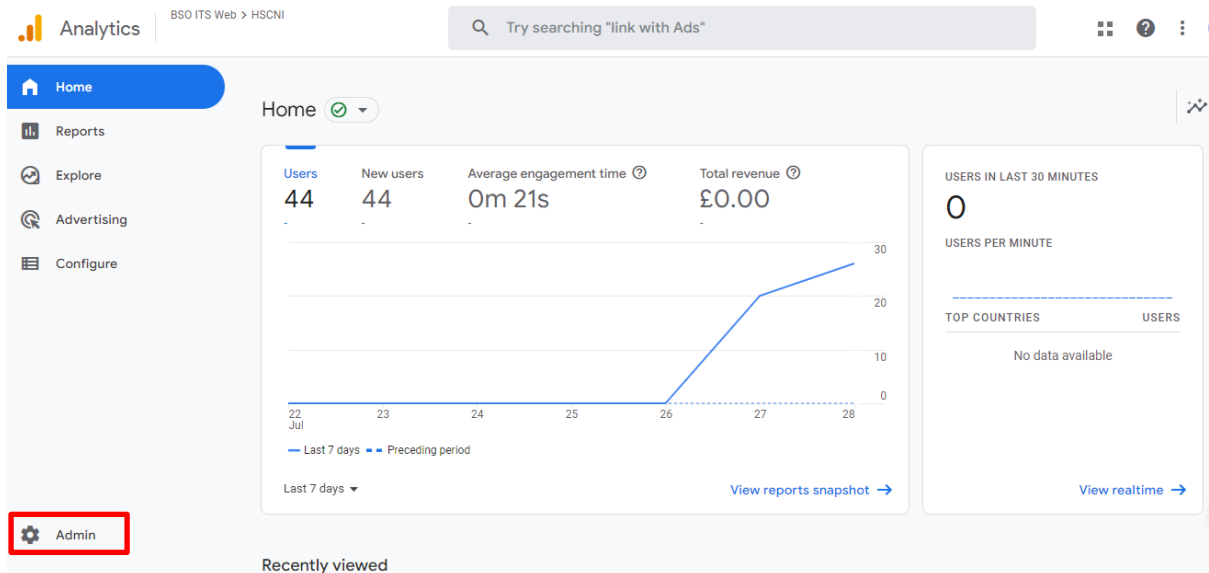


Google Analytics – adding a website

Step 1: Go to <https://analytics.google.com/> and Sign in. You will already have your sign in details to do this. If not speak to someone in the web team.

Step 2: This will bring you to the Google Analytics home page. From here you will select the “Admin” button.



Step 3: Select the account you want to add an analytic too on the left-hand side. You should not need to add a new property but you can do this through selecting “+ Create Account” and follow the instructions for this.

The screenshot shows the Google Analytics Admin page. The 'Account' dropdown menu is highlighted with a red box, showing 'HSCNI' selected. The 'Property' dropdown menu is also highlighted with a red box, showing 'cancerscreening.hscni.net (324817497)' selected. The page shows various settings and management options for the account and property.

Note: You will see 2 options “Accounts” and “Properties”. Accounts are Trusts/Business areas within HSC e.g. BSO, HSCNI, Belfast Trust. Properties are the websites within the Account Areas for example Belfast Trust would have the belfasttrust.hscni.net website.

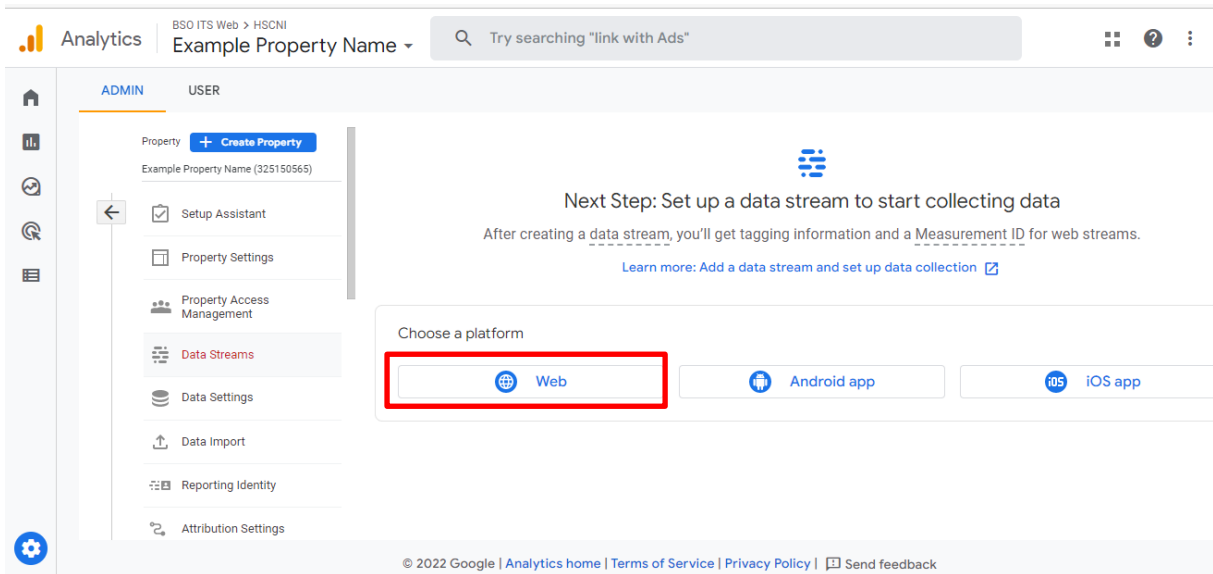
Step 4: You will need to fill out the details for the property and click “Next”

The screenshot shows the 'Create property' interface in the Google Analytics Admin console. The page title is 'Create property' and the current step is '1 Property setup'. Under 'Property details', there is a text input field for 'Property name' containing 'Example Property Name', which is highlighted with a red box. Below this are dropdown menus for 'Reporting time zone' (United Kingdom), 'Currency' (British Pound), and a 'Next' button.

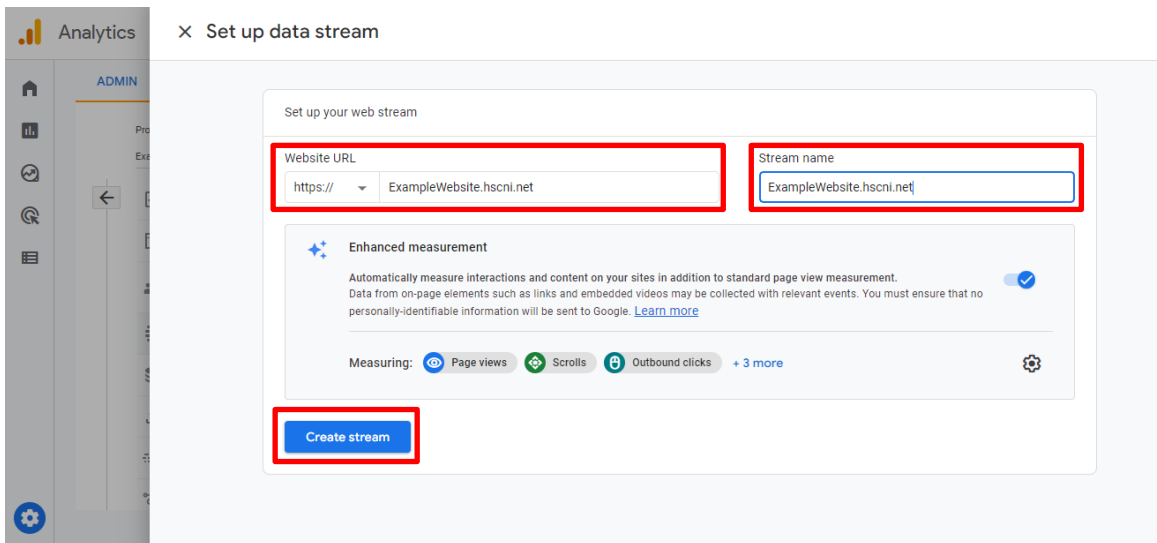
Step 5: You will need to fill out about your business details as below and click the “Create” button.

The screenshot shows the 'About your business' step in the Google Analytics Admin console. The 'Business information' section includes a dropdown for 'Industry category' (Health), radio buttons for 'Business size' (Medium - 11 to 100 employees is selected), and a list of checkboxes for 'How do you intend to use Google Analytics with your business?'. The 'Measure customer engagement with my site or app' checkbox is checked and highlighted with a red box. A 'Create' button is highlighted with a red box at the bottom.

Step 6: This will now be the property created. You will need to select the Web Platform to continue with the set up by setting up a data stream.



Step 7: Fill out the website details for the URL and website name, as a rule of thumb keep the website name the same as the URL. Select “Create Stream” button.



Step 8: You will have created a data stream. You will want to scroll down and copy the code that is located under global site tag as we will need to insert this into the website.

The screenshot shows the Google Analytics Admin interface. The 'Stream details' section displays the following information:

STREAM NAME	STREAM URL	STREAM ID
ExampleWebsite.hscni.net	https://ExampleWebsite.hscni.net	3868276736

Below this, the 'MEASUREMENT ID' is listed as G-DHE92VBBC4. The 'Enhanced measurement' section is turned on, and the 'Tagging Instructions' section provides the following code for the global site tag:

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=G-DHE92VBBC4"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

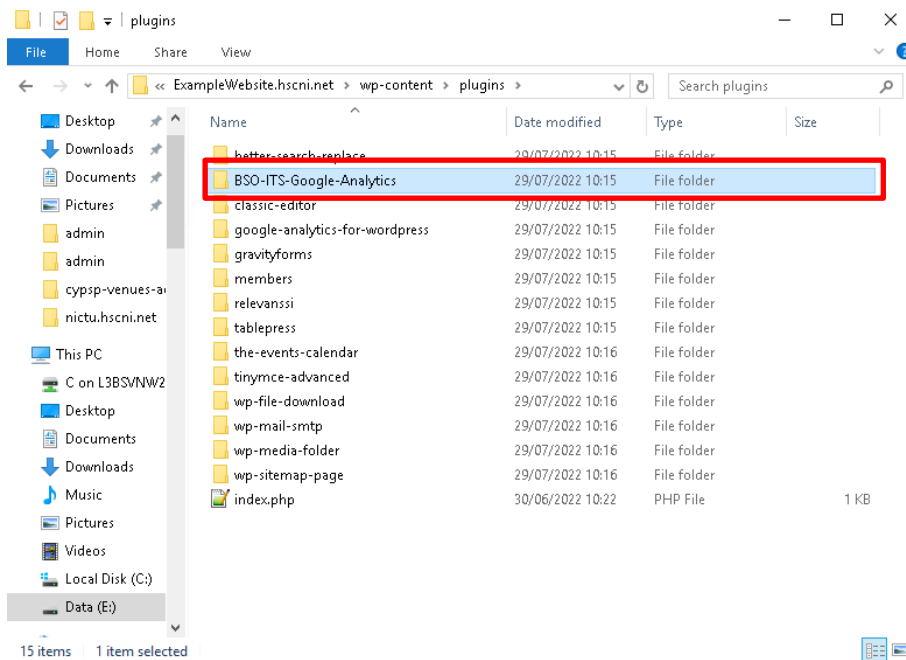
  gtag('config', 'G-DHE92VBBC4');
</script>
```

Step 9: Next you will need to locate the files for the website on the web server. These details can be found on Teams for server info. Once you have logged into the server you will need to locate the plugin section.

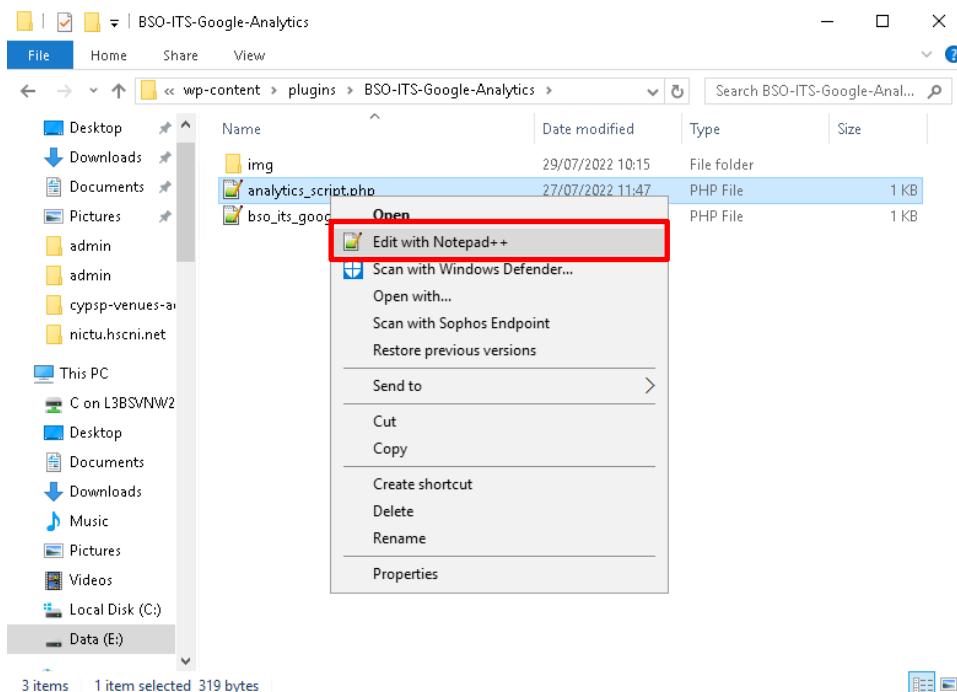
The screenshot shows a Windows File Explorer window with the address bar set to 'ExampleWebsite.hscni.net > wp-content > plugins'. The left sidebar shows the navigation pane with 'Data (E:)' selected. The main pane displays a list of folders and files:

Name	Date modified	Type	Size
better-search-replace	29/07/2022 10:15	File folder	
classic-editor	29/07/2022 10:15	File folder	
google-analytics-for-wordpress	29/07/2022 10:15	File folder	
gravityforms	29/07/2022 10:15	File folder	
members	29/07/2022 10:15	File folder	
relevanssi	29/07/2022 10:15	File folder	
tablepress	29/07/2022 10:15	File folder	
the-events-calendar	29/07/2022 10:16	File folder	
tinymce-advanced	29/07/2022 10:16	File folder	
wp-file-download	29/07/2022 10:16	File folder	
wp-mail-smtpt	29/07/2022 10:16	File folder	
wp-media-folder	29/07/2022 10:16	File folder	
wp-sitemap-page	29/07/2022 10:16	File folder	
index.php	30/06/2022 10:22	PHP File	1 KB

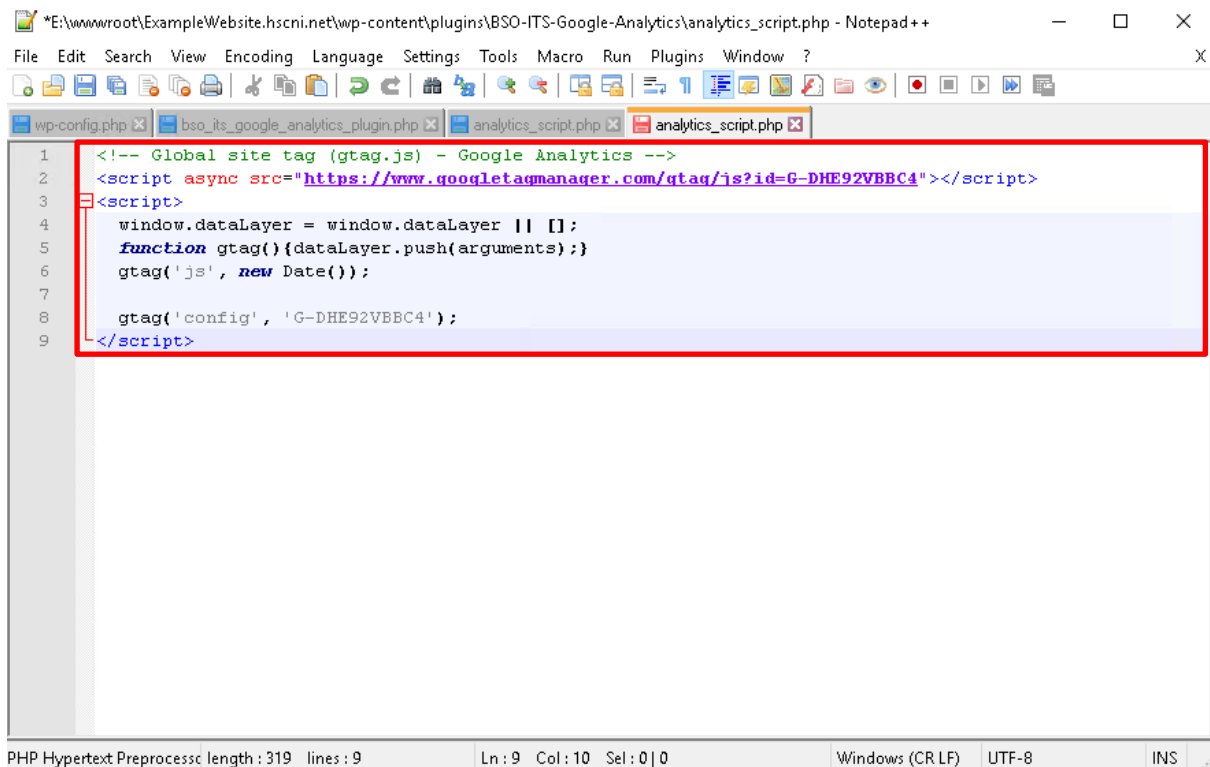
Step 10: Next you will need to add the “BSO-ITS-Google-Analytics” plugin. This can be located on most of the servers or can be found on SharePoint [here](#). You may need to unzip the files but your screen should look like this.



Step 11: You will need to go into the BSO-ITS-Google-Analytics plugin and right-click the analytics_script.php and Edit with Notepad++



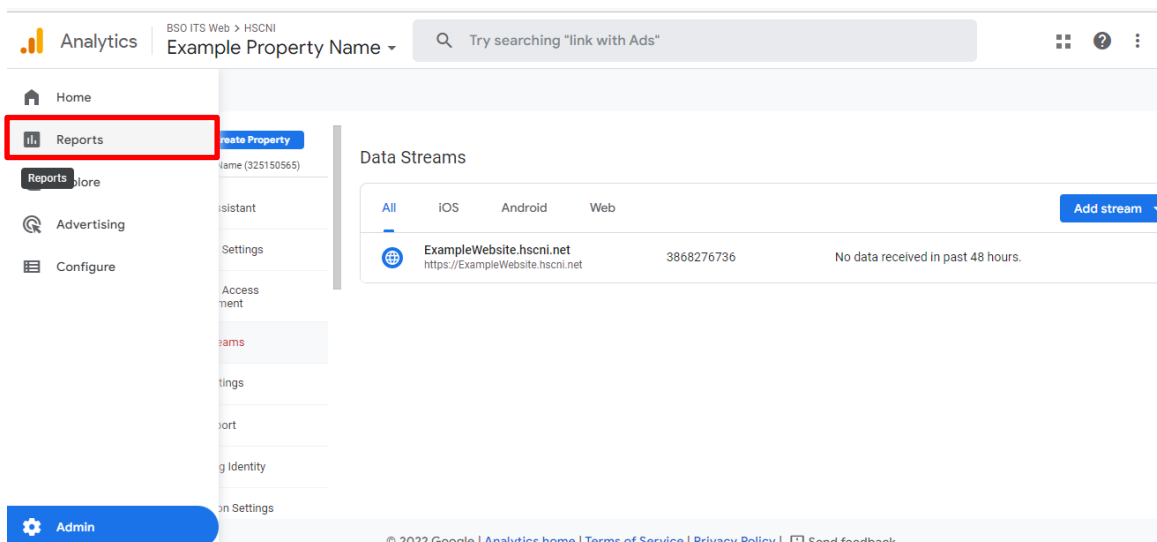
Step 12: Delete any code that is currently in the file and paste the global tag from Google Analytics and save this. This will put the tag into the header of the website for the link to be created.



```
*E:\wwwroot\ExampleWebsite.hscni.net\wp-content\plugins\BSO-ITS-Google-Analytics\analytics_script.php - Notepad++
File Edit Search View Encoding Language Settings Tools Macro Run Plugins Window ?
wp-config.php bso_its_google_analytics_plugin.php analytics_script.php analytics_script.php
1 <!-- Global site tag (gtag.js) - Google Analytics -->
2 <script async src="https://www.googletagmanager.com/gtag/js?id=G-DHE92VBBC4"></script>
3 <script>
4   window.dataLayer = window.dataLayer || [];
5   function gtag(){dataLayer.push(arguments);}
6   gtag('js', new Date());
7
8   gtag('config', 'G-DHE92VBBC4');
9 </script>
```

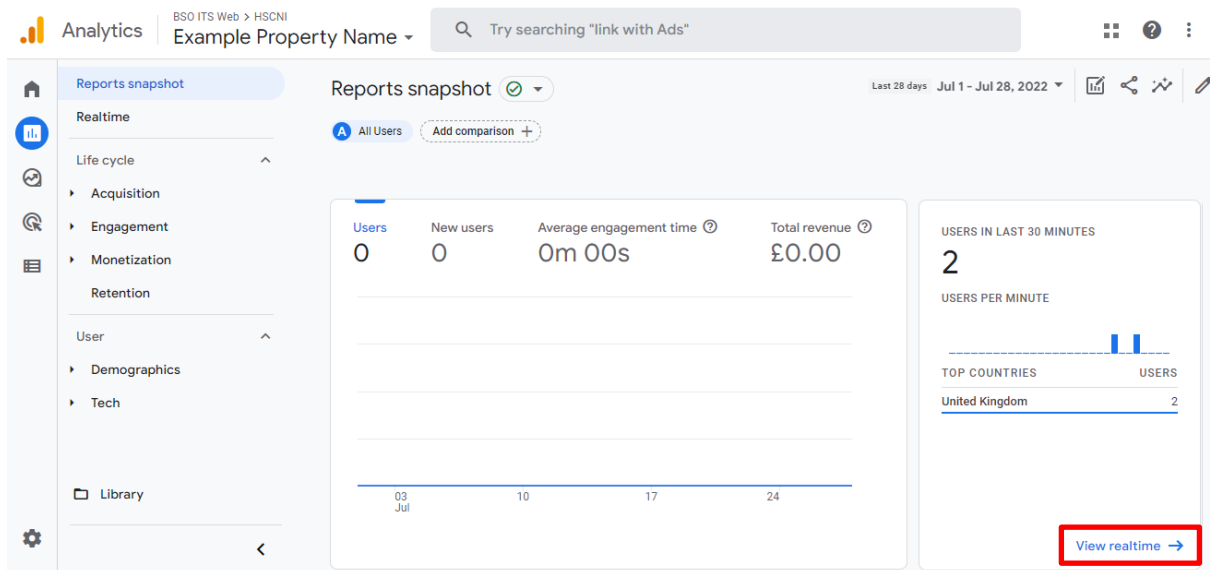
PHP Hypertext Preprocess length : 319 lines : 9 Ln : 9 Col : 10 Sel : 0 | 0 Windows (CR LF) UTF-8 INS

Step 13: Check that the website is pulling the information, you can do this by going to reports on the left hand side of Google Analytics

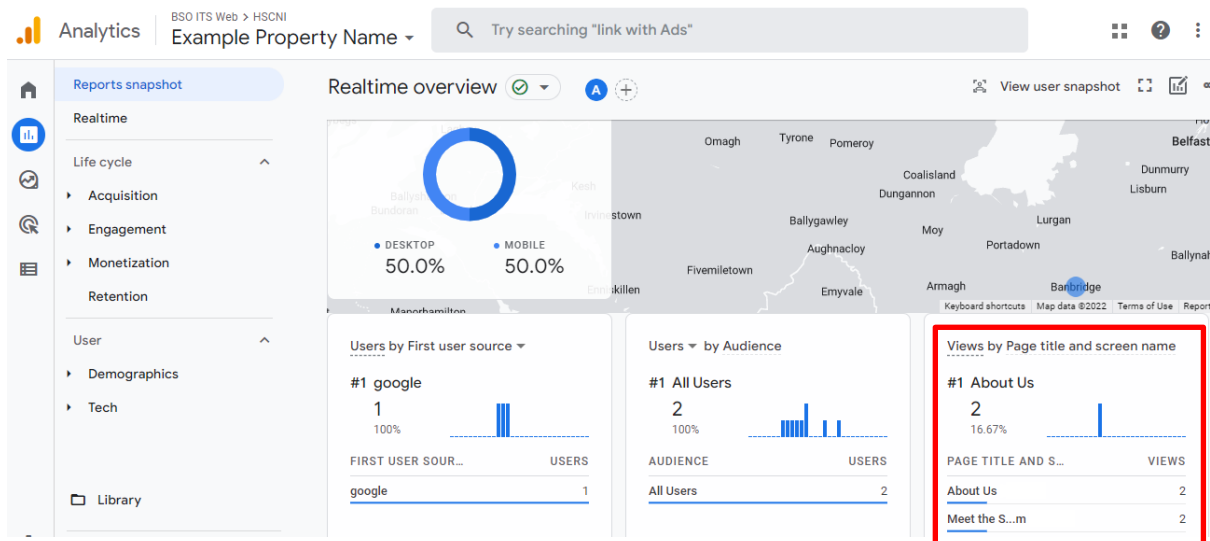


Note: You will need to go onto the website using InPrivate Mode/Incognito Mode so that it will track as a separate user instead of admin for the website.

Step 14: You will be able to sell from this screen as it will show users in the last 30 minutes, as you can see this is 2 users. To check it is accurately recording select “View realtime” in the bottom right hand corner.



Step 15: On this screen you will be able to see what pages have been viewed, make sure this matches with what pages you have selected.



Note: It can take up to 15 minutes for Google Analytics to show the feed when first set up.

That is Google Analytics fully set up!