

Adding Google Analytics to the Event Calendar and Room Request public pages

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This article explains how to go about adding Google Analytics web tracking code to your event calendar and/or room request public pages. Adding this script will give you a good idea about how often these pages are being visited. Configuration of the information you would like to collect happens through a third party tool; a free Google Analytics account. Google Analytics generates a script that handles the tracking and all what you will need to do is either embed it in a specific Evanced system file or send it to Evanced support to embed; depending on whether your Evanced system is hosted on your server or Evanced's. Here are the steps:

- 1- Create a Google Analytics account at <http://www.google.com/analytics/>, if you do not have one.
- 2- Once logged in to Google Analytics using your account, find where you can enter a link to track under Analytics.
- 3- In the link/web address field enter your Evanced system link without the page name; it should look like this example:
<http://state.evanced.info/libraryname/lib> for a calendar link that looks like this:
<http://state.evanced.info/libraryname/lib/eventcalendar.asp>
- 4- Continue in the process until you obtain the necessary lines of code. If your Evanced application resides on your server, then continue to step 5. If it resides on Evanced servers, simply email the generated script to support@evancedsolutions.com requesting to embed it. When you are told that it has been uploaded, continue with step 7.
- 5- Locate defines.inc file in the common folder under the web root of the evanced system. Evanced web root is usually here, but could be different on your server: c:\inetpub\wwwroot\libraryname\lib or c:\inetpub\wwwroot\evanced\lib. Then make a copy of it as a backup.
- 6- Copy the generated script and paste in your defines.inc file under the "Common Header Routine for Patron Pages" section, exactly between "<body>" tag and "<div id="header">". Of course, save the file.
- 7- You can then go in to your Google Analytics account and configure what information you want to receive or collect. It will take about 24 hours from the time the code is inserted to start seeing results.

Please note that depending on how the Google analytics account is configured, you might not get the correct information. Just keep in mind when going through the account's setup process that all of the patron pages call the same function, not just the calendar page. This includes the

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