



Setting up e-Commerce tracking in Google Analytics

E-Commerce tracking

Once you have implemented e-commerce tracking you will be able to trace transactions to specific campaigns and keywords, and see loyalty and latency metrics, and identify your revenue sources.

Enabling e-commerce reporting in the profile

The first step of tracking e-commerce transactions is to enable e-commerce reporting for your website's profile. To enable e-commerce reporting, please follow these steps:

1. Log in to your account.
2. Click Edit next to the profile you'd like to enable.
3. On the Profile Settings page, click edit next to Main Website Profile Information.
4. Change the E-Commerce Website radio button from No to Yes.

Receipt page format

The second step is to ensure that the tracking code is included in the receipt page in the standard fashion. This may be done using a server side include, or other template driver, or can simply be hand-coded into your HTML 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-xxxxxx-x");
pageTracker._initData();
pageTracker._trackPageview();
</script>
```

Next, somewhere in the receipt below the tracking code, call the `_addTrans()` and `_addItem()` functions. Begin with a call to `_addTrans()` to establish a transaction. `_addTrans()` takes the following arguments: Order ID, Affiliation, Total, Tax, Shipping, City, State, Country. For each item that the visitor purchases, call `_addItem()`. `_addItem()` takes the following arguments: Order ID, SKU or Code, Product Name, Category, Price, Quantity.

Here is a complete example:

```
<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-xxxxxx-x");
pageTracker._initData();
pageTracker._trackPageview();
```

```
pageTracker._addTrans(  
  "1234",           // Order ID  
  "Mountain View", // Affiliation  
  "11.99",         // Total  
  "1.29",         // Tax  
  "5",            // Shipping  
  "San Jose",     // City  
  "California",   // State  
  "USA"          // Country  
);  
  
pageTracker._addItem(  
  "1234",           // Order ID  
  "DD44",          // SKU  
  "T-Shirt",       // Product Name  
  "Green Medium", // Category  
  "11.99",         // Price  
  "1"             // Quantity  
);  
  
pageTracker._trackTrans();  
</script>
```

Setting up e-commerce tracking with a third party shopping cart

Google Analytics can track data from a shopping cart on your own domain, or even on other domains, with the addition of some code. If your store site is on a different subdomain or domain than your main site, follow the instructions below to configure your pages.

If your website initiates a purchase checkout process on a different subdomain (for example, if you send customers from `www.mystore.com` to `shoppingcart.mystore.com`): Add the following line (in bold) to your tracking code on both your store site and your shopping cart pages:

```
<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-xxxxxx-x");  
pageTracker._setDomainName("mystore.com");  
pageTracker._setAllowLinker(true);  
pageTracker._initData();  
pageTracker._trackPageview();  
</script>
```



If your website initiates a purchase checkout process on a separate store site (for example, if you send customers from www.mystore.com to www.securecart.com):

1. Add the following lines to your tracking code on both your store site and your shopping cart pages. This code must occur above the code in Step 2.

```
<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-xxxxxx-x");
pageTracker._setDomainName("none");
pageTracker._setAllowLinker(true);
pageTracker._initData();
pageTracker._trackPageview();
</script>
```

2. Change the links from the main site to the secure site to use `_link` as follows. Please note that your analytics tracking code and calls to `_gat._getTracker` and `_initData` (shown in Step 1) must be placed on the page above the call to `_link`. If your current links look like:

```
<a href="https://www.securecart.com/?store=parameters">
Purchase now
</a>
```

change them to:

```
<a href=" https://www.securecart.com/?store=parameters"
onclick="pageTracker._link(this.href); return false;">Purchase Now</
a>
```

The code above provides links for users with or without JavaScript enabled. It's important to note that apostrophes need to be escaped with a backslash where they appear in the link or link text.

If you send information to your shopping cart using forms, use:

```
<form name="post_form" method="post" onsubmit="pageTracker._
linkByPost(this)">
```