



## Using Google Analytics with ProductCart

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About Google Analytics.....	2
Using Google Analytics with your ProductCart-powered store.....	2
Adding The Tracking Code .....	3
Checking the Tracking Code.....	5
Troubleshooting the Tracking Code Installation .....	5
Tracking Orders Through Google Analytics.....	5
Adjusting for Cancelled or Returned Orders .....	6
Setting a ProductCart-specific "Goal" .....	8
Troubleshooting .....	10

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## About Google Analytics

Google Analytics is a free<sup>1</sup> Web statistics service offered by Google that can help you understand how many people are visiting your Web site (and Web store), which pages they are viewing, where they are coming from, and - most importantly - where your sales are coming from.



The service is based on one of the most popular Web statistics software programs, originally developed by a company called Urchin. Google purchased Urchin in March of 2005 and created a free, on-demand version of its software.

The system is particularly well integrated with Google's AdWords advertising service, which means that it can help you get a better idea of the return on the investment (ROI) on your Google AdWords campaigns. Advanced users can also use it to track other, non-Google advertising campaigns.

Google Analytics can also work with Google Checkout. ProductCart has been updated so that when a customer purchases using Google Checkout, those orders are tracked by Google Analytics as well. For more information about using Google Analytics and Google Checkout together, [see this article](#).

The Google Web site contains a lot of information on Google Analytics. If you want more details, please visit: <http://adwords.google.com/support/bin/topic.py?topic=8183>

The purpose of this document is to help you use Google Analytics effectively with your ProductCart-powered Internet store. We believe this service can help you run your online store more successfully and more profitably, so we were happy to spend time integrating it with our [shopping cart software](#).

Please note that this document is certainly not intended to be an exhaustive guide to Google Analytics. Please consult the Google Analytics Web site for detailed instructions on how to use the system.

## Using Google Analytics with your ProductCart-powered store

To use Google Analytics with your ProductCart-powered Internet store you need to take a few simple steps:

1. **Create a Google Analytics account**, if you don't already have one. If you have a Google AdWords account, you should see an "Analytics" tab in the main navigation at the top. Otherwise, simply go to [www.google.com/analytics](http://www.google.com/analytics) and sign up. As mentioned above, the service is free for most Web sites.
2. **Update you store** by uploading to your Web server the files listed below, and by adding the tracking code to your store interface, as described in the next paragraph.
3. Wait a couple of days (in order to have some statistics to look at), and then **view the reports** in your Google Analytics account. Later in this document we will talk about some of the most interesting reports that Google Analytics offers for an e-commerce store.



<sup>1</sup> The service is free for most users. [See this article for more details >>](#)



Let's assume that you have a Google Analytics account and move to the next step: adding the tracking code to your Web store. Note: you can and should add the tracking code to any other page on your Web site that you wish to track, not just your Web store pages.

### Adding The Tracking Code

The first step in using Google Analytics is to add a small piece of "code" to your Web pages. You will have to add the code to all the pages you want to track.

- If you have static pages (e.g. index.html or about-us.html), you will have to add the code individually to each of them (or to the template that you use to create and update those pages from a single file, such as an Adobe Dreamweaver template).
- Your store pages are dynamically created by ProductCart using the same "interface files" for all of them ([header.asp](#) and [footer.asp](#), as you know). This means that to track all of your store pages with Google Analytics, you will only need to edit 1 page (**footer.asp**). You will also need to upload a few files to your Web server. If you haven't already done so, download the files from this page: <http://www.earlyimpact.com/productcart/googleanalytics/>

Let's focus on adding the tracking code to your pages<sup>2</sup>.

First, log into your Google Analytics account at <http://www.google.com/analytics> or by logging into your Google AdWords Account at <https://adwords.google.com/select/Login> and then clicking on the Analytics tab. Once logged in:

1. From the *Analytics Settings* page, find the profile for which you would like to retrieve the tracking code. Please note that tracking code is profile-specific.
2. From that profile's *Settings* column, click *Edit*
3. Edit the *Website URL* field by specifying <https://> rather than <http://> and *Save Changes*
4. At the top right of the *Main Website Profile* Information box, click *Check Status*. Your tracking code can be copied and pasted from the text box shown in the middle of the page.

**Note:** You will need the HTTPS (secure) version of the tracking code. This is because some of your store pages are typically accessed on the HTTPS protocol (e.g. payment pages)<sup>3</sup>. By default Google Analytics *offers* you the HTTP version, not the HTTPS version. Follow the steps above, and Google will show you the HTTPS version. If you still see the HTTP tracking code, repeat step 3.

To add the tracking code to a static page (e.g. about-us.html), copy and paste the code into the body of the page, right before the closing `</body>` tag. If you are using an HTML editor, make sure to switch to *code view* before pasting the tracking code onto the page. Save the edited pages and upload them back to your Web site.

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<sup>2</sup> Make sure to create back-ups of any file that you need to edit, so that you can quickly restore it in case there is an issue. If you don't feel comfortable editing your store files as explained in this document, please contact a Web designer or developer. The pages that you will be editing are very important for your ProductCart-powered store. If you are looking for a developer, try contacting a Certified ProductCart Developer. You can find a list on the following page: <http://www.earlyimpact.com/partners.asp> - Please note that some of them may not yet be familiar with this functionality (integration with Google Analytics). Still, they will certainly be able to assist you after reviewing this document.

<sup>3</sup> If you don't use the HTTPS version of the tracking code, an alert box is shown to your customers asking them whether they want to load the unsecured content on the page. The alert window might scare customers away and looks unprofessional, so make sure not to make this mistake. Do not use the HTTP version of the Google Analytics tracking code. Use the secure (HTTPS) version. The secure version can be used safely with both secure and non-secure pages.



To add the tracking code to your ProductCart-powered store, follow these directions:

- You will add the code to the file "footer.asp", which is located in the "pc" folder. The code must be added just before the closing `</body>` tag.
- If you are using an HTML editor such as Adobe Dreamweaver, make sure to switch to "code view" to add the tracking code. Do not add the tracking code in "design" view.
- Make sure to use the HTTPS version of the Google Analytics tracking code if your store uses SSL (which is the case in most cases). Otherwise a warning message will be shown to your customers when they load a secure page on your store. If you are unsure, always opt to use the HTTPS version.
- The HTTPS version should look similar to the following (as of May, 2007), where UA-XXXXX-X is your Google Analytics profile number for the Web site that you are wishing to track.

```
<script src="https://ssl.google-analytics.com/urchin.js" type="text/javascript">
</script>
<script type="text/javascript">
_uacct = "UA-XXXXX-X";
urchinTracker();
</script>
```

- You will also need to add a line of code that is used for tracking ecommerce transactions using Google Analytics. This is covered in the next session, but for now, please note that the following line of code will need to be added to your *footer.asp* file as well, right below the tracking code.

```
<!--#include file="inc-GoogleAnalytics.asp"-->
```

- Here is an example of a simple ProductCart *footer.asp* file before (left side) and after (right side) the tracking code has been added to the page. The Google Analytics code is in blue.

#### footer.asp BEFORE:

```
<%
conlayout.Close
Set conlayout=nothing
Set RSlayout = nothing
Set rslconObj = nothing
%>
</body>
</html>
```

#### footer.asp AFTER:

```
<script src="https://ssl.google-
analytics.com/urchin.js" type="text/javascript">
</script>
<script type="text/javascript">
_uacct = "UA-XXXXX-X";
urchinTracker();
</script>
<!--#include file="inc-GoogleAnalytics.asp"-->
<%
conlayout.Close
Set conlayout=nothing
Set RSlayout = nothing
Set rslconObj = nothing
%>
</body>
</html>
```

Of course, the characters "UA-XXXX-X" will have to be replaced with your account number. For more information about using Google Analytics with secure pages, please see this article: <http://adwords.google.com/support/bin/answer.py?answer=31846&topic=8178>

At any time, if you need a fresh copy of your tracking code, click the *Edit* link next to the appropriate profile on the *Analytics Settings* page, then select *Check Status* at the top-right of the table.

## Checking the Tracking Code

There is an article on the Google Analytics Web site about confirming that the tracking code has been added correctly to your pages. Here is a link:

<http://adwords.google.com/support/bin/answer.py?answer=26795&topic=8180>

Please note that in most cases these articles refer to the HTTP version of the Google Analytics tracking code, but you will be using the HTTPS version, as previously mentioned in this document.

## Troubleshooting the Tracking Code Installation

Wait 24 hours after placing the tracking code on your Web site, and then log into your Google Analytics account: you should see information about page views, visitors, etc. If not, that means that the tracking code was not added correctly.

If you cannot figure out why your Web site is not being tracked, please visit the following page and see the section entitled Troubleshooting Tracking:

<http://www.google.com/support/analytics/bin/topic.py?topic=7174>

## Tracking Orders Through Google Analytics

ProductCart will take care of notifying Google Analytics that an order has been placed, and will provide Google Analytics with the transaction information. To take to track your e-commerce transactions with Google Analytics:

- Make that the tracking code has been added to [footer.asp](#) as mentioned earlier in this document
- Edit the file [orderComplete.asp](#) as follows:
  - Download the file to your desktop using your favorite FTP program
  - Open it with Notepad or your favorite HTML editor
  - Locate the last 2 lines of the code, which should read:

```
%>  
<!--#include file="footer.asp"-->
```

- Edit them by adding the following two lines before them:

```
Dim pcGAorderComplete  
pcGAorderComplete=1
```

- So the final code should look as follows:



```
Dim pcGAorderComplete  
pcGAorderComplete=1  
>%>  
<!--#include file="footer.asp"-->
```

- Download the Google Analytics files for ProductCart from <http://www.earlyimpact.com/productcart/googleAnalytics/>
- Enable ecommerce reporting in your Google Analytics account, as described below.

To **enable e-commerce reporting** for your website's profile, please follow these steps:

- Log in to your AdWords account and go to the *Analytics* tab or directly log into your Google Analytics account at <http://www.google.com/analytics/>
- 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.

NOTE: this section was prepared in May of 2007 and was based on information available at that time on the following article from the Google Analytics Help section. If you believe that this article has changed and/or that the information in this document needs to be updated, please let us know.

<http://adwords.google.com/support/bin/answer.py?answer=27203&ctx=sibling>

## Adjusting for Cancelled or Returned Orders

Clearly, any ROI calculation shown in your Google Analytics reports becomes misleading unless returned and cancelled orders are taken into account. Unfortunately Google Analytics at this time (May of 2007) does not offer a robust set of feature to take into account cancelled or returned orders. The only information provided by Google is contained in the following article.

<http://www.google.com/support/analytics/bin/answer.py?answer=27204>

We have taken this information and created a new tool in your ProductCart Control Panel that allows you to post a negative transaction to Google Analytics, as this article suggests.

It's important to understand that the negative transaction will only be applied from the date it is submitted, and not from the date the order was originally placed. So if an order is placed on the 1<sup>st</sup> of the month and is then returned on the 15<sup>th</sup>, the negative transaction will likely be posted to Google Analytics on that day. That means that sales reports for the first two weeks (1<sup>st</sup> through the 14<sup>th</sup>) will be incorrect.

Unfortunately there is no workaround for this problem.

To post a refund or cancellation:

1. In the Control Panel, navigate to *Orders > Google Analytics Refunds*<sup>4</sup>.
2. Select an order from the list or enter the order number and click on the *Start* button.

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<sup>4</sup> If you don't see this menu item in your ProductCart Control Panel, please make sure that you have uploaded to your store the files included in the *pcadmin* folder of the Google Analytics files you have downloaded from the Early Impact Web site. If you haven't already done so, download the files from this page: <http://www.earlyimpact.com/productcart/googleanalytics/>

3. On the following page you can specify what information will be posted to Google Analytics
  - a. For full return or cancellation, you can leave everything “as is” (i.e. all items are included in the transaction posted to Google Analytics).
  - b. For a partial refund, edit the **transaction amount** to reflect the amount that is being credited back to the customer. For example, if the original order was \$100 and the customer returned products worth \$20, you would enter “-20” in the amount field. You can also specify the taxes and shipping charges (these amounts are included in the Order Total, but can be also separately listed to have additional information in the reports).
  - c. In the section of the page that lists the items that had been purchased, you can specify the quantity for each of the items that are being returned. If an item is not being returned, enter 0 in the quantity field. That item will be excluded from the transaction sent to Google Analytics. When not all items are returned, make sure that the transaction amount (Order Total) reflects the partial refund (or adjustment).

[Back](#) | [Site Map](#) | [Start Page](#)

### Adjust Google Analytics Statistics i

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#### Order #: 1958 - General Information i

	Original	Adjustment	
Order Total:	495.72	\$ -495.72	These are the amounts that will be posted to Google Analytics to offset the original transaction. For a full <b>refund/cancellation</b> , leave 'as is' (posted amount fully offsets the original amount). Note that the original transaction is <u>not removed</u> from the system. Also note that if the <u>date of the refund/cancellation</u> is different from the date of the original transaction, some reports might include one and not the other.
Taxes:	37.78	\$ -37.78	
Shipping:	20.5	\$ -20.5	

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#### Order #: 1958 - Item Information i

Item Name	Units Purchased	Units Returned/Refunded	Unit Price
Backyard Bistro	1	<input type="text" value="-1"/>	26.95
Be Yourself	6	<input type="text" value="-6"/>	26.06
Gift Basket	1	<input type="text" value="-1"/>	157.74

When you are ready to post the transaction, click on *Post Adjustments*. Note that you will not be able to see the adjustments in your Google Analytics report until the following day. After 24 hours or so, check your e-commerce reports and you should see the negative transaction appear on the day in which it was posted. Remember that the initial order is not adjusted. So depending on whether you create a report for a date range that includes or does not include the adjustment (the negative transaction), the sales figure will be different.

Also note that when two transactions offset each other (which is the case when you post a transaction for a full refund or cancellation), the transactions will not be shown in a report set up for a date range that includes both. That is, the report will not list the two transactions (e.g. one for \$100 and one for -\$100), but rather hide both. The same transactions are individually shown when a report is created a date range that includes one, but not the other<sup>5</sup>.

<sup>5</sup> We have indicated to Google Analytics that we believe that this is not the best way to show the transactions in the reports as they “disappear” when they are both included in a date range. This behavior might change in the future.



## Setting a ProductCart-specific “Goal”

Your Google Analytics account gives you a way to track special steps that visitors take on your Web site, and that are particularly meaningful to you. For example, if you have a form where people ask for more information about your products, you can create a “goal” to track the “conversion” rate between visitors and prospects (people who fill out the form). How many visitors become prospects? Where did they come from? That’s what Google Analytics can help you determine.

Applied to ProductCart, the use of a *goal* can assist you in determining when customers abandon the store after adding products to the shopping cart. This is very useful information. For example, if you saw a number of people exiting the store on the shipping selection page, you could come to the conclusion that your shipping rates might be too high and in need of a review. We’ll call it a **Store Drop Off goal**.

For an overview of “goals”, see:

<http://www.google.com/support/analytics/bin/answer.py?answer=26910&query=goal&topic=&type=>

To set up a *Store Drop Off* goal for your ProductCart-powered store, do the following (here we assume that the name of your web store is *www.myWebStore.com* and that you are using a dedicated SSL certificate for that domain):

- Log into your Google Analytics account and click on *Edit* settings for the profile that you are working with.
- You can create up to 4 goals.
- Click on *Edit* next to the first goal, and then fill out the fields as follows:
  - **Goal URL.** Enter the full URL to the order completion page. On this fictitious store located at *www.myWebStore.com* and where the “productcart” folder has been renamed “shop”, the URL is: <https://www.myWebStore.com/shop/pc/orderComplete.asp>
  - **Goal Name.** Enter any name. For example: “Store Drop Off”.

**Enter Goal Information**

Goal URL:  (e.g. http://www.mysite.com/thankyou.html)  
When the user navigates to this page, they have reached the conversion goal (Checkout Complete, Registration Confirmation, etc.).

Goal name:   
Goal name will appear in Conversion reports.

Active Goal:  On  Off

**Define Funnel (optional)**

A funnel is a series of pages leading up to the Goal URL. For example, you might define the checkout steps that lead up to a completed purchase as a funnel. In this example, the funnel generally would not include individual product pages -- rather, it would consist only of those final pages that are common to all transactions.

The Defined Funnel Navigation report will show you how effectively you retain visitors throughout the conversion process.

	URL	Name	
Step 1	<input type="text" value="/WebStore.com/shop/pc/viewcart.asp"/>	<input type="text" value="View Shopping Cart"/>	<input type="checkbox"/> Required step
Step 2	<input type="text" value="/ebStore.com/shop/pc/checkout.asp"/>	<input type="text" value="Start Checkout"/>	
Step 3	<input type="text" value="myWebStore.com/shop/pc/login.asp"/>	<input type="text" value="Login or Register"/>	
Step 4	<input type="text" value="pre.com/shop/pc/chooseShpmnt.asp"/>	<input type="text" value="Shipping Selection"/>	
Step 5	<input type="text" value="lbStore.com/shop/pc/orderVerify.asp"/>	<input type="text" value="Order Verification"/>	
Step 6	<input type="text" value="e.com/shop/pc/gwAuthorizeAIM.asp"/>	<input type="text" value="Payment Page"/>	





- **Define Funnel.** Here you can specify the steps in the standard ProductCart checkout process. This will allow you to track the drop-off (when customers leave) at each step of the way. The image above gives a visual example of the steps listed below.
  1. View Shopping Cart page  
<https://www.myWebStore.com/shop/pc/viewcart.asp>
  2. Start Checkout  
<https://www.myWebStore.com/shop/pc/checkout.asp>
  3. Login or Register  
<https://www.myWebStore.com/shop/pc/login.asp>
  4. Shipping Selection  
<https://www.myWebStore.com/shop/pc/chooseShpmnt.asp>
  5. Order Verification  
<https://www.myWebStore.com/shop/pc/orderVerify.asp>
  6. Payment Page  
This URL changes depending on which payment gateway (or other payment option) you are using on your store. To find out exactly what the URL is, simply start a test order and go all the way to the payment page. Then, copy and paste the URL from the browser address field.

For example, if you were using Authorize.NET, the URL would be:

<https://www.myWebStore.com/shop/pc/gwAuthorizeAIM.asp>

Note that you should not be alarmed to see customers “drop-off” during the checkout process. It is perfectly normal that many customers decide not to complete a purchase. We all do it all the time when shopping online.

A “normal” drop-off rate (or shopping cart abandonment rate) is hard to define as it varies dramatically from industry to industry (e.g. high ticket items vs. low cost products). On average, researchers have found that shoppers drop-off around 50% of the times. Bug - again - the average is not that interesting as in your industry the typical drop-off rate could be much higher or much lower.

Here are the things to look for in your reports:

- A high drop-off rate on the shipping page might indicate that shipping charges are too high (or not what the customer wanted to see: e.g. Next Day Air is not available and they wanted to ship Next Day). You can tweak your shipping options to see if you can reduce the drop-off there.
- A high drop-off rate on the order verification page might indicate that customers did not see a payment option that they felt comfortable with. For example, some customers might be looking for a payment option other than credit cards (e.g. PayPal or eCheck).
- A high drop-off rate on the payment page might indicate that customers did not feel comfortable completing the transaction. For example: make sure that your are using an SSL certificate so that the customer knows he/she is on a secure page when entering payment information.



Here are some interesting reads and statistics about shopping cart abandonment:

[http://usabilitynotes.typepad.com/usabilitynotes/2007/02/shopping\\_cart\\_a.html](http://usabilitynotes.typepad.com/usabilitynotes/2007/02/shopping_cart_a.html)

<http://www.webmasterworld.com/forum22/2716.htm>

<http://www.marketingexperimentsblog.com/research-topics/order-process/how-do-you-stop-shopping-cart-abandonment-09-06.php>

If you perform a search on a search engine such Google for “shopping cart abandonment” or similar keyword phrases, you will find a lot of other interesting information.

## Troubleshooting

- 1. Web statistics for my store are not shown in my Google Analytics account**  
Make sure that you have added the tracking code to `pc/footer.asp` and that the code contains your correct Google Analytics profile number. Note that Web statistics will start appearing in your Google Analytics reports about 24 hours after you have added the tracking code to your store.
- 2. Web orders are not shown in my Google Analytics account**  
Make sure that you have enabled ecommerce reporting in your Google Analytics account and that the file `pc/orderComplete.asp` contains the following code at the bottom of the file.

```
Dim pcGAorderComplete
pcGAorderComplete=1
%>
<!--#include file="footer.asp"-->
```

- 3. Sales figures in my ProductCart Control Panel are different from the ones shown by Google Analytics**  
Make sure that you have posted adjustments for all the orders that have been returned or cancelled. You can do this by selecting *Google Analytics Returns* from the *Orders* menu in the ProductCart Control Panel.

Also note that only reports using date ranges that include both the initial transaction and the adjustment for that transaction (if any) will show an accurate sales amount for that order. Instead, ProductCart sales reports exclude an order that has been returned or cancelled. This can cause a discrepancy between sales reports in ProductCart and Google Analytics, on a certain date range.