the URL of the site you would like to track.

http://

Examples: www.mywebsite.com

B3. Click the "Finish" button.

INSERT TRACKING CODE INTO TRANSACT

1. Login into your Transact account
2. Go to Settings > Storefront Settings > Home Page Defaults > Manage your Home Page and Body HTML content



3. Scroll down to the Google Analytics Key area and click on Edit.
4. Add the “key” from the your Google Analytics account (see screenshot on step [B4 above](#))
5. Save the file.

Your Google Analytics code is now live on your website!

Please note that it may take up to 4 hours for this to appear on your homepage and may take Google up to 1 day to verify it.

ACTIVATE E-COMMERCE TRACKING ON GOOGLE ANALYTICS

Enabling E-commerce tracking will allow Google Analytics to create transaction and merchandising reports based on website activity.

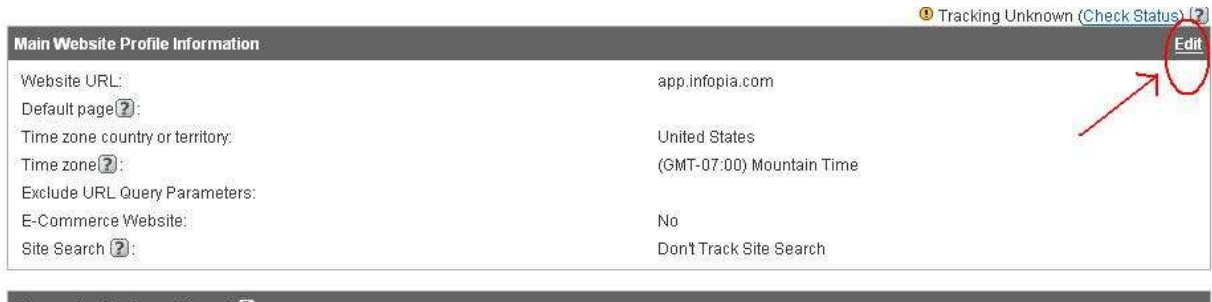
1. Return to Analytics Home Page at <http://www.google.com/analytics/>
2. Click the “Edit” link for the profile you created.



3. Click the “Edit” link in the top section: Main Website Profile Information

Website Profiles				
<<Prev 1 - 1 / 1 Next >>		Show 10	Search	
Name	Reports	Settings	Delete	Status
1. app.infopia.com	View Reports	Edit	Delete	Tracking code not verified Check Status Conversion Goals (0)

4. Click on Edit in the upper right corner.



5. Set E-Commerce Website to "Yes".

E-Commerce Website

- Yes, an E-Commerce Site**
 Not an E-Commerce Site

Currency: Decimal places

Show currency symbol **before** amount
 Show currency symbol **after** amount

6. Click the "Save Changes" button at the bottom of the page to save the setting.

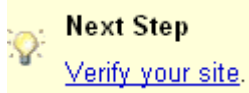
Please note that Google can take up to 48 hours to verify your site. Once it is verified Google will display a "receiving conversion data" note on your dashboard in Analytics.

ACTIVATE GOOGLE WEBMASTER TOOLS VERIFICATION

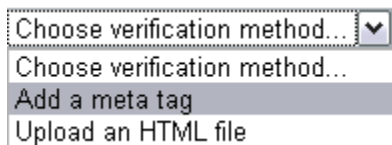
1. Log into [Google Webmaster Tools](#)
2. Add your site to your account

Dashboard

3. Click to verify your site



- Choose the "Add a meta tag" option



- Copy JUST THE CONTENT area (area in BOLD in my example)

Copy the meta tag listed below and paste it in your site's home page in the first <head> section of the page, before the first <body> section.

```
<meta name="verify-v1"
content="VLgWND7tDXGC/U+0Ewq4Ft9xz1QCKTbK0HpX
nTbfdskfd" />
```

- Take this Content code and go to Settings > Storefront Settings > Home Page Defaults > Manage your Home Page and Body HTML content in Transact

Show Payment Images Yes

[Manage your Home Page and Body HTML content.](#)

- Scroll down to the Google Webmaster Verification Meta-Tag area and click on Edit.
- Add the "content" from the your Google Webmaster account
- Save the file.
- To verify this, go to your Transact storefront and view the page source (right click>view source). The meta tag above should appear in the source with the other meta-tags, like this:

```
==
<meta name="keywords" content="Bottles,Sets,Accessories,Cans,test,Historical,,Special
Edition,Basic,Seasonal,Sports,">
<meta name="classification" content="shopping, online shopping">
<meta name="robots" content="index,follow">

<meta name="verify-v1" content=" VLgWND7tDXGC/U+0Ewq4Ft9xz1QCKTbK0HpXnTbfdskfd ="
/>
==
```

Congratulations! You are Google Webmaster verified!