

Now you can use Google Analytics to learn how visitors interact with your site. Google Analytics gives you free reports on your site visitors, including their referring sites, search engines, search keywords, time on each page, pages per visit, geographic location, browser versions, and much more.

This analysis can help you make informed decisions about your marketing campaigns, increase conversions from guest to loyal customer, and empower you to grow your business online. Google offers a basic set of Analytics services free of charge. For more details and to sign up, see [www.google.com/analytics/](http://www.google.com/analytics/).

To make Google Analytics easy to implement in the ECinteractive family of products, your **Admin Control Panel** has a new **Google Analytics ID** box in your **Site Preference** page. After you update your Google Analytics tracking code, the ECinteractive system automatically enters it onto every page of your front end Web site, so that Google Analytics can begin tracking your traffic.

For your Dealer Station and original is.D-Force sites, you can use Site Text to incorporate the Google Analytics script into HTML-capable pages.

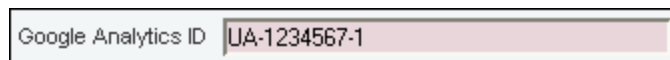
### Get Your Google Analytics ID

1. You'll need to be logged in to a Google account.
  - If you don't already have one, click the **"Don't have a Google account? Sign Up Now"** link on the Google Analytics page ([www.google.com/analytics/](http://www.google.com/analytics/)). Specify your existing email address and a new password for use on the Google site.
  - Google will send you an email with a link to confirm your identity. Click the link.
  - Then, log in to Google using the email address and password you specified.
2. Go to [www.google.com/analytics/](http://www.google.com/analytics/) and click the **Sign Up** button.
3. When prompted for your site URL, enter your ECinteractive or is.D-Force2 URL, including the directory path that includes your ECi DDMS account number (www.ecinteractive.com/12345 or www.dforce2.com/12345).
4. The Google Analytics page will present instructions for adding a script block to each page. In this script block, look for *your tracking code* beginning with "UA-" and followed by a series of numbers, as shown in the sample below. That is all you need to enter into your ECinteractive or is.D-Force2 Admin Control Panel. *Note: Yours will be different!*

```
<script src="http://www.google-analytics.com/urchin.js" type="text/javascript"></script>
<script type="text/javascript">
_uacct = "UA-1234567-1";
urchinTracker();</script>
```

### Add Your Google Analytics ID to Site Preferences in ECinteractive or is.D-Force 2

5. In a new browser window, log in to your ECinteractive/is.D-Force2 Admin Control Panel.
6. Click **Global Settings**, then click **Site Preferences**, and then click the **Edit** button.
7. In the Google Analytics ID box, enter *your* tracking code as shown in the example at right.



*Note: Your numbers will be different!*

8. Click **Update**.

The system automatically enters your tracking code onto every page of your front end Web site, so that Google Analytics can begin tracking site traffic. This tracking is transparent to your end users and does not effect the functionality of the front end site in any way.

**Check Status**

- 9. Go back to the browser window where you are logged into Google Analytics.
- 10. In the Analytics Settings dashboard page, click **Check Status**. Google Analytics checks your home page to confirm that the tracking code is installed.

You should expect data to be available within 24 hours.

If you have multiple Admin users, you can give them access to your analytics report settings, using the **Access Manager** function under Google Analytics’ Settings page.

If you have multiple sites (such as beta or sites owned through acquisition), you can use the same Google Analytics account to track them all. Simply use the **Add Another Website Profile** function under Google Analytics’ Settings page.

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**Note:** This document is intended to answer common questions about what data is required to be entered for the free Google Analytics service to work with your ECinteractive or is.D-Force2 site. Google Analytics is not a product of ECi or DDMS, and therefore it and any other sites you may track through Google Analytics are outside the scope of your ECi DDMS technical support team. If you have additional questions or concerns regarding Google Analytics registration or reporting, contact Google for further information.

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**Finding Your Google Analytics ID After Signup**

If you forget your Google Analytics ID, you can find it by clicking **Edit Account and Data Sharing Settings** on the Google Analytics Settings dashboard page.

**In Dealer Station and the Original is.D-Force**

In Dealer Station’s Site Text Editor, many text blocks are HTML capable — meaning they allow hypertext markup language tags to format the text you enter — *or even run scripts in the background that are not visible to your users*. You can insert the Google Analytics script tags in various HTML capable site pages such as:

- o Home Page
- o Contact Page
- o About Page
- o Login Page
- o Privacy Policy
- o Account Request
- o Page Text (Home, Contact Us, About Us, Browse Catalog, Zip Order, Quick Order, Returns, Contract, Machine Matching, Edit Budgets, Rewards, Today’s Specials, Favorites, My Account, My Orders, Order Approval, Member Sign On, Super User’s User Editor)

**Note:** The Google Analytics script will not track hits in messages such as confirmation or new user emails, nor where the custom text shows up only for certain accounts or conditions controlled by variables after the ? in the URL address.

### Obtaining a New Google Analytics Script Block

1. You'll need to be logged in to Google Analytics.
  - If you don't already have one, click the **"Don't have a Google account? Sign Up Now"** link on the Google Analytics page ([www.google.com/analytics](http://www.google.com/analytics)). Specify your existing email address and a new password for use on the Google site.
  - Google will send you an email with a link to confirm your identity. Click the link.
  - Then, log in to Google using the email address and password you specified.
  - Go to [www.google.com/analytics](http://www.google.com/analytics) and click the **Sign Up** button.
2. Click **Add Website Profile**.
3. When prompted for your site URL, enter your Dealer Station or is.D-Force site URL, including the directory path that includes your ECi DDMS account number (such as [www3.officesupply-link.com/####/DealerStation/](http://www3.officesupply-link.com/####/DealerStation/)).
4. The Google Analytics page will present instructions for adding a script block to each page. It provides a new unique user account number beginning with "UA-" and followed by a series of numbers, as shown in the sample below. *Note: Yours will be different!*

```
<script src="http://www.google-analytics.com/urchin.js" type="text/javascript"></script>
<script type="text/javascript">
_uacct = "UA-7654321-2";
urchinTracker();</script>
```

### Using Site Text Editor to Add Google Analytics to HTML Capable Fields

1. In the Dealer Station or is.D-Force Admin Control Panel, click **Site Text**.
2. In the Site Text page, scroll to the desired HTML Capable field.
3. Click anywhere in the field, and enter the script that Google Analytics provided.
4. When you finish, click **Update**.
5. Repeat for other HTML Capable text fields, as shown in the figure.

Google Analytics advises checking status on your new profile 24 hours after inserting the script on site pages.

