

SmithCart Google Analytics



Google Analytics

Users' Manual

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I. Introduction

SmithCart is fully integrated with Google's website tracking service, Google Analytics, out of the box. Adding Google Ecommerce to your SmithCart is easy. There is no coding necessary!

Google Analytics not only lets you measure sales and conversions, but also gives you fresh insights into how visitors use your site, how they arrived on your site, and how you can keep them coming back.

This manual will guide you step-by-step through installation, setup, and use of Google Analytics with SmithCart.

II. What is Google Analytics?

Google Analytics is a service provided by Google that produces comprehensive data about a website's traffic and traffic origins. Google Analytics is an awesome marketing tool you can use to collect information and optimize your store to drive more revenue. It is the most broadly used internet statistics service.

The basic Google Analytics service is free and can track customers from all referrers, including search engines and social networks, direct visits and referring sites. It also displays marketing, pay-per-click networks, email promotions and digital collateral such as links within PDF files.

III. Configuring your Google Account to Use Analytics

This section will guide you through the configuration of your Google Analytics to be used with the SmithCart module.

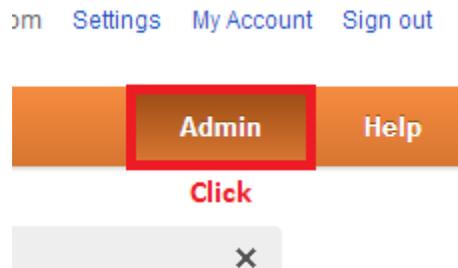
A. How to Track Ecommerce Transactions

To track Ecommerce transactions on your website, you will need to do two things:

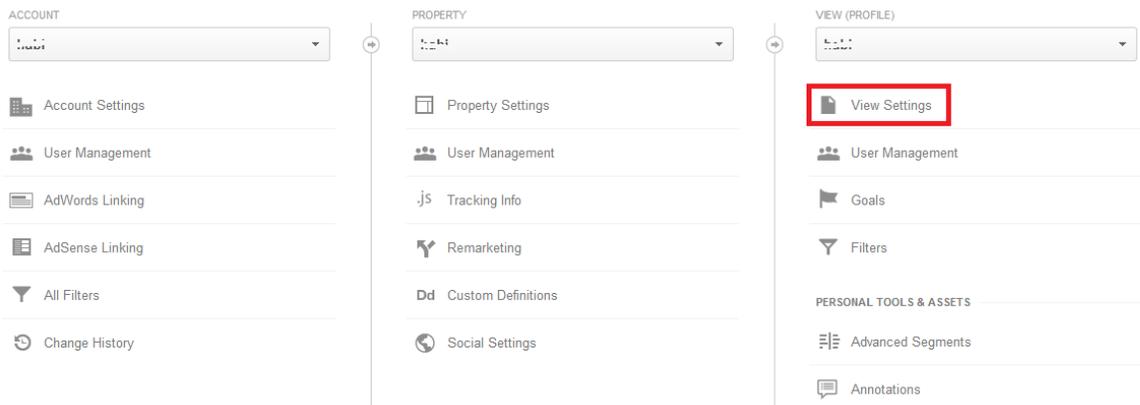
- Enable Ecommerce Tracking in your Google Analytics account.
- Configure SmithCart to send the Ecommerce data to your Google Analytics account.

1. Adding Google Ecommerce Tracking To Your Google Account

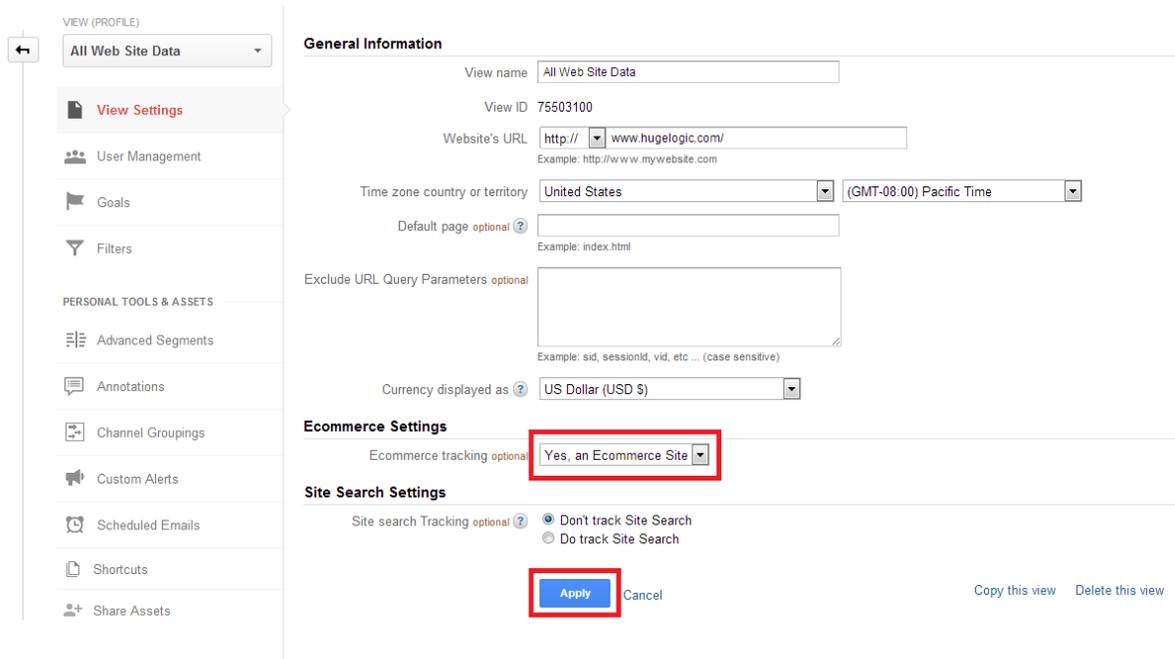
1. Login to your Google Analytics account.
2. Click Admin in the upper right to go to the Analytics Administration area.



3. On the Analytics Administration page select View Settings. This will take you to the VIEW PROFILE page.



4. On the VIEW (PROFILE) page, in the **Ecommerce Settings area**, locate the Ecommerce tracking drop down selector. Select 'Yes, an Ecommerce Site' and then select the Apply button at the bottom to save your changes. You have now enabled Google Ecommerce Tracking on your Google Analytics account.



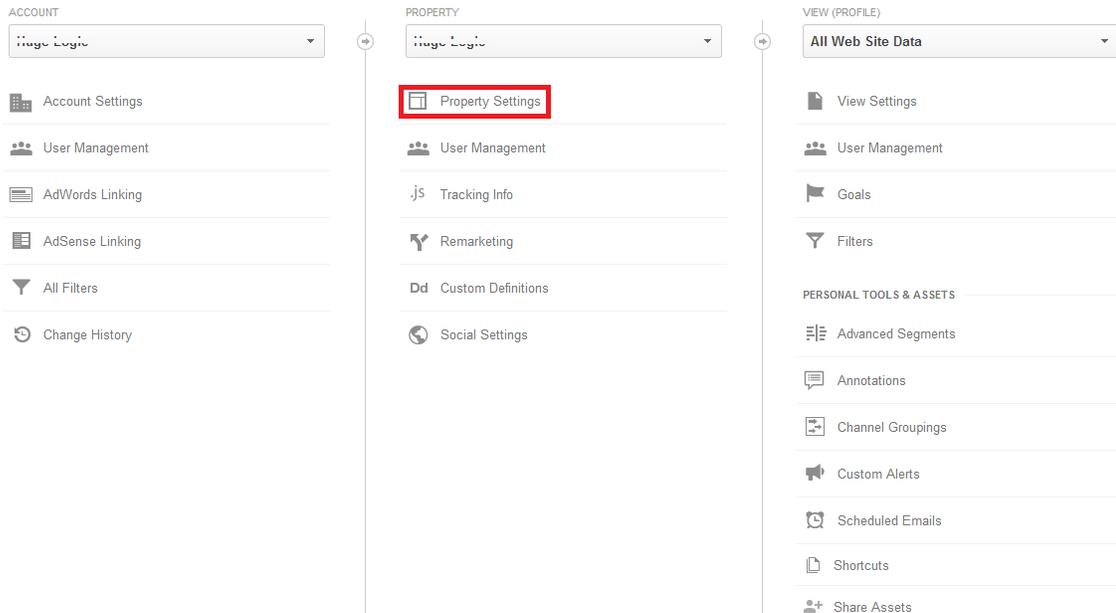
*** Important**

Google can take 24 hours to display Ecommerce Tracking data in the Ecommerce reports. You can view your Ecommerce tracking data the day after you set your Ecommerce account up.

2. Copy Your Google Analytics ID

For the next part of this walkthrough you will need your Google Analytics Tracking ID UA number. It looks like this UA-XXXXX-YY and can be found after you log into your Google Analytics account.

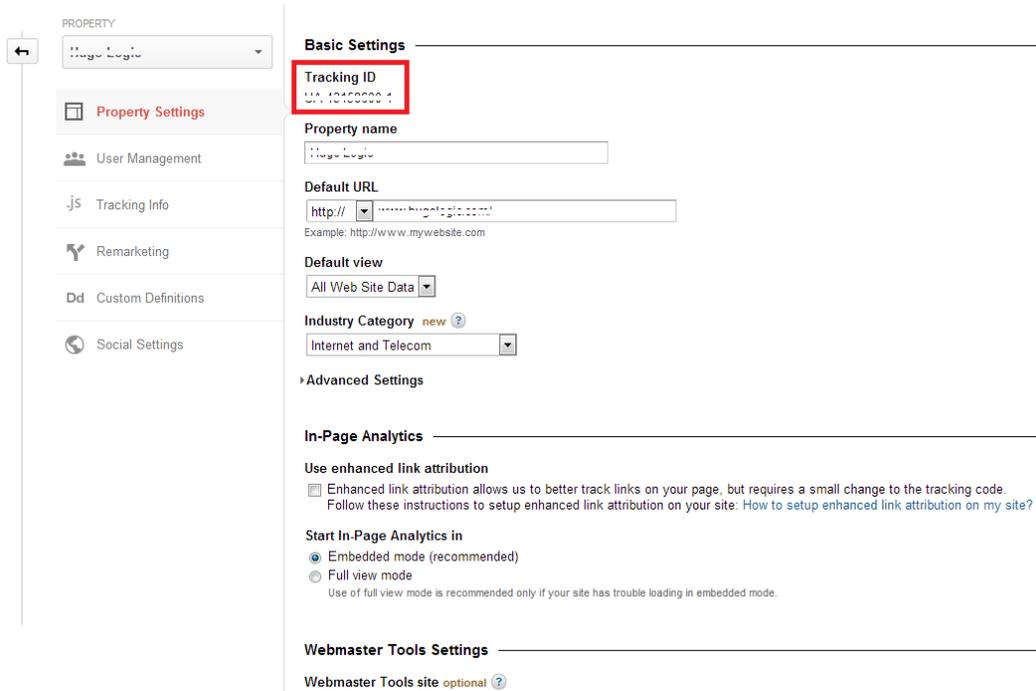
1. On the Analytics Administration page select Property Settings. This will take you to the Property page.



The screenshot displays a web analytics dashboard with three main sections:

- ACCOUNT:** Includes Account Settings, User Management, AdWords Linking, AdSense Linking, All Filters, and Change History.
- PROPERTY:** Includes Property Settings (highlighted with a red box), User Management, .js Tracking Info, Remarketing, Custom Definitions, and Social Settings.
- VIEW (PROFILE):** Includes All Web Site Data, View Settings, User Management, Goals, Filters, Personal Tools & Assets (Advanced Segments, Annotations, Channel Groupings, Custom Alerts, Scheduled Emails, Shortcuts), and Share Assets.

2. On the PROPERTY page locate the Tracking ID



IV. Configuring SmithCart to Use Google Analytics

Now that your Google account is correctly configured to use Analytics, you must link your account with your SmithCart.

A. Enter your Google Analytics Tracking ID UA

After you have enabled Ecommerce in your Google Analytics account, you'll need to ensure that SmithCart's sends the Ecommerce tracking data to Google Analytics. This involves entering your Google Analytics Tracking ID UA number into the Google Analytics ID text box in the Cart Settings.

Module

- Module Settings
- Page Settings
- Smith Cart Settings
 - General Store Setup
 - Store Name:
 - Country:
 - Store State/Region:
 - Store Postal Code:
 - Store Currency:
 - Google Analytics ID: ← Enter UA here
 - Payment Gateway Setup
 - Shipping and Handling Setup
 - Tax Setup
 - Product Listing Page Setup
 - Product Detail Page Setup
 - General Cart Setup
 - Wishlist/Save Cart Setup
 - Checkout Step 1 Setup
 - Confirmation Page Setup (Before Payment)
 - Confirmation Status Page Setup (After Payment)
 - Sign In/Registration Page Setup
 - Coupon and Discount Setup
 - Vendor Store Setup
 - Affiliate Setup
 - Email Setup

← Update here

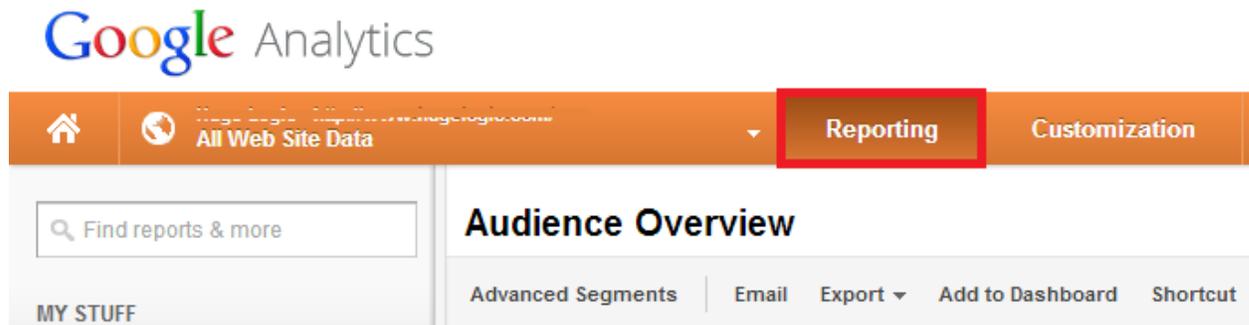
That's it. Your Google Ecommerce Tracking is set up and tracking data. You can review your results tomorrow from your Google Analytics account (Google delays data for 24 hours).

V. How to View Google Ecommerce Transactions and Events

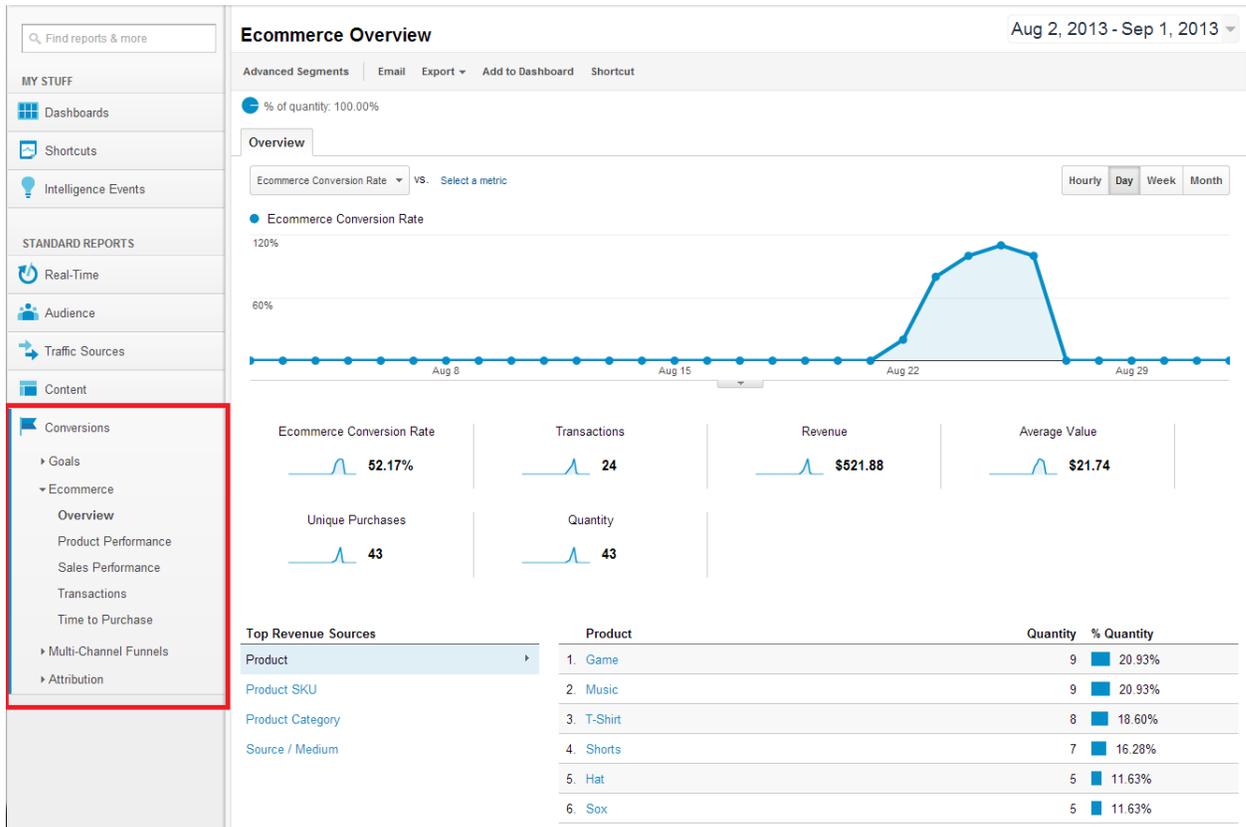
Your Google Ecommerce Tracking is set up and tracking data. You can review your results tomorrow from your Google Analytics account (Google delays data for 24 hours).

A. Reading Your Data within Your Google Account

1. To view Google Ecommerce transactions from your website, first login to Google Analytics and then select Reporting.



2. From the Reporting page, select Conversions and then Ecommerce to view the various Ecommerce reports. The Ecommerce Overview report is shown below.



B. *SmithCart Analytics Reports*

In addition to recording all of your sites transactions in Google Ecommerce Tracking in your Google Analytics account, SmithCart also records the following Ecommerce events:

Category	Event	Label	Value
Checkout	CompletedSale	Transaction	All line items purchased; Sku, Name, Category, Price, Quantity
Cart	Add To Cart	Product	ProductName~Sku
Cart	Update Quantity	Amount	Line Total
Cart	Delete Item	Sku	Sku value
Cart	Clear Cart		
Cart	Apply Coupon	CouponCode	Coupon applied
Cart	Continue Shopping		
Saved Cart	Save Cart		
Saved Cart	View Saved Cart		
Saved Cart	Share Cart	SavedCartID	SavedCartID
Saved Cart	Update Saved Cart	Description	Description
Saved Cart	Delete Saved Cart	Description	Description

To view Google Ecommerce Events from your website, first login to Google Analytics and then select Reporting as shown previously. Then select Content and then Events. The Events Overview report is shown below:

Find reports & more

MY STUFF

- [Dashboards](#)
- [Shortcuts](#)
- [Intelligence Events](#)

STANDARD REPORTS

- [Real-Time](#)
- [Audience](#)
- [Traffic Sources](#)
- [Content](#)

 - Overview
 - Behavior Flow
 - Site Content
 - Site Speed
 - Site Search
 - Events

 - Overview
 - Top Events
 - Pages
 - Events Flow

- AdSense
- Experiments
- In-Page Analytics
- Conversions

Events Overview Aug 2, 2013 - Sep 1, 2013

Advanced Segments | Email | Export | Add to Dashboard | Shortcut

% of unique events: 100.00%

Overview

Total Events vs. Select a metric Hourly | Day | Week | Month

5 of your visits sent events

Total Events	Unique Events	Event Value	Avg. Value
8	5	0	0.00
Visits with Event	Events / Visit		
5	1.60		

Top Events	Event Category	Total Events	% Total Events
Event Category	1. Checkout	8	100.00%

[Event Action](#) [view full report](#)

[Event Label](#)