ClubRunner

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How to track website statistics with Google Analytics Omar S. - 2023-09-27 - Website Settings

ClubRunner has built-in Google Analytics tracking to help you gain insight into your website traffic. All you need to do is signup with a free Google account and it will allow you access to advanced data about your ClubRunner website. We do recommend setting up a Google account just for your club so that management of the account can be passed on easily. As a note you can add others to be able to view the analytics

- You will need to go to <u>www.google.com/analytics</u> and click on the Sign into Analytics link.
- 2. After logging in you'll be presented with the following screen, and you will want to click on **Start Measuring**.



3. This will lead you to the setup page for a new account, where you'll need to enter a name for your Google Analytics account (we recommend using your Club's name), and select some Account Data Sharing Settings. None of these Data Sharing Settings are required and can be changed any time in the future.

Accou Accour	unt derails unt name (Required) Its can contain more than one tracking ID.
Club	Runner
Acco Data th operat	unt Data Sharing Settings 🕧 nat you collect, process and store using Google Analytics ('Google Analytics data') is secure and kept confidential. This data is used to maintain and protect the Google Analytics service, to perform system critical ions and in rare exceptions for legal reasons as described in our privacy policy.
The d	ata sharing options give you more control over sharing your Google Analytics data. Learn more.
~	Google products & services RECOMMENDED Share your Google Analytics data with Google to help improve Google's products and services. Turning on this setting enables Google Analytics to provide best-in-class Intelligence an Insights services, maintain critical Spam Detection services that benefit all linked products and users and offer Enhanced Demographics and Interests reporting when Google signals is enabled. If you disable this option, data can still flow to other Google products linked to your property. Visit the product linking section in each property to view or change your settings
~	Benchmarking RECOMMENDED Contribute anonymous data to an aggregate data set to enable features like benchmarking and publications that can help you understand data trends. All identifiable information abou your website is removed and combined with other anonymous data before it's shared with others. Show Example
~	Technical support RECOMMENDED Let Google technical support representatives access your Google Analytics data and account when necessary to provide service and find solutions to technical issues.
~	Account specialists RECOMMENDED Give Google marketing specialists and your Google sales specialists access to your Google Analytics data and account so that they can find ways to improve your configuration and analysis, and share optimisation tips with you. If you don't have dedicated sales specialists, give this access to authorised Google representatives.
Learn	how Google Analytics safeguards your data .

- 4. Click **Next** to begin setting up a **Property**, which will be used to track your website's traffic.
- 5. Enter in a **Property name** and select your Time Zone and Currency, then click **Next**.

Pr A p *N	pperty details roperfy represents a business's web and/or app data. An account can contain one or more properties. Learn more wigate to your Firebase account if you want to create a new property for an existing Firebase project.
Cr	rate a Google Analytics 4 property to measure your web and/or app data.
Pro	perty name
C	lubRunner
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U	nited Kingdom 👻 (GMT+00:00) GMT 👻
Cu	rency
B	itish Pound (GBP £) 👻
Vo	i can edit these property detailis later in Admin

6. You will then be prompted to provide some Business Information regarding your website. This step is optional and can be skipped by clicking on the **Create** button.

3 About your busine	SS
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Help us tallo	or your experience by answering the following.
ndustry cate	gory
Select one	▼
usiness size	
🔵 Small -	1 to 10 employees
🔵 Mediun	n – 11 to 100 employees
🔵 Large –	101 to 500 employees
🔵 Very La	rge – 500+ employees
łow do you ir	ntend to use Google Analytics with your business? (Tick all that apply)
Measure	e customer engagement with my site or app
Optimis	e my site or app experience
Measure	e data across multiple devices or platforms
Optimis	e my advertising cost
Increase	e my conversions
Measure	e content monetisation
Analyse	my online sales
Measure	e app installs
Measure	e lead generation
Other	

 This will prompt you to Accept the Google Analytics Terms of Service Agreement. Make sure to select the correct country, read the terms of service agreement and then click I Accept.

Google Analytics Terms of Service Agreement	
To use Google Analytics you must first accept the terms of service agreement for your country / region of reside	nce.
<i>"Customer Data" or "Google Analytics Data"</i> means the data you collect, process or store using the Service concerning the characteristics and activities of Visitors.	^
<i>"Documentation"</i> means any accompanying documentation made available to You by Google for use with the Processing Software, including any documentation available online.	
<i>"GATC"</i> means the Google Analytics Tracking Code, which is installed on a Property for the purpose of collecting Customer Data, together with any fixes, updates and upgrades provided to You.	
<i>"Hit"</i> means the base unit that the Google Analytics system processes. A Hit may be a call to the Google Analytics system by various libraries, including, Javascript (e.g., analytics.js), Silverlight,	~
I Accept I Do Not Accept	

8. Once you click "I Accept", you will be asked to select which platform you would like to start collecting data for. Select **Web.**

01					
To set up data collection for your website or app, choose from y	Start collecting data				
get instructions for adding a data collection tag to that source.					
Learn r	n more about data collection 🔀				
Choose a platform					
🜐 Web	Android app (05 iOS app				

9. A window will appear to set up a data stream. Enter your ClubRunner **Website URL**, **Stream Name** and then click the **Create stream** button.

	JRL			Stream name		
nttps://	•	www.portal.clubrunner.ca/XXXX			ClubRunner Website	
	Learn more					
				. 1 more		()
	Measuring:	Page views Scrolls	Outbound clicks	+ 4 more		

 You will then be prompted with your new web stream details. Copy or note down the Measurement ID.

Stream details			1
STREAM NAME ClubRunner Website	STREAM URL https://www.portal.clubrunner.ca/XXXX	STREAM ID	

- 11. Navigate to your ClubRunner website.
- 12. If you are not yet logged in, click on **Member Login**.
- 13. Click on the **Member Area** link.
- 14. Click on the **Website** tab, and then click on **Website Settings.**
- 15. Under the Analytics Group, click on **Add Google Analytics**.



 On this page, paste the **Measurement ID** that we copied from Step 10, then click Save.

Add/Edit Google Analytics Tracking Code

Google Analytics

Google Analytics lets you track visitors and obtain other statistics regarding your website traffic.

Visit the Google Analytics Sign Up page to create an account and obtain your Tracking ID.

If you already have your Tracking ID, please enter it below.
G-XXXXXXXXXXXX
(Example: G-XXXXXXXXX).

You will need to publish your website in order for the tracking to take effect.

Login to your Google Analytics account to view your website statistics. Please note: It may take up to 48 hours after publishing your website for the statistics to display in your account.

Cancel	
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 Once your Measurement ID is entered into ClubRunner, the data will start to become available on Google's Analytics website. You can return to <u>http://www.google.com/analytics</u> at any time to see your Club's statistics.

Note

It can take 24 hours before data starts appearing after setting up your Club's tracking information.

For more information on how to use your Google Analytics account, kindly visit <u>Google</u> <u>Analytics Help Center</u>.

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