

Tier 3 Land Rover & Jaguar Google Analytics Installation Instructions



Purpose

This presentation is intended for Jaguar or Land Rover dealerships who manage their website either themselves, or through a third party other than Shift Digital.



Google Analytics Installation Agenda

1. Project Objectives
2. Determining “Which Category Applies To You”
3. Installation Steps (Divided into 3 Categories)



Project Objectives

- Installing the same Google Analytics code across all Land Rover & Jaguar dealership sites, allows us to:
 - Track overall and regional performance
 - Identify best practices that can be leveraged across the business



Installation

- GA code implementation is a straightforward process, best handled by your site's web developer.
- Code will be sent on October 15th.
- In some instances, dealer sites already have Google Analytics tracking code on their site. We will provide the means to install the additional code in this situation.
- **IMPORTANT:** If your site is a Land Rover / Jaguar dual-branded site, use the Land Rover code that is sent to you. There is no need for duplication.
- The code runs asynchronously, so there will be no noticeable lag in your page load times.
- Dealerships will fall into 1 of 3 categories:
 1. Sites currently without Google Analytics code
 2. Sites currently with asynchronous Google Analytics code
 3. Sites currently with the older, traditional Google Analytics code



Which Code Do You Have?

Asynchronous Google Analytics Tracking Code

```
<script type="text/javascript">

var _gaq = _gaq || [];
_gaq.push(['_setAccount', 'UA-XXXXX-X']);
_gaq.push(['_trackPageview']);

(function() {
  var ga = document.createElement('script'); ga.type = 'text/javascript';
  ga.src = ('https:' == document.location.protocol ? 'https://ssl' :
    'http://www') + '.google-analytics.com/ga.js';
  (document.getElementsByTagName('head')[0] || document.getElementsByTagName('body')[0]).appendChild(ga);
})();

</script>
```

Traditional Google Analytics Tracking Code

```
<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'%3E%3C/script%3E"));
</script>
<script type="text/javascript">
var pageTracker = _gat._getTracker("UA-XXXXX-X");
pageTracker._initData();
pageTracker._trackPageview();
</script>
```

****Both code examples can be found by searching for “UA-” in your source code****



Category 1: Installation Without GA Code

1. Take the Google Analytics code that will be distributed to you, and highlight the entire thing (From `<script type="text/javascript">` all the way down to `</script>`, and copy it.
2. Paste the code into the header portion of your web-design editor, between the `<head>` and `</head>` lines of text (these two lines will have other lines of code in between them), immediately before the `</head>` line. The order should appear in this format:

```
<head>
```

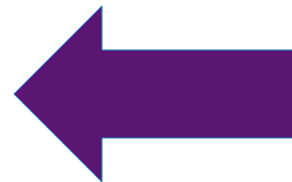
```
(other pre-existing code)
```

```
<script>
```

```
(middle of the GA tracking code)
```

```
</script>
```

```
</head>
```



Pasted
GA Code



Category 2: Installation with Asynchronous GA Code Already on Site

1. Copy the analytics code identified for use in Category 2.
2. Insert code on line just below the last `'_gaq.push'` line of pre-existing code, but above the `'(function){'` line.

```
<script type="text/javascript">
var _gaq = _gaq || [];
_gaq.push(['_setAccount', 'UA-32637774-1']);
_gaq.push(['_trackPageview']);
```

Pre-Existing Code

New Code

```
_gaq.push(['T1._setAccount', 'UA-xxxxxx-2']);
_gaq.push(['T1._setDomainName', 'none']);
_gaq.push(['T1._setAllowLinker', true]);
_gaq.push(['T1._trackPageview']);
_gaq.push(['MShare._setAccount', 'UA-xxxxxx-1']);
_gaq.push(['MShare._trackPageview']);
```

```
(function() {
  var ga = document.createElement('script'); ga.type = 'text/javascript';
  ga.async = true;
  ga.src = ('https:' == document.location.protocol ? 'https://ssl' :
'http://www') + '.google-analytics.com/ga.js';
  var s = document.getElementsByTagName('script')[0];
  s.parentNode.insertBefore(ga, s);
})();
```

Pre-Existing Code

```
</script>
```



Category 3: Installation With Traditional Code Already On Site

- Existing code will need to be converted to Asynchronous code. This is beneficial as it reduces site load times. New code was introduced in December 2009, is more accurate, and is recommended by Google.

1. Copy and Paste your existing traditional GA code into a text file, and save for reference. Note the 'UA-xxxxxx-1' tag, as it will be re-implemented into the asynchronous code.

2. Paste old UA-xxxxxx-1 tag into asynchronous code, as seen to the right. New code can be pasted into the same space formerly used by the old code. **Note that the UA tag is guarded by an apostrophe in the new code, and not quotes.**

OLD

```
<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'%3E%3C/script%3E"));
</script>
<script type="text/javascript">
var pageTracker = _gat._getTracker("UA-XXXXX-X");
pageTracker._initData();
pageTracker._trackPageview();
</script>
```

Copy/Paste UA tag from one to the other

NEW

```
<script type="text/javascript">

var _gaq = _gaq || [];
_gaq.push(['_setAccount', 'UA-XXXXX-X']);
_gaq.push(['_trackPageview']);

(function() {
  var ga = document.createElement('script'); ga.type = 'text/javascript';
  ga.async = true;
  ga.src = ('https:' == document.location.protocol ? 'https://ssl' :
'http://www') + '.google-analytics.com/ga.js';
  var s = document.getElementsByTagName('script')[0];
  s.parentNode.insertBefore(ga, s);
})();

</script>
```



Category 3: Installation With Traditional Code Already On Site (Ctd.)

***Skip this step if you only have one existing UA-xxxxx-1 tag**

For each additional existing UA-xxxxx-1 tracking code already on your site, a 'gaq.push' sequence must be created. The 2nd, 3rd, etc. codes must be given unique identifiers, to separate each code from others. These can be titled anything of your choosing.

****NOTE THE PERIOD AT END OF EACH IDENTIFIER****

Example below:

```
_gaq.push(['_setAccount', 'UA-XXXX1-1']);  
_gaq.push(['_trackPageview']);
```

```
_gaq.push(['SECOND._setAccount', 'UA-XXXX2-1']);  
_gaq.push(['SECOND._trackPageview']);
```

```
_gaq.push(['THIRD._setAccount', 'UA-XXXX3-1']);  
_gaq.push(['THIRD._trackPageview']);
```

Unique Identifiers in Blue



Category 3: Installation With Traditional Code Already On Site (Ctd.)

In the end, your code would look like this:

```
<script type="text/javascript">

var _gaq = _gaq || [];
_gaq.push(['_setAccount', 'UA-XXXXX-X']);
_gaq.push(['_trackPageview']);
_gaq.push(['SECOND._setAccount', 'UA-XXXX2-1']);
_gaq.push(['SECOND._trackPageview']);
_gaq.push(['THIRD._setAccount', 'UA-XXXX3-1']);
_gaq.push(['THIRD._trackPageview']);

(function() {
  var ga = document.createElement('script'); ga.type
= 'text/javascript'; ga.async = true;
  ga.src = ('https:' == document.location.protocol ?
'https://ssl' : 'http://www') + '.google-
analytics.com/ga.js';
  var s =
document.getElementsByTagName('script')[0];
s.parentNode.insertBefore(ga, s);
})();

</script>
```

← Only if applicable



Category 3: Installation With Traditional Code Already On Site (Last Step)

- 1.) Copy the analytics code identified for use in Category 3
- 2.) Insert new code on line just below the last `'_gaq.push'` line of pre-existing code, but above the `'(function(){'` line.

```
<script type="text/javascript">
```

```
var _gaq = _gaq || [];  
_gaq.push(['_setAccount', 'UA-XXXXX-X']);  
_gaq.push(['_trackPageview']);  
_gaq.push(['SECOND._setAccount', 'UA-XXXX2-1']);  
_gaq.push(['SECOND._trackPageview']);  
_gaq.push(['THIRD._setAccount', 'UA-XXXX3-1']);  
_gaq.push(['THIRD._trackPageview']);
```

← Only if applicable

```
_gaq.push(['T1._setAccount', 'UA-xxxxxx-2']);  
_gaq.push(['T1._setDomainName', 'none']);  
_gaq.push(['T1._setAllowLinker', true]);  
_gaq.push(['T1._trackPageview']);  
_gaq.push(['MShare._setAccount', 'UA-xxxxxx-1']);  
_gaq.push(['MShare._trackPageview']);
```

↑ New Code

```
(function() {  
  var ga = document.createElement('script'); ga.type =  
'text/javascript'; ga.async = true;  
  ga.src = ('https:' == document.location.protocol ?  
'https://ssl' : 'http://www') + '.google-analytics.com/ga.js';  
  var s = document.getElementsByTagName('script')[0];  
  s.parentNode.insertBefore(ga, s);  
})();
```

```
</script>
```



Upon Installing the Google Analytics Code

Email Malinda Gagnon, malinda.gagnon@groupM.com, for confirmation of successful installation.



General Point of Contact

For general questions regarding Google Analytics & Lightning Bolt tags, please contact Matthew Dirsa .

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Thank you!

