



E-Commerce Implementation Guide

To start recording e-commerce transactions in your Google Analytics account you need to do two things:

1. Turn on e-commerce reporting for your profile
2. Add some additional tracking code to the receipt page on your site.

1. Turn on e-commerce reporting for your profile

The first step is easy, follow the four quick steps below and you are done.

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

E-Commerce Website

Yes, an E-Commerce Site
 Not an E-Commerce Site

Currency: Euros (EUR €) Decimal places 2

Show currency symbol before amount
 Show currency symbol after amount

2. Add some additional tracking code to the receipt page on your site

The second step requires you to place some additional tracking code on the receipt page of your site. The receipt page is the page users see when they have confirmed their purchase from your site, the thank you for your order page.

This page should already have the standard tracking code on the page:

```
<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._trackPageview(); </script>
```

You now need to add some additional code after the `pageTracker._trackPageview()`; line:

```
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();
```

What numbers do I fill in these fields?

The values in quotation marks " above are just place-holders, you need to replace them with the values from your shopping cart. This can be done by replacing the dummy values and quotation marks with the variable names from your shopping cart. If you do not know what these variables names are you will need help from your webmaster or web development team.

Do I need to fill out all of these?

The Order ID, Total, SKU, Price and Quantity fields are required. Also the two Order ID fields need to be the same in both sections. The other fields are optional but you should leave the space between the quotation marks blank if you do not want to use them, EG "", . The text after the slashes // are comments and can be excluded.

What is addTrans vs addItem?

The fields in the `pageTracker._addTrans` section record details about the transaction as whole whereas the `pageTracker._addItem` section records details about the individual products bought in the transaction. You need to make sure you include both sections and you need to include `pageTracker._trackTrans()`; line at the end.

Here is what the output of your receipt page would look like if someone had bought a tshirt from your shop that cost 11.99 before tax. The tax total was 1.29 and the shipping cost was 5.00. So, the total amount charged on the credit card was 18.28.:

```
<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-1");  
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>
```

