



# **ADDING ANALYTICS TO YOUR SS WEB SITE**

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# ORDER OF ACTION

1. Get a Google ID if you don't already have one
2. Register your web site with Google Webmaster Tools and verify it
3. Sign up for Google Analytics
4. Insert Analytics script in your SS web site
5. Verify Analytics is working for your site.
6. Insert +1 script in your web site
7. Sign up for AddThis
8. Insert AddThis script in your web site



# REGISTER SITE WITH GOOGLE WEBMASTER TOOLS

- Go to [www.google.com/webmasters](http://www.google.com/webmasters) and sign in using your Google ID and password.
- Click the **Add a site** button and type the URL of your web site. Click **Continue**.
- Verify you own the site by adding a name for your site (optional), choosing a verification method and following the instructions. For example, one verification method is to put coded text they give you in a file and upload that file to the root directory of your web site. Another is to add a meta tag to the HTML in your web site.



# CREATE AN ANALYTICS ACCOUNT

- Go to the Google Analytics site (<http://www.google.com/analytics/index.html>) and sign in with Google ID.
- Set up an Analytics account and add your web site as a property to account. Then get a Tracking ID (record it somewhere safe).
- Find tracking code for your site by clicking **Admin**, select the site and click **Tracking Info**. The tracking code will be shown in the box. This script must now be inserted into every page in your website.



## VERIFY ANALYTICS IS WORKING

- Upload your web site with tracking code and give it 24 hours.
- Go to your Analytics account and select **Tracking Info**. At the top you will see a status message giving you the site status with Analytics.
- If data is being received, select My Site, then Reports to see if reports are being generated.
- Use the Analytics Help if you see problems. Recheck that you have the correct Tracking ID and the tracking code is properly appearing on your web site pages.



# INSTRUMENT YOUR SS WEB SITE

1. Open your web site SDF in SS.
2. In **Layouts.Default Layout**, put cursor in **Extra Footer** and use Shift F7 editor (do not use F7 editor!)
3. Copy tracking code from the Analytics account page and paste it into the editor and save it. Make sure the code is completely copied.
4. On **Layouts.Chart Pages**, click **Extra Footer Override** and again insert the tracking code in the **Extra Footer** using Shift F7 editor.
5. Repeat step 4 for **Layouts.Image Pages** and any layout that doesn't inherit from Default Layout.



# ADDING SOCIAL NETWORKING BUTTONS

- There are several of these services. I use AddThis.
- Go to <https://www.addthis.com/get/sharing> and create an account.
- Follow the instructions, selecting a style of buttons. Since I place the buttons in the footer, so I chose a small horizontal arrangement. You can pick a vertical array and place it in the sidebar, depending on your SS theme and style.
- When you have made your choice, click the **Grab It** button to copy the script.



## PLACE ADDTHIS CODE IN YOUR SS SITE

- Place the code in the Extra Footer section where you placed the Google Analytics code. Be sure to place it before or after the Google code, not in the middle of it.
- Use the Shift F7 editor to paste the code in place.
- The locations are the Extra Footer sections of the Default, Charts and Images layouts.
- Rebuild your web site and upload to your server. Verify that the buttons appear where you wanted. Note the script doesn't work locally, so you have to view it on a web server.

