Google Analytics API & Site Tracker

-v3.0 Setup Guide-

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Important points to note

Before you can move ahead and configure GA4 on the platform, there are a few things you need to comprehend before you can configure it correctly.

What is Google Analytics?

Google Analytics is a platform that gathers data from your websites and apps to generate reports offering insights into your business.

It tracks website performance and collects visitor information, helping companies identify key sources of user traffic and understand demographics. Additionally, it reveals patterns and trends in user engagement and tracks goal completions, such as adding products to carts and making purchases.

Overall, it is an excellent tool for evaluating the success of a business's marketing activities and campaigns.

Working of Google Analytics

To use Google Analytics (GA) for tracking your website's performance, follow these steps:

- Create a Google or Google business account.
- Visit the Google Analytics platform.
- Generate the site tracker code.
- Insert the site tracker code into the appropriate field on your platform.
- Review and track your website's performance via the GA platform.

What is a site tracker code?

A tracking code is a small snippet of code that is usually implemented as JavaScript in the HTML source code of a website.

These lines of code allow advertisers, webmasters, and marketers to analyze the flow of visitors to websites and the activities of users.

The site tracker code can be obtained from any platform like Google that offers site tracking services.

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Yo!Gigs' Google Analytics API vs Site tracking feature

From the above explanation, it is clear that Google Analytics is a platform that tracks a website's performance once the site tracker code is added. And all tracking information and reports can be accessed on the Google Analytics platform.

However, GA also offers additional services, including the ability for users to import tracked information and display it on their custom dashboards. In simple terms, when users request GA to track a website, they can also ask it to share the tracked information and reports, which can then be displayed on the user's custom dashboard.

Yo!Gigs is designed to support both of these GA features.

Since they are distinct yet interconnected, they are configured separately under different sections of the Yo!Gigs platform:

- **Site tracking:** Generate the site tracking code from the Google Analytics platform and enter it in the Site Tracking Code field under the **Admin panel** by navigating to **Settings > System configurations > SEO & Tag manager** tab.

  This will enable Google Analytics to effectively track the website's performance.

  *This feature operates independently and does not rely on the **Google Analytics API**.*

- **Google Analytics API:** Generate the necessary keys, including the property ID and JSON, to configure the Google Analytics API in the **Admin panel** under **Settings > System configurations > Third-party APIs** tab.

  *The **Google Analytics API** relies on the site tracking code and will function only if you have entered it in the designated field.*

  This API allows you to import tracked information from Google Analytics and display relevant traffic data on the admin dashboard.

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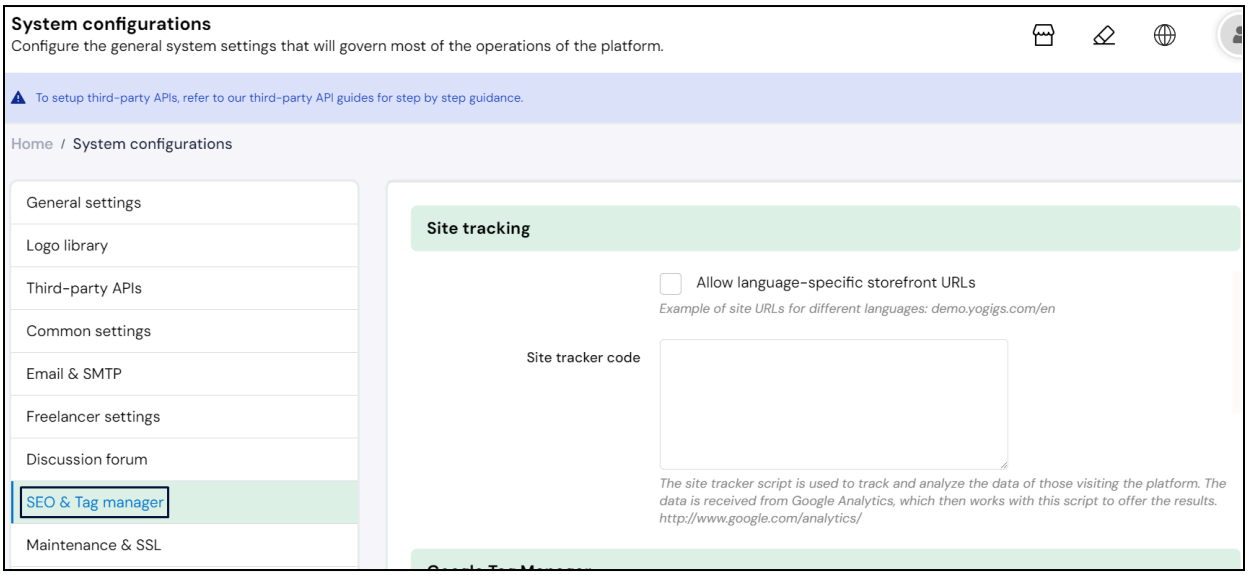
Configure the Site tracking feature

Configure the site tracking feature under **Admin panel > Settings > System configurations > SEO & Tag manager** tab.



Here are the steps to obtain the site tracker code:

Step 1: Visit the Google Analytics dashboard

To obtain all the keys, you will need a Google account, so it's helpful to have a business Gmail account set up beforehand. If you don't have one, create it first, then follow the steps below.

Log into your gmail account. Open a new tab and go to https://analytics.google.com/.

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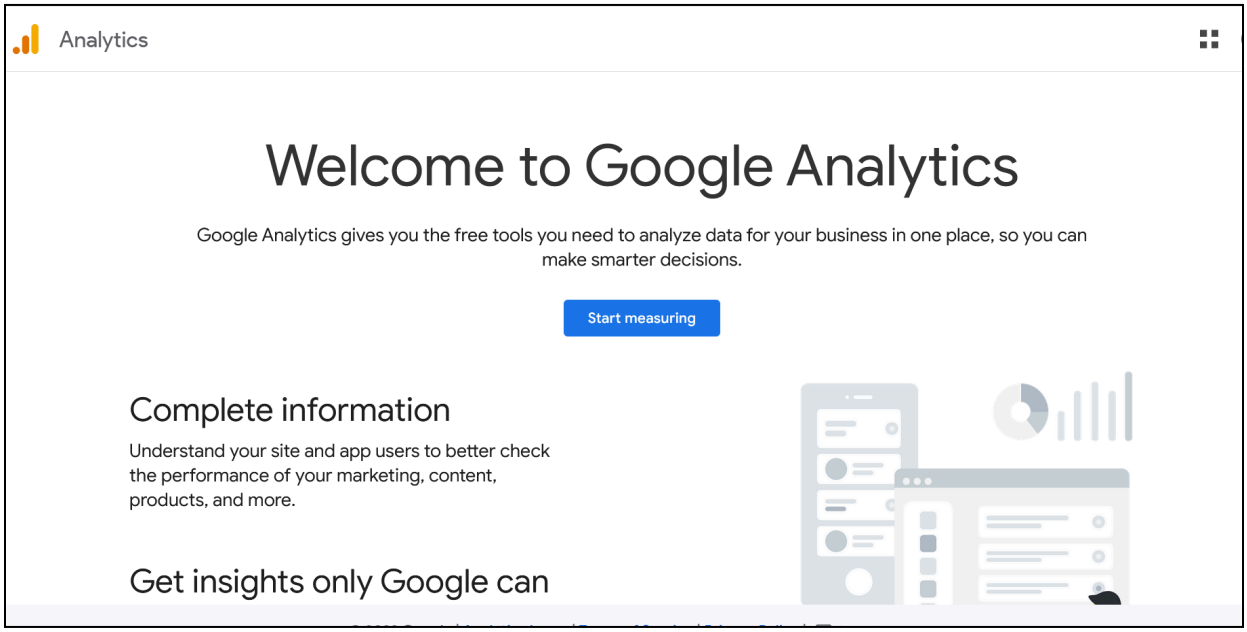
Step 2: Create an account

Start by creating an Analytics account to collect and organize your data.

i. For new users:

The following page will appear.



Click **Start measuring.**

This will direct you to the **Create an account** page.

ii. For old users:

These are users who have already used Google Analytics for some other project before.

Hover over the **gear button** located in the lower left corner of the screen, and click it to go to the Admin settings page.

In the upper-left section of the page, click the **+ Create** button, and select **Account** from the dropdown menu.

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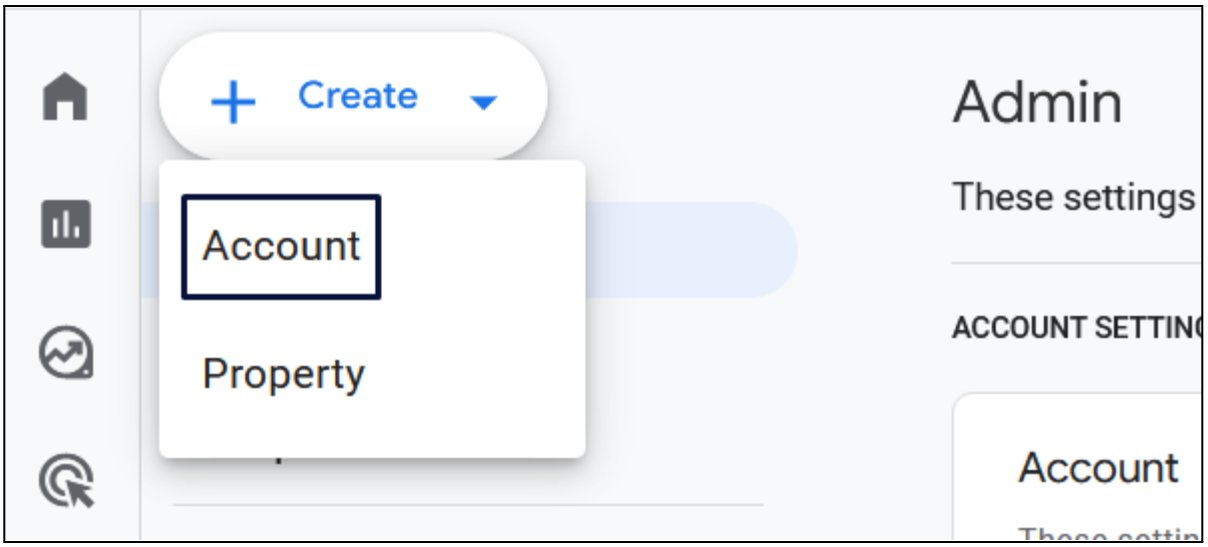
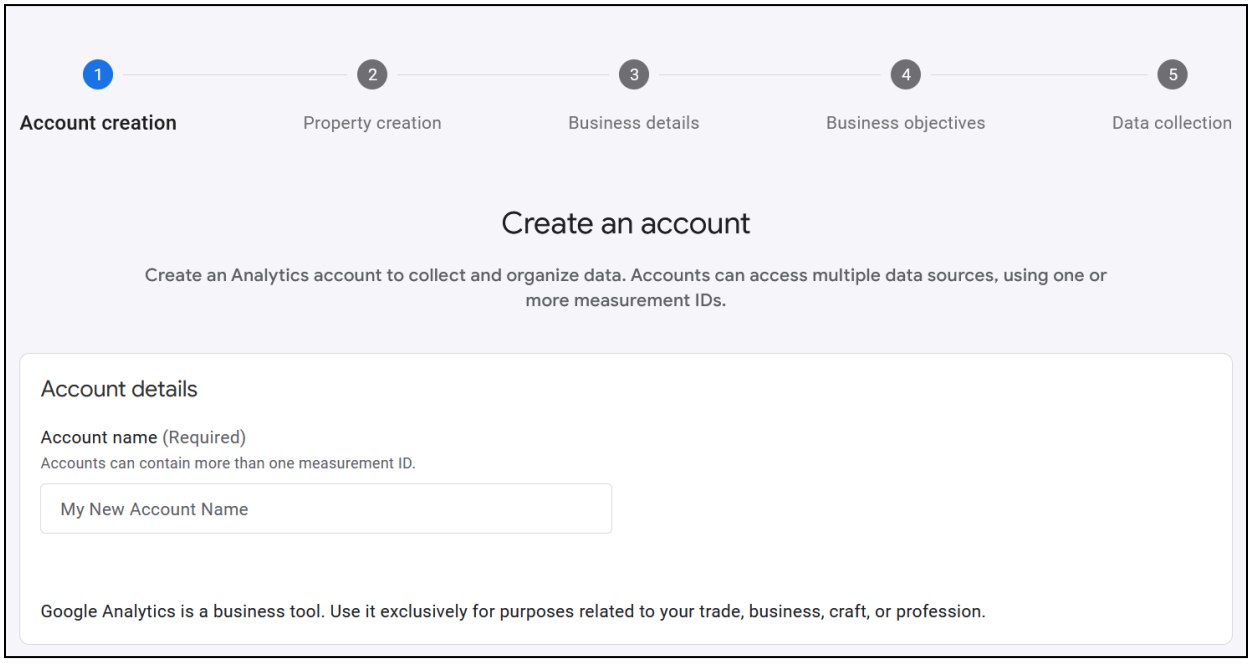


This will direct you to the **Create an account** page.



The form is divided into two sections.

Update each section accordingly:

1. Account details

- **Account name:** Enter an account name (for example, your business name).

Scroll down to update the next section:

2. Account Data Sharing Settings

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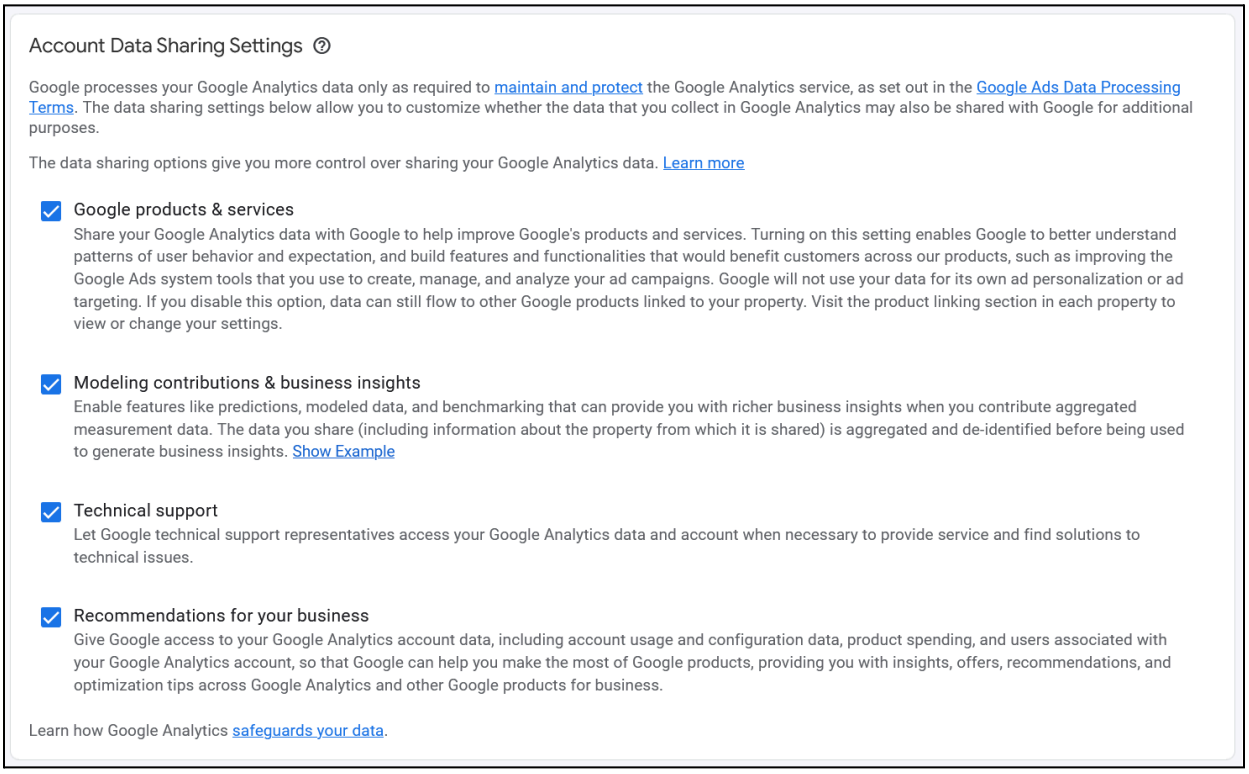
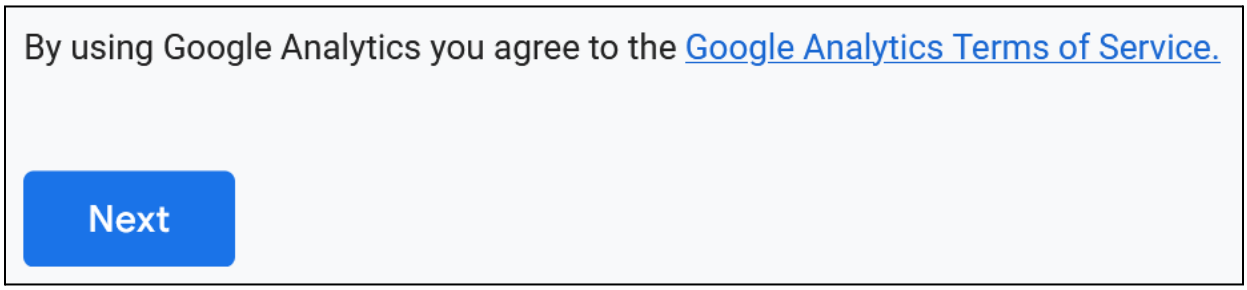
Configure the account data sharing settings by check marking (selecting) all the settings available under this section.



Click **Next.**



*By clicking **Next**, you are agreeing to all the Google Analytics Terms of Service. To review the terms, click the hyperlink.*

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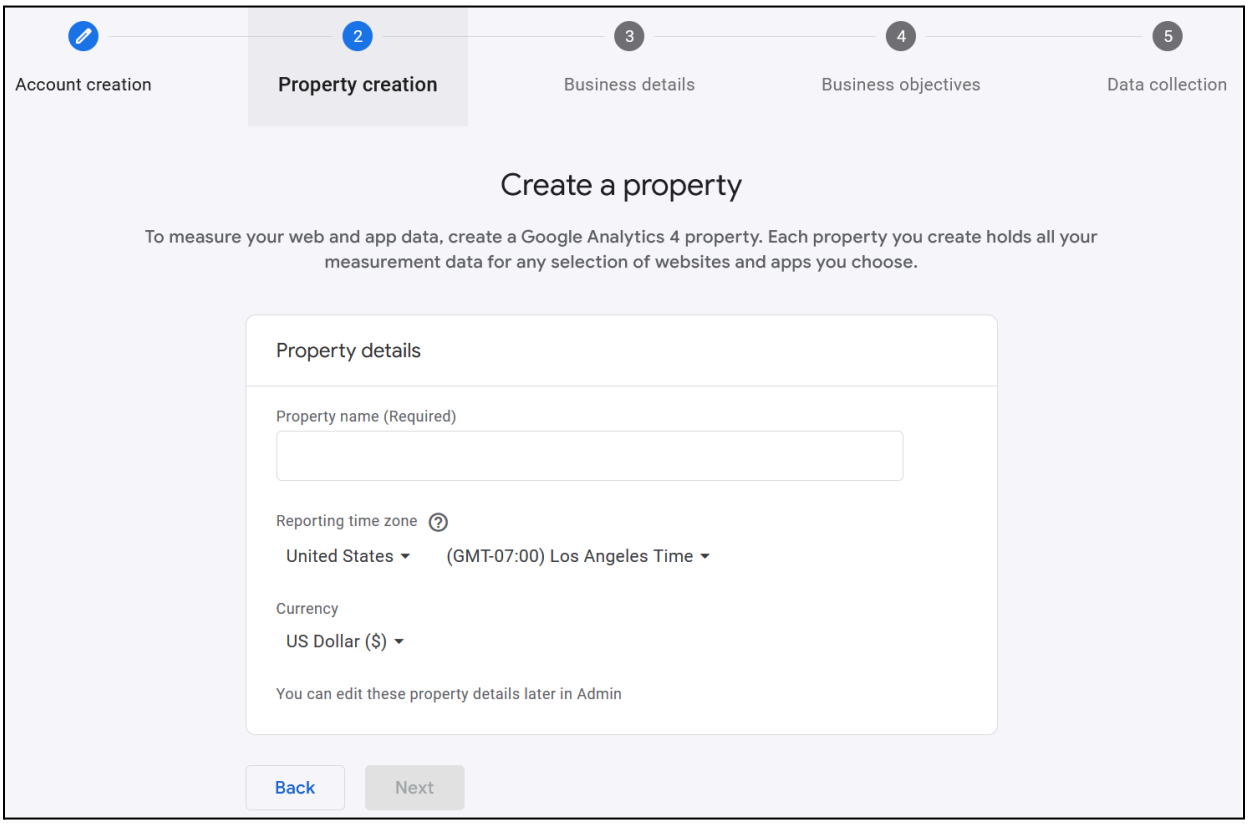
Step 3: Create a property

Next, create a Google Analytics 4 property that will help measure all the web data.



Update the following under the **Property details** section:

- **Property name*:** Enter a property name (this could be your website name).
- **Reporting time zone:** There are two fields under this: country and time zone.

  Select the country in which your business is in and the time zone.

  This is used as the day boundary for reports, regardless of where the data originates. If the time zone honors IST, Analytics will automatically adjust for the changes.

  Changing the time zone only affects data going forward, and is not applied retroactively.

- **Currency:** Select your currency from the dropdown list.

Click **Next.**

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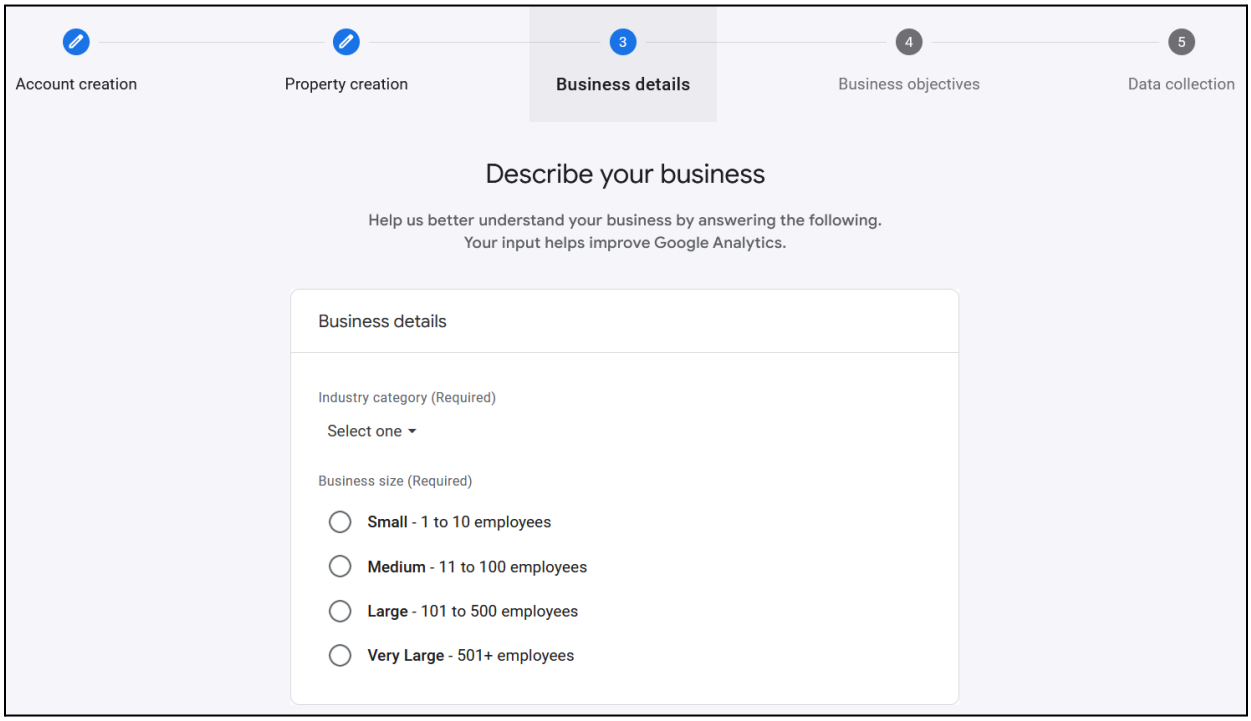
Step 4: Define your business details

Choose your industry category and business size to help Google Analytics understand your platform better.



Update the following:

- **Industry category*:** Select the industry your business belongs to from the available option in the drop down list.
- **Business size*:** Select the approximate size of your business from the radio options available.

Click **Next**.

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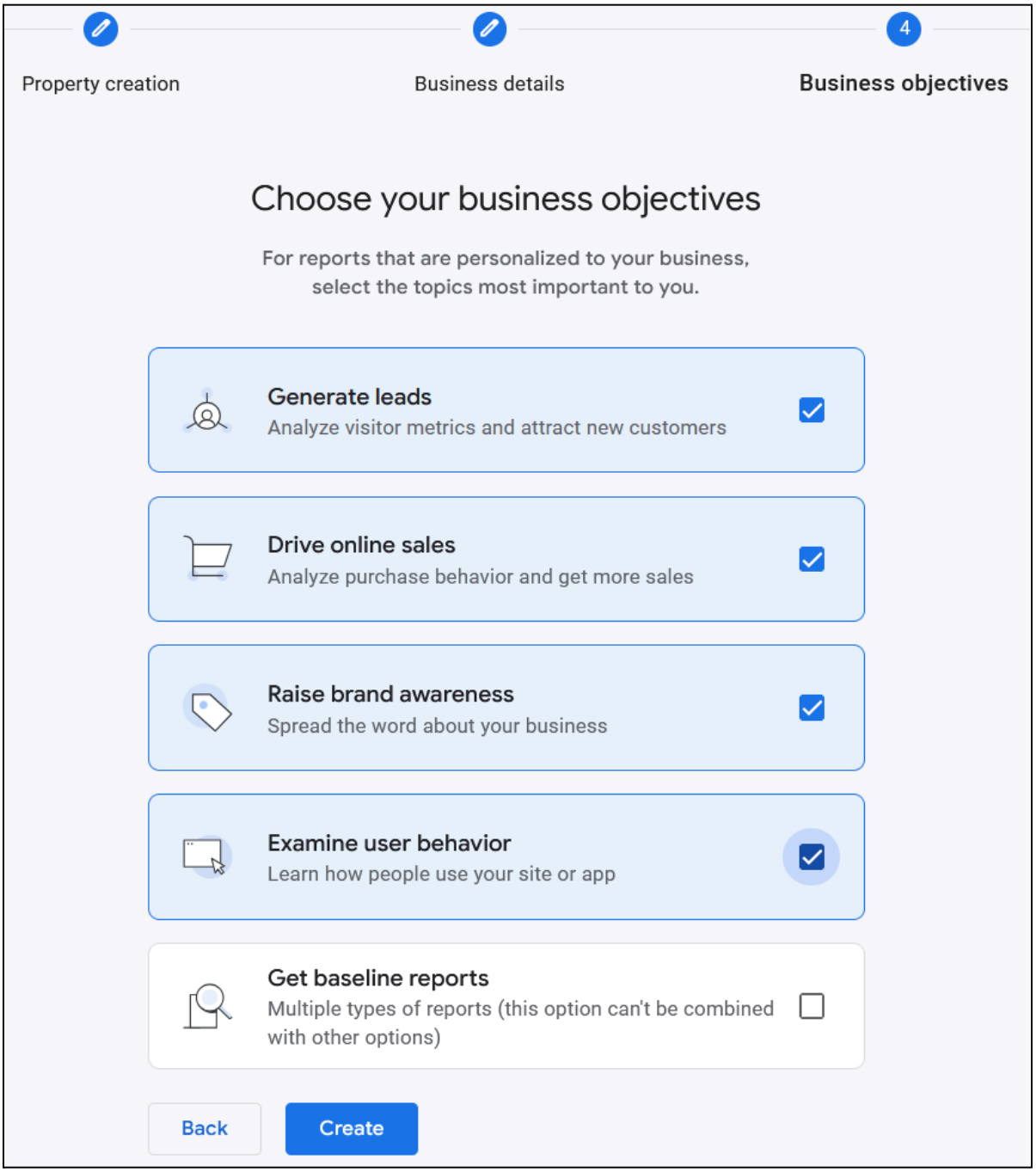
Step 5: Choose your business objective

Check mark the appropriate options to define your business goals.



*You can select multiple objectives for your business from the provided list, except for the last objective—**Get baseline reports**—which can only be selected on its own.*

Click **Create**.

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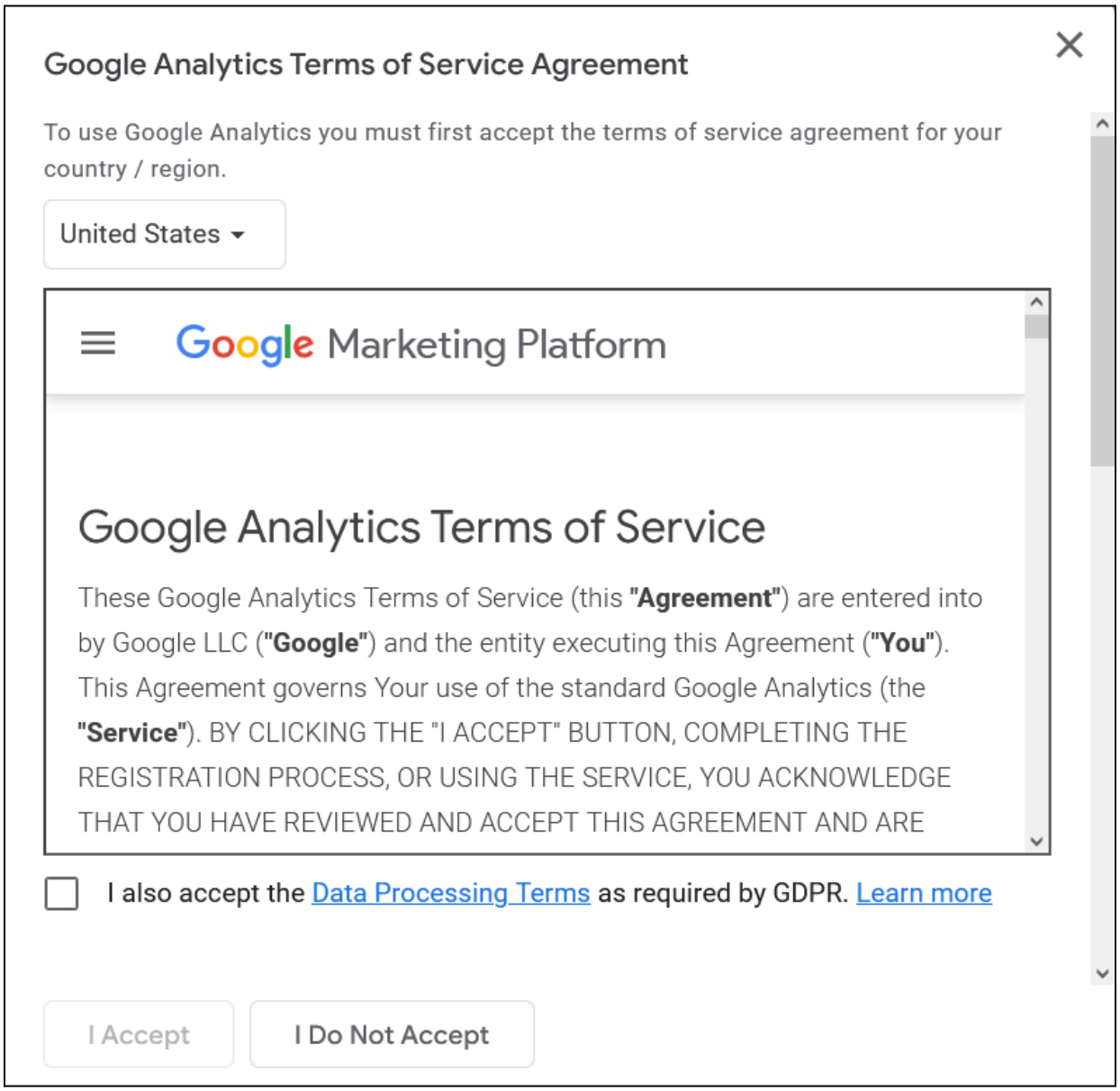
Step 6: Review and accept the Terms & Conditions

The Google Analytics Terms of Service Agreement pop-up will appear asking you to accept the Terms & Conditions before moving ahead.



Select the country in which your business is operating in (if it wasn't updated by your previous selection).

Review the terms and conditions.

Check mark "**I also accept the Data Processing Terms as required by GDPR. Learn more.**"

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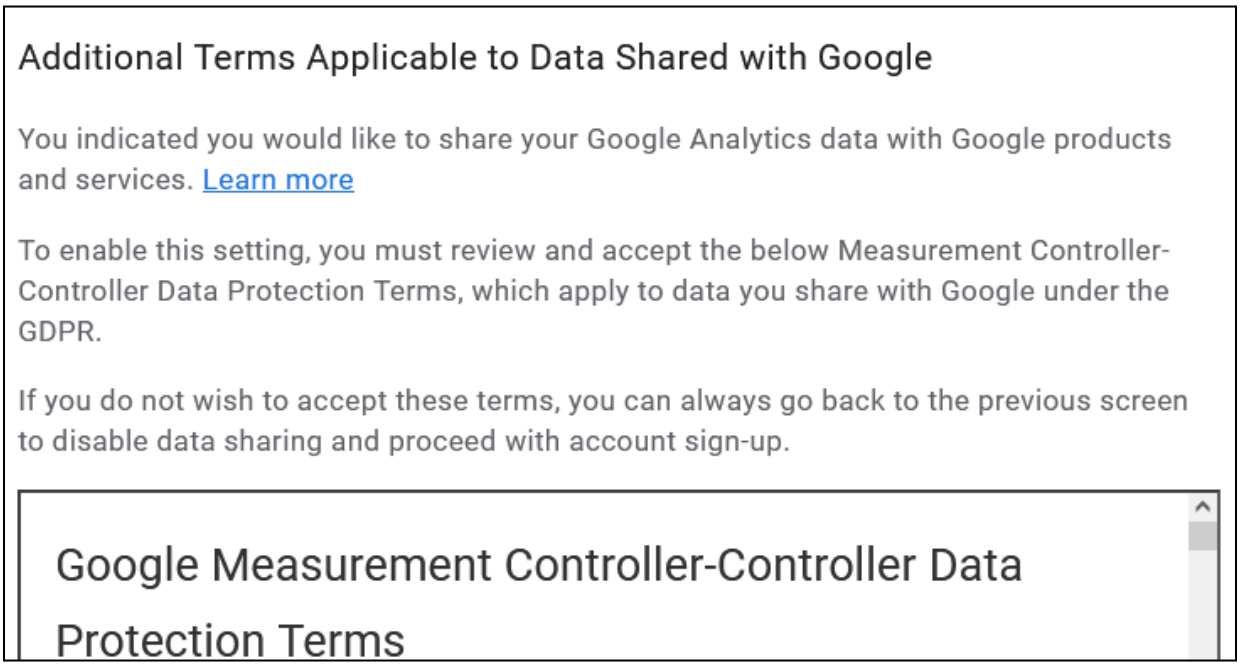
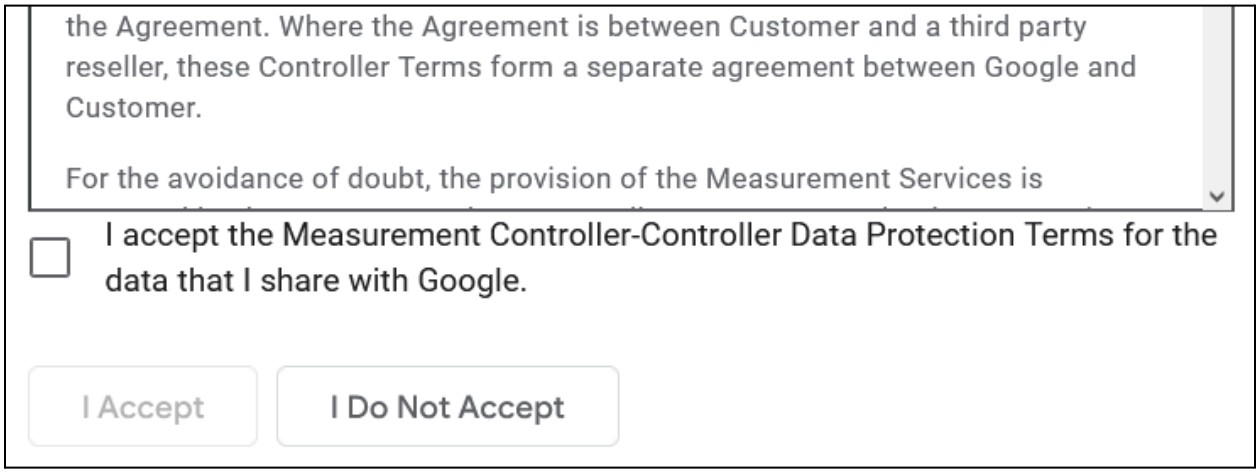
Then, scroll down to review and accept the additional terms as well.



Review the additional terms.



Check mark **"I accept the Measurement Controller-Controller Data Protection Terms for the data that I share with Google."**

With this, the "**I Accept**" button becomes accessible.

Click it to accept and move ahead.

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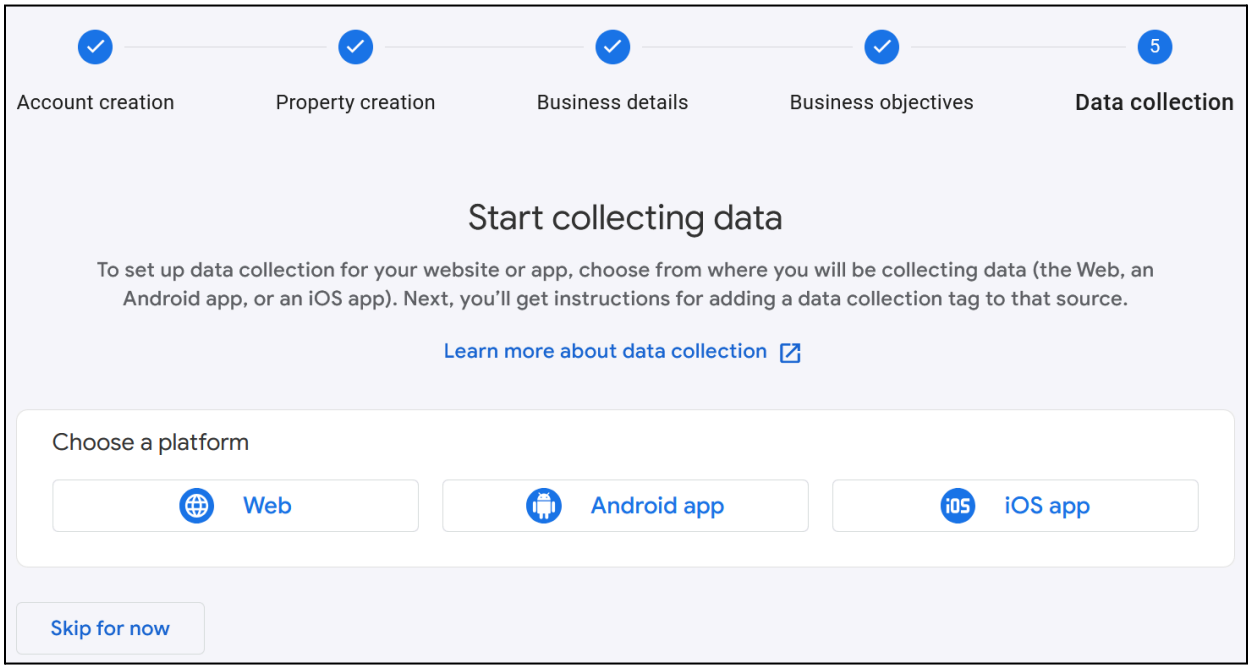
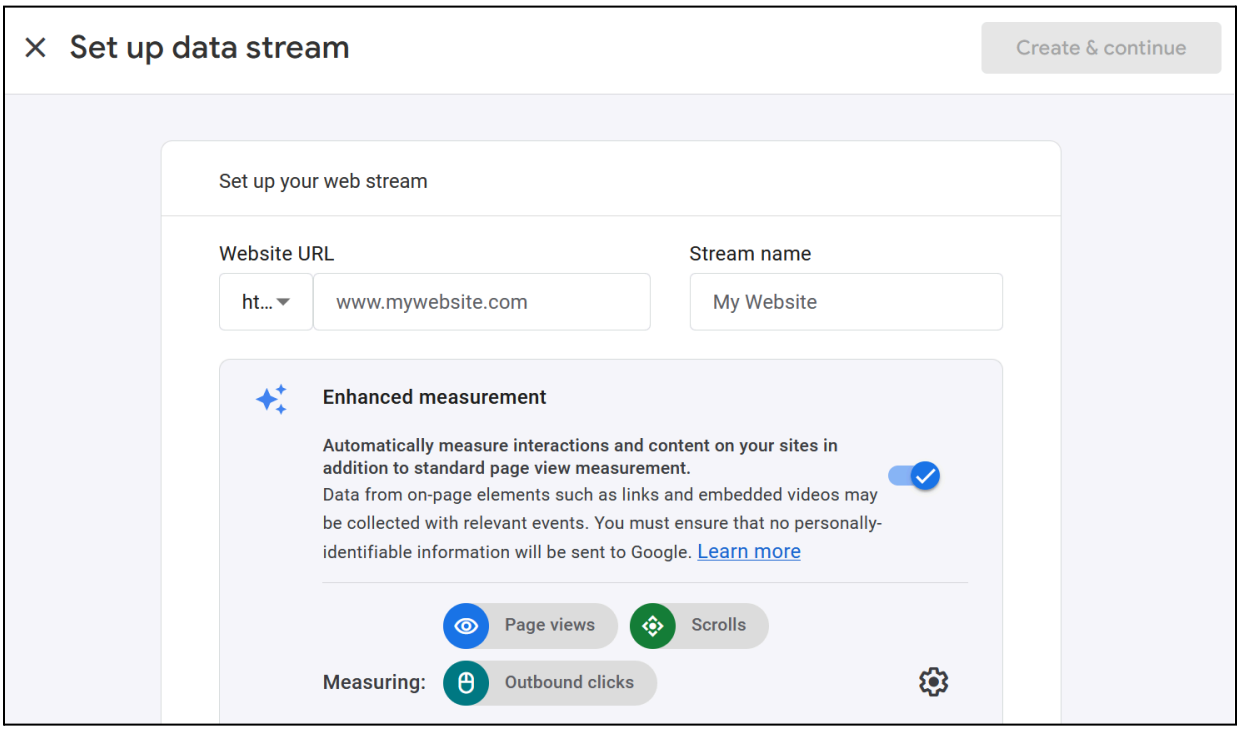
Step 7: Set up a data stream

The final step is to link your website to the property and account you created, allowing the process of data collection to begin.



Select '**web**' (Yo!Gigs is a web app). The **Set up data stream** form will appear.



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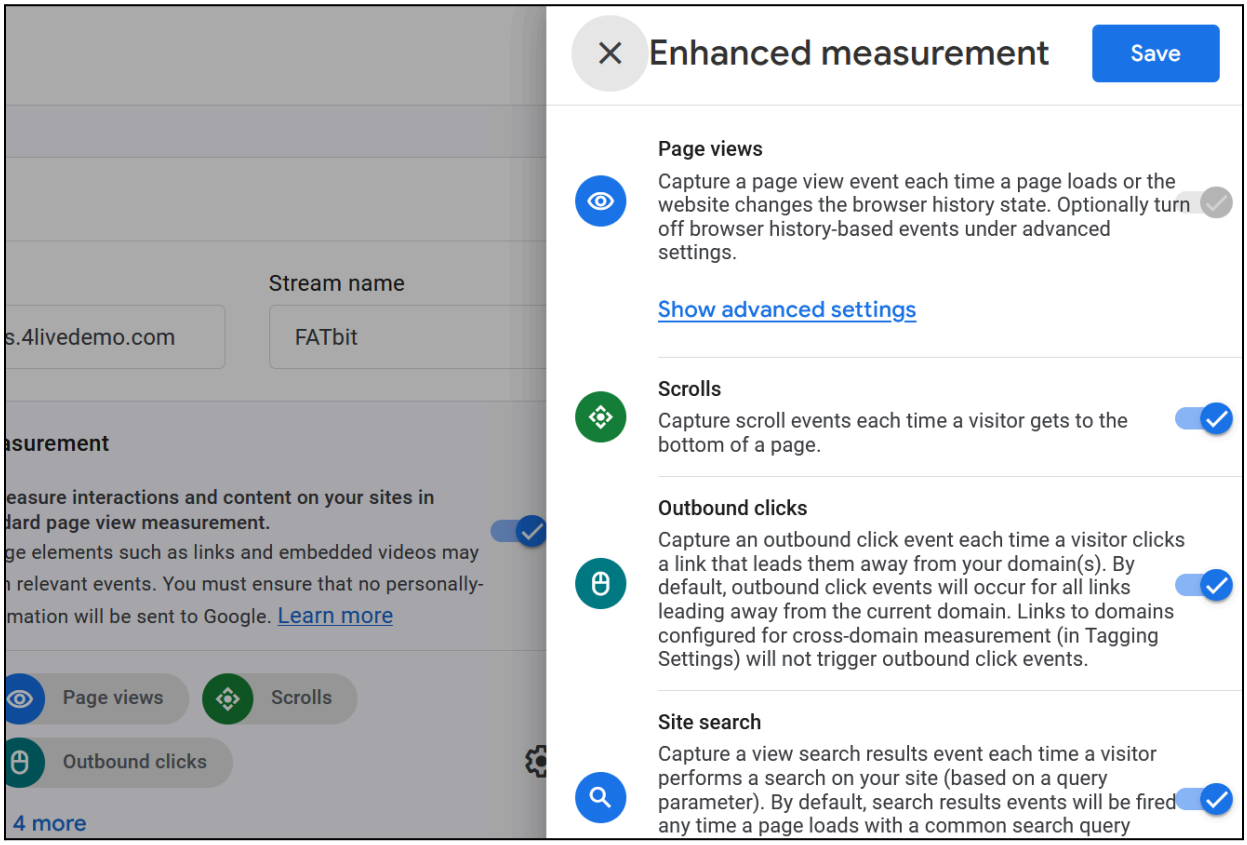
Enter the website URL and website name in the fields provided.

Leave the **enhanced measurement** toggle switch **ON** if you want Google Analytics to offer advanced tracking services, else turn if **OFF** .

Manage what measurements will be included under this by clicking . The **Enhanced measurement** form will appear.



By default, the measurement of all the parameters are activated.

Edit the settings as per requirement (although it is better to leave them all active).

Click **Save** to go back to the **Set up data stream** form.

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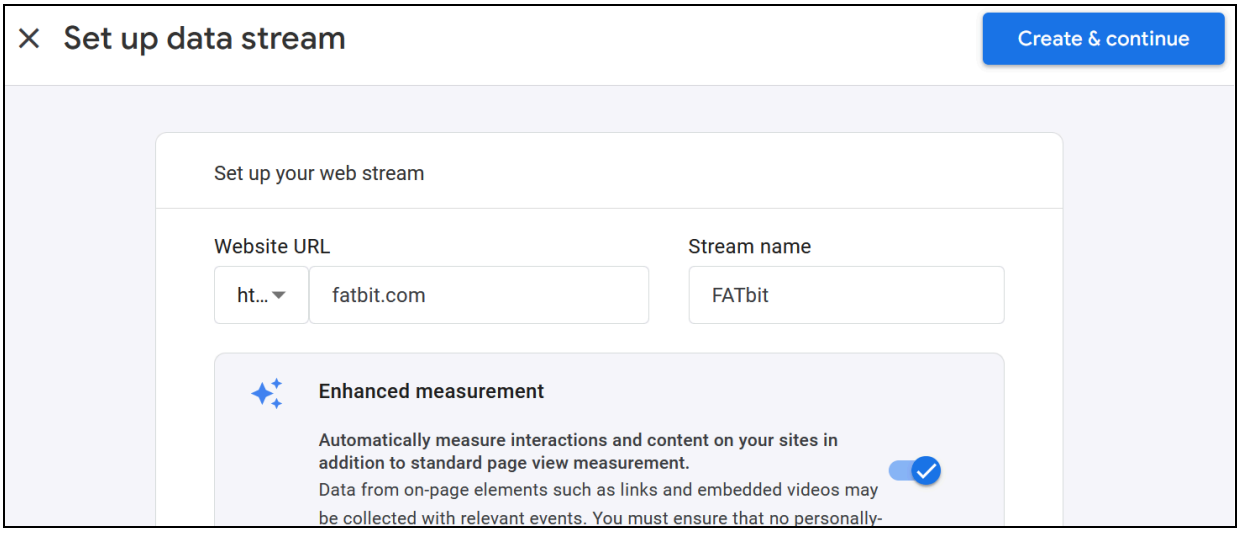

Click **Create stream**.

The **Set up data stream** form will close and another form will open.

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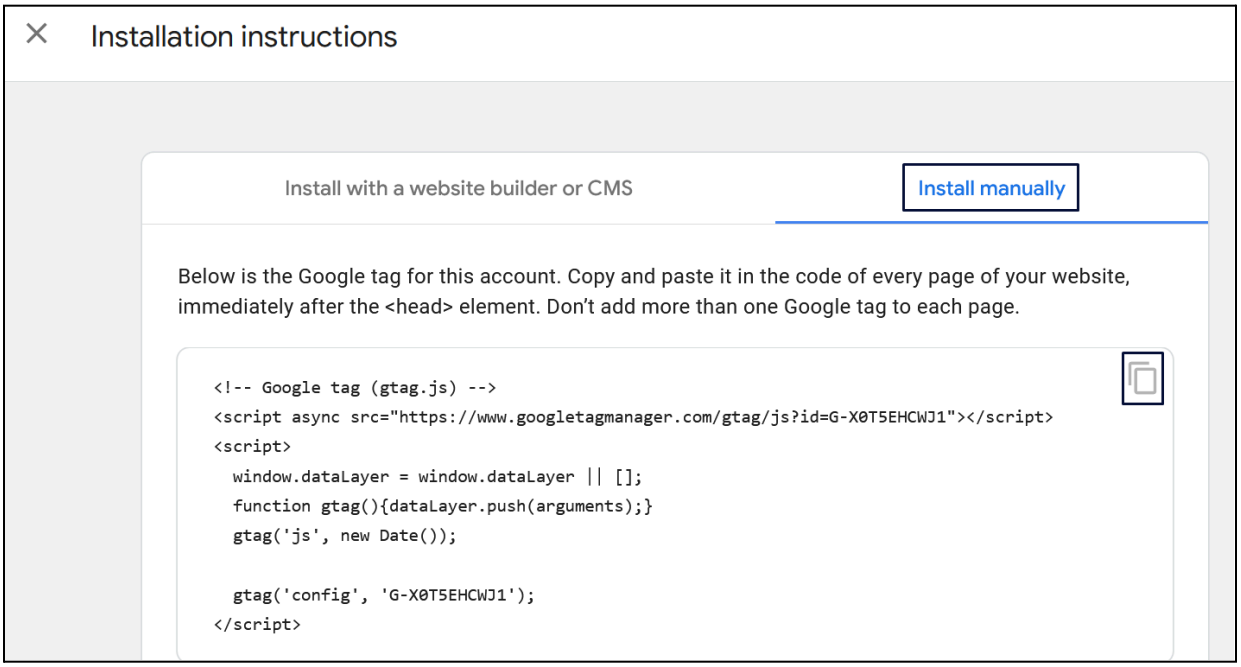
Step 8: Copy the site tracking code

Go to the **Install manually** tab under this form.



The site tracker code will appear.

Click beside the code to copy it.

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Step 9: Paste the code on the Yo!Gigs admin panel

On another tab, open the admin panel of your platform.

Go to **Settings > System configurations > SEO & Tag manager tab.**

Paste this code in the **site tracker code** field.

Click **Save changes** at the bottom of the form to save it.

With this, the site tracking feature will be configured on the platform.

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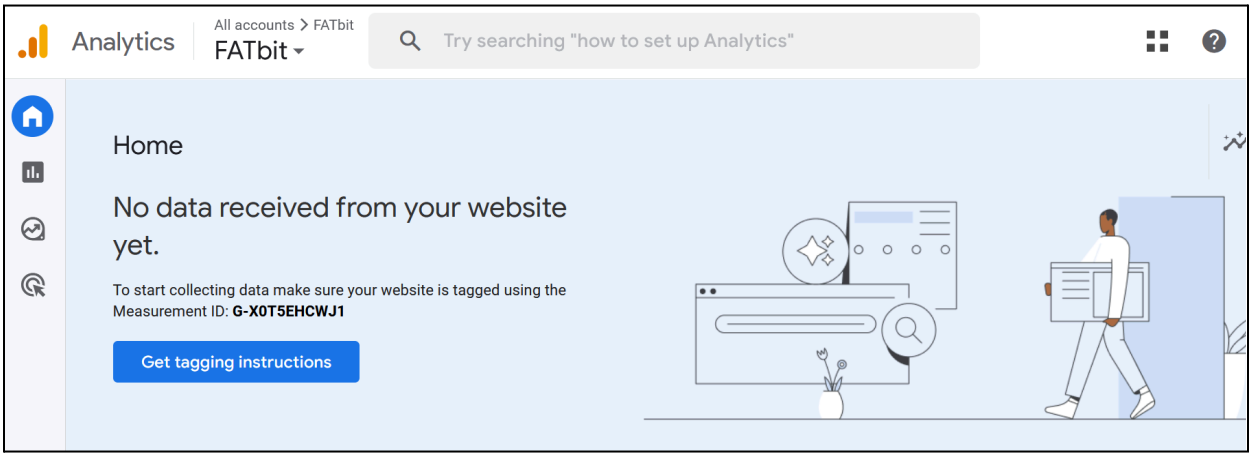
Step 10: Close all the forms

Back on the Google Analytics website, close all the forms, and go to the home of the Google Analytics dashboard.

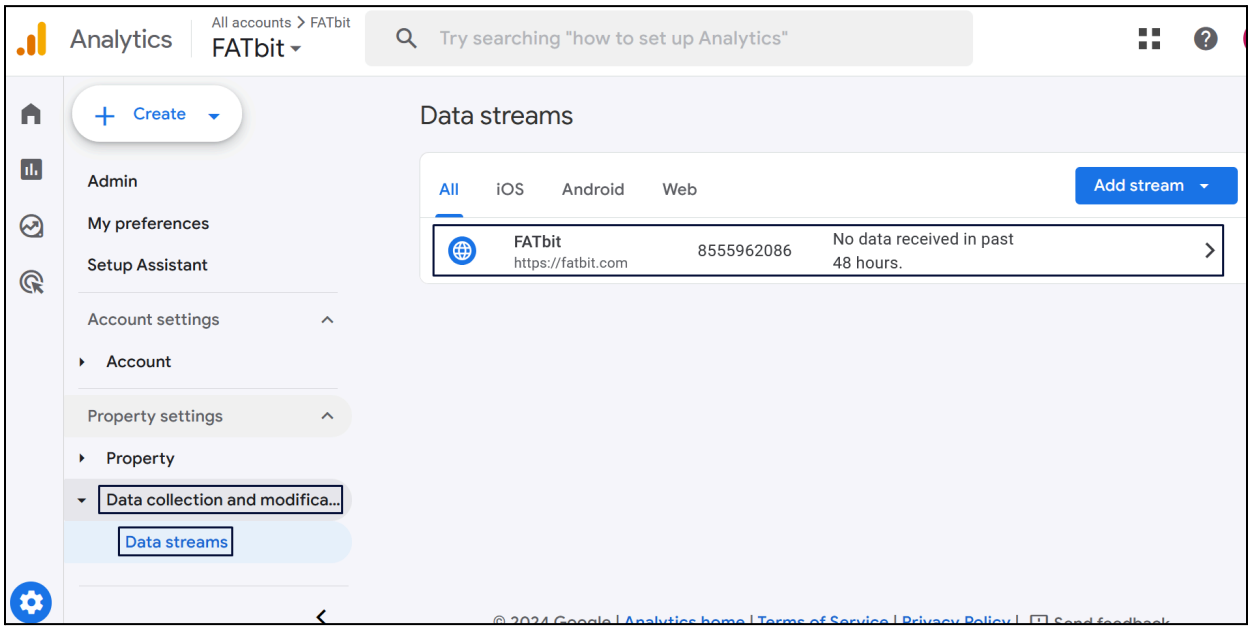


Exception case

In case you close your form before copying the code, or come searching for the code again after a few days.

To find the site tracking code you generated, go to **Admin settings > Data collection and modification > Data streams**.

Select the data stream you created under this Google Analytics account.



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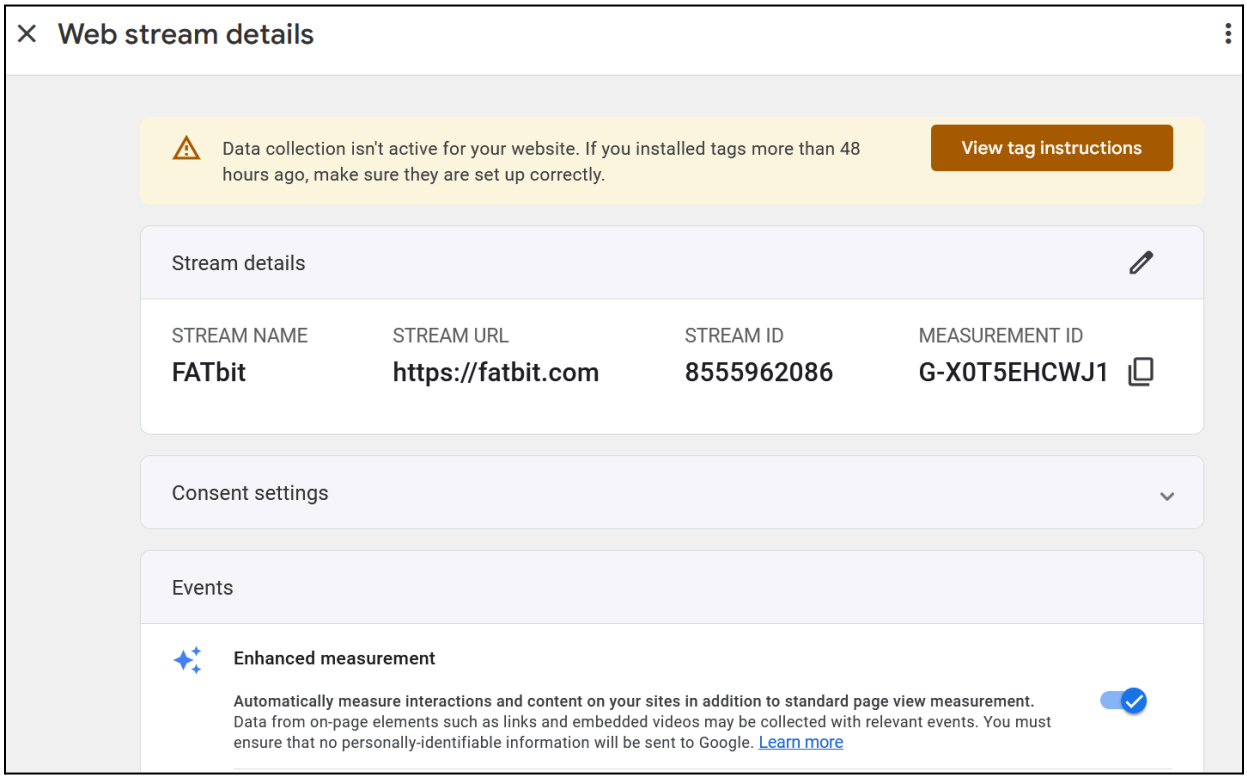
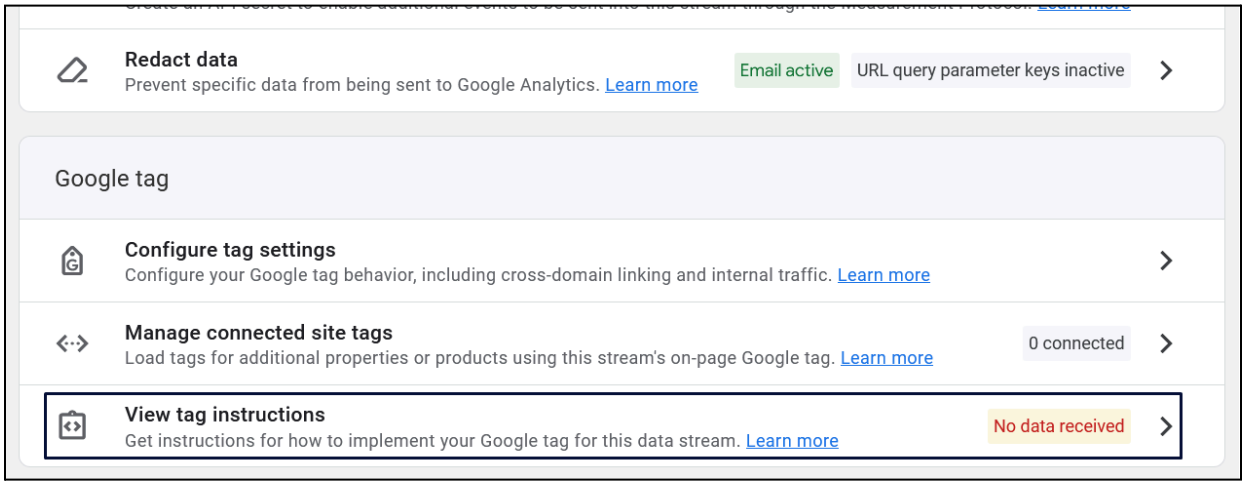
The **Web stream details** form will appear.



Scroll down and select **View tag instructions.**



The **Installation instructions** form will appear. Go to the **Install manually** tab and copy the site tracker code accordingly and paste it in the applicable field.

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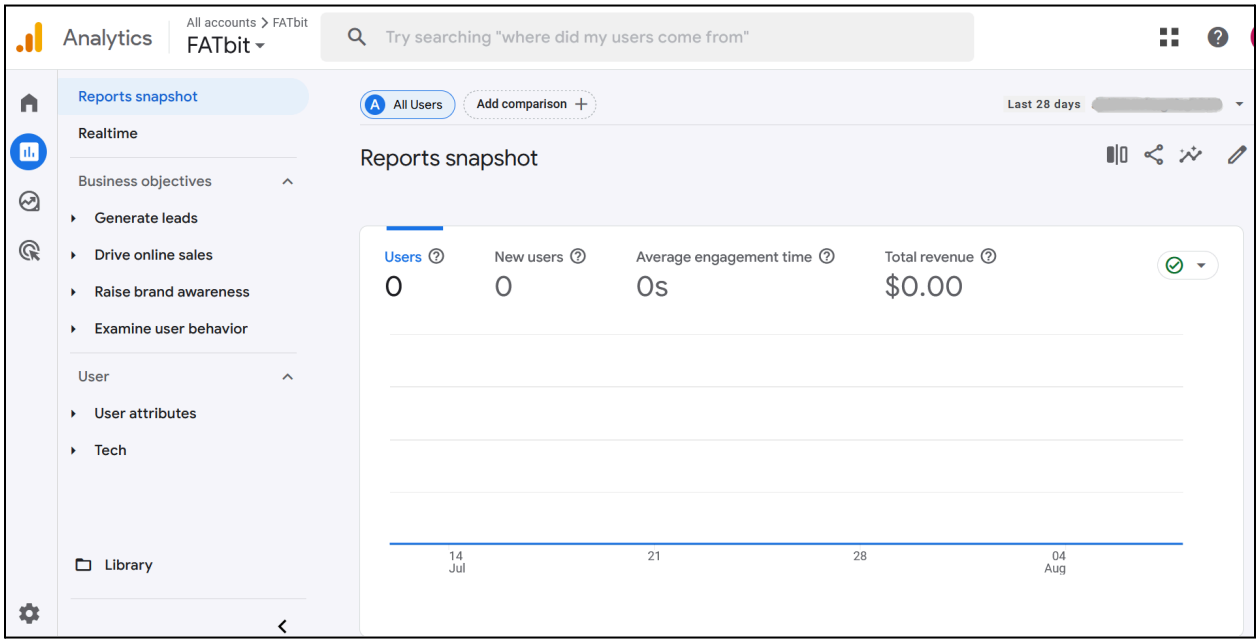
Working of the site tracking feature on Yo!Gigs

Once you add the site tracker code on your platform, after 48 hours, Google Analytics will begin to display reports of the website's performance on the Google Analytics dashboard under Reports.



Since we just generated the code, the reports section does not have any data to display.

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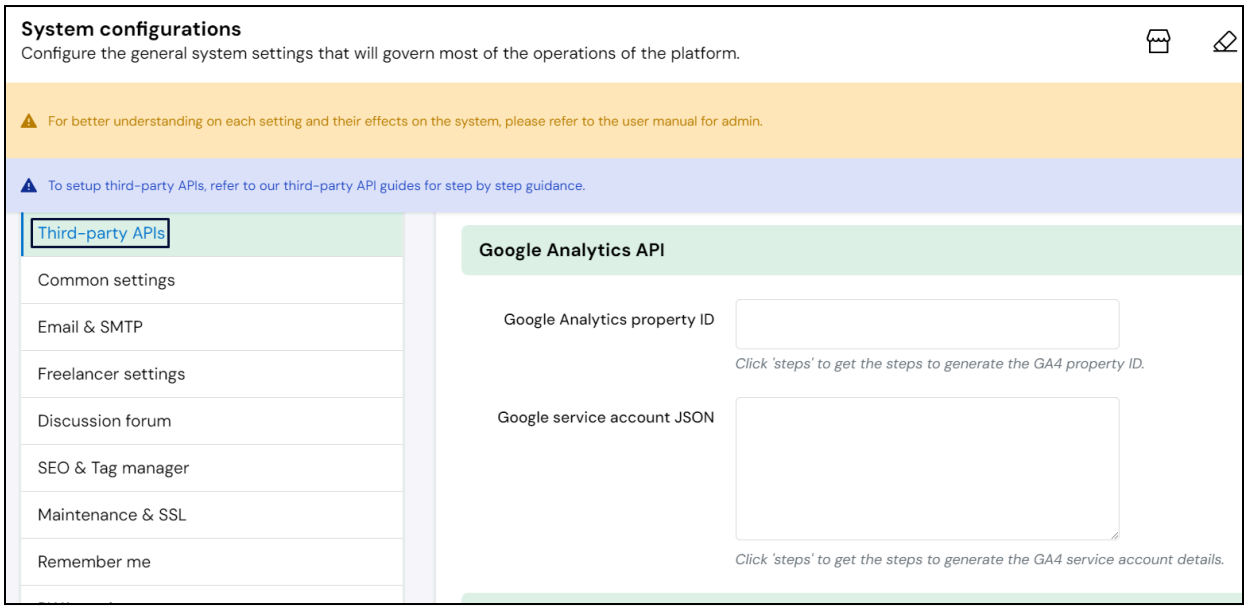
Configure the Google Analytics API

Configure the Google Analytics API under **Admin panel > Settings > System configurations > Third-party APIs** tab.



You need two different keys to configure the Google Analytics API on the platform.

The process to obtain each is different and has been explained below.

Use the same gmail account you used for generating the site tracker code.

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Google Analytics property ID

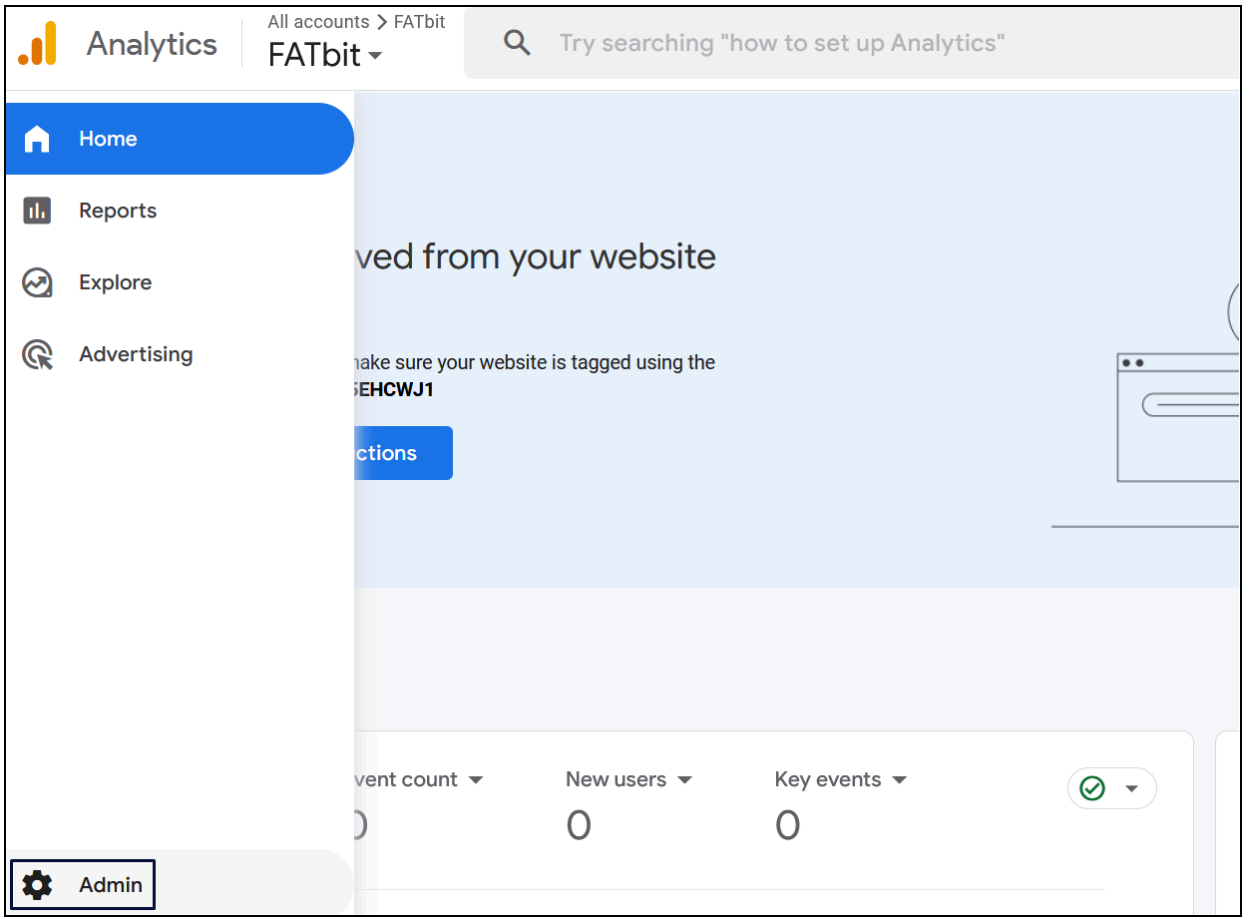
Here are the steps to obtain the Google Analytics property ID:

Step 1: Visit the Google Analytics dashboard

Log into your gmail account first. Then, on a new tab, visit https://analytics.google.com/.

Since the Google Analytics API relies on the site tracking feature, you should have already created an account and a property as outlined in the previous steps.

Hover over the **gear button** located in the lower left corner of the screen, and click it to go to the Admin settings page.



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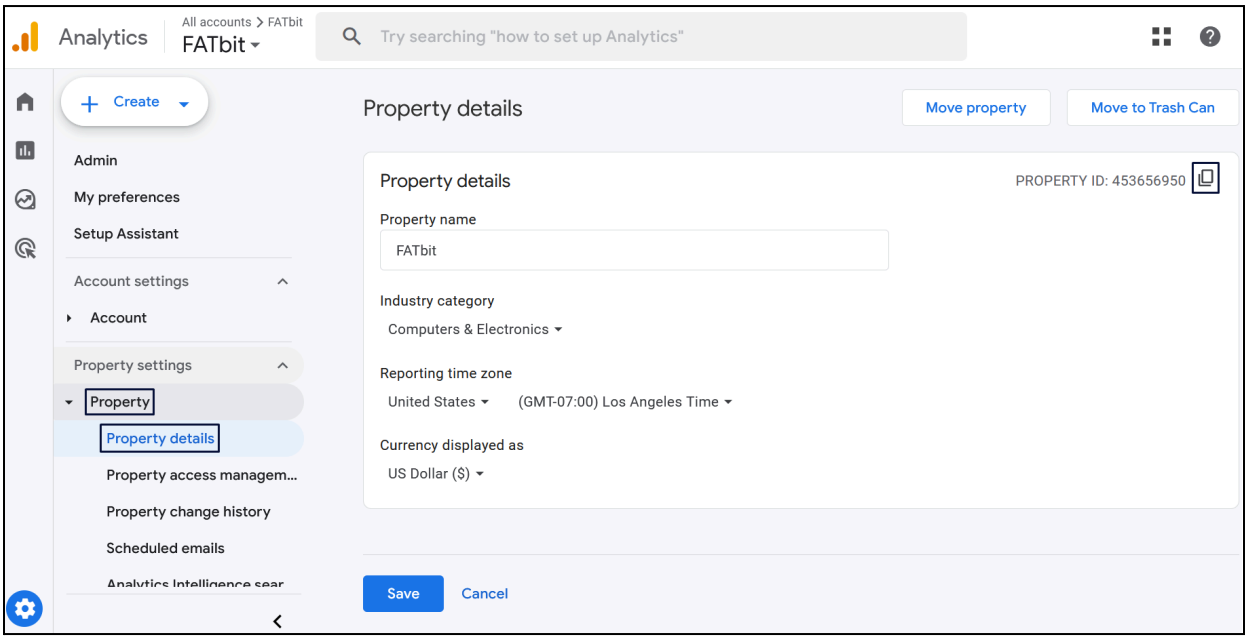
Step 2: Copy the property ID

Go to **Property > Property details** from the left-side navigation menu.

The **Google Analytics property ID** will be visible on the upper-left side of the page.



Click beside it to copy the ID.

On the top left side of the page is the GA4 property ID.

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Step 3: Paste the ID on the Yo!Gigs admin panel

On another tab, open the admin panel of your platform.

Go to **Settings > System configurations > Third-party APIs tab.**

Paste this code in the **Google Analytics property ID** field.

Click **Save changes** to update the details in the system.

Move to the next process.

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Google service account JSON

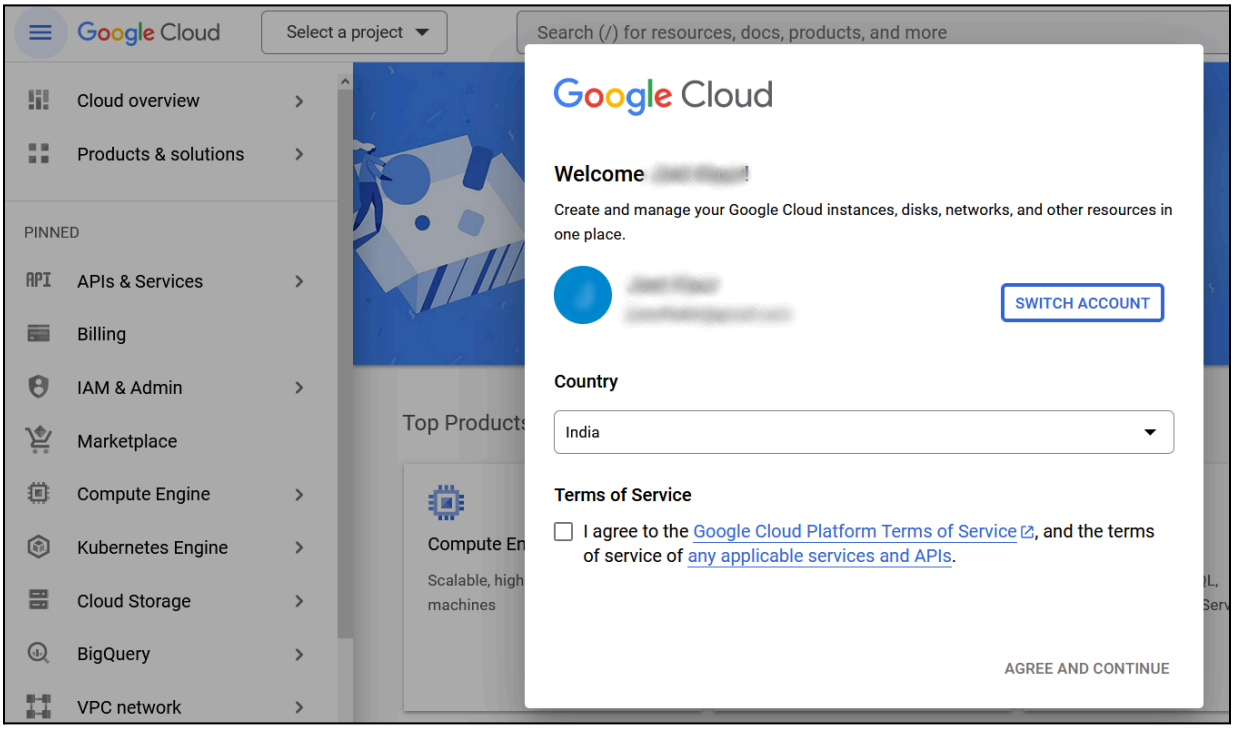
Here are the steps to obtain the Google Service Account JSON:

Step 1: Visit the Google Cloud Console platform

Log into your Gmail account (the same gmail account you generated the property ID from).

Open a new tab and go to https://console.cloud.google.com/.

If you are a new user, the following pop-up will appear.



Before filling out the form, make sure you select the correct Gmail account; if not, switch to the appropriate one (using the **Switch account** button).

Update the following:

- **Country:** Click the field and select the country you are operating from, or select your current location from the dropdown list.
- **I agree to the Google Cloud Platform Terms of Service , and the terms of service of any applicable services and APIs.*:** Check mark this to accept the

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terms and conditions and move forward. If you do not check mark this, you won't be able to use the platform.

Once done, click **Agree and Continue.**

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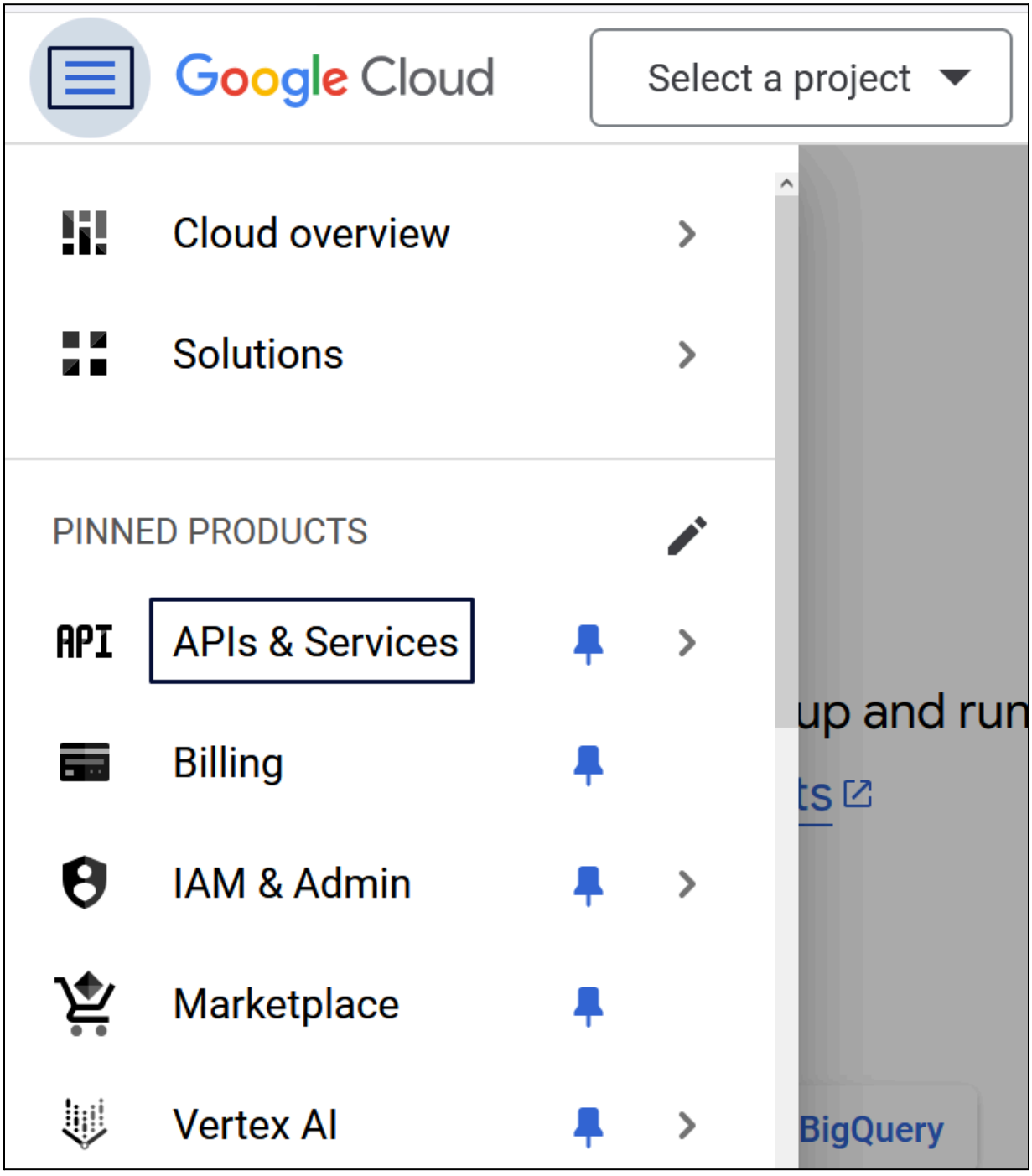
Step 2: Go to APIs & Services

Click the **Hamburger menu** button to expand the navigation menu.

Select **APIs & Services** to go to the **APIs & Services** page.



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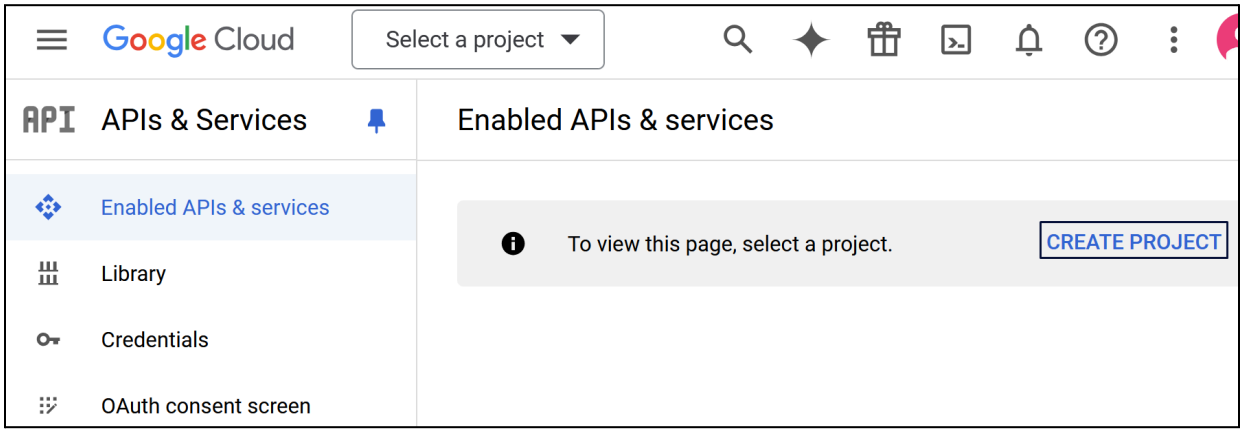
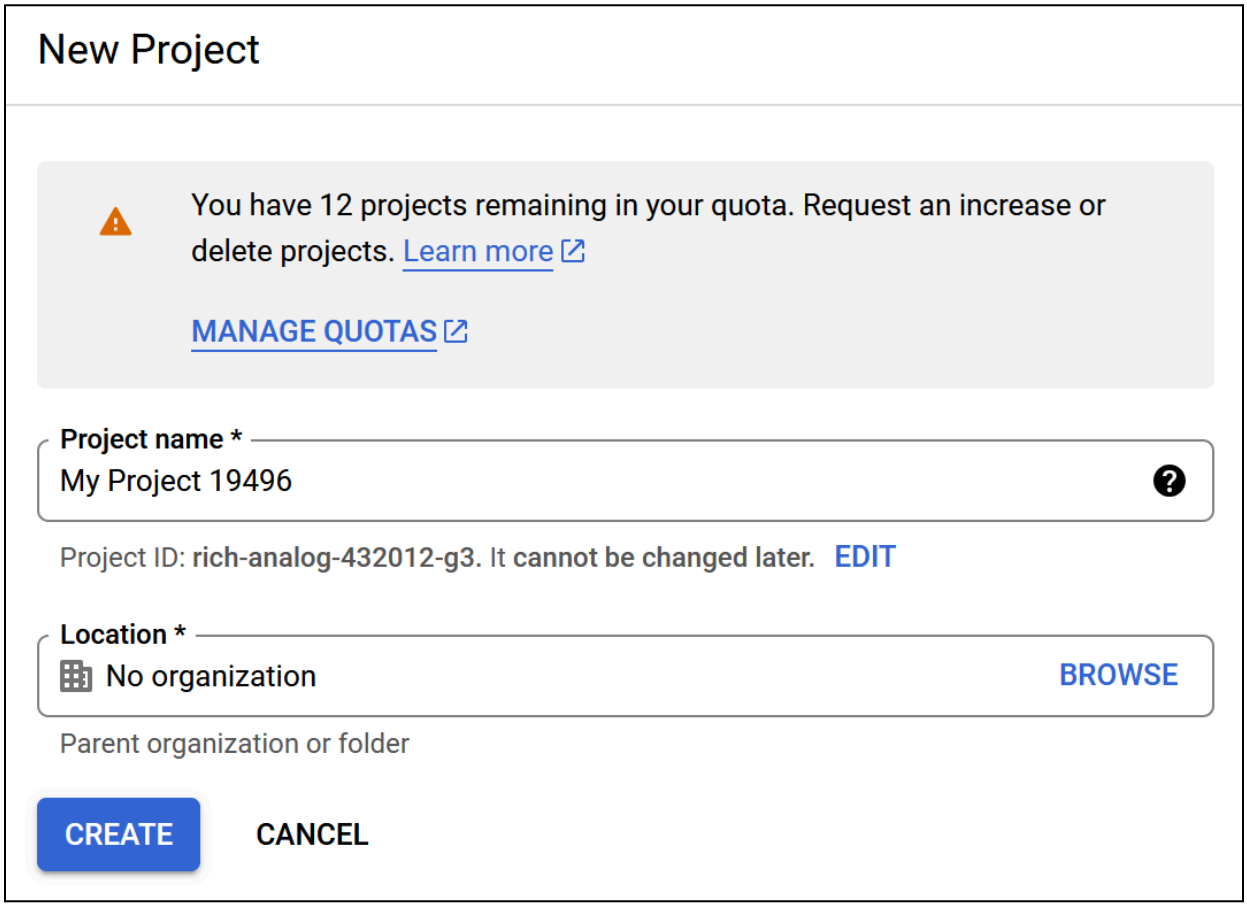
Step 3: Create a project

As a new user, your first step is to create a project.

To do this, click **Create project**.



This will direct you to the **New Project** page.



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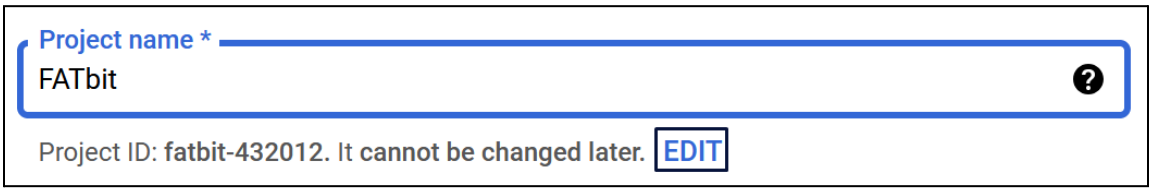
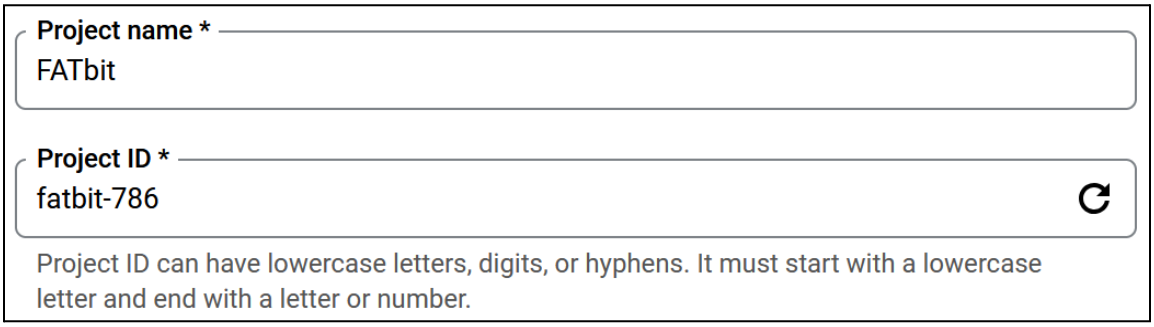
Update the following:

- **Project name*:** Enter a project name.



When you enter a project name, the system automatically generates a project ID, which is displayed below the field.

To edit this ID, click **Edit**, and a new field appears.



- **Project ID*:** Edit the project ID. This needs to be unique so you may need to try out different names before one is accepted.
- **Organization*:** Select the organization for your project.

An organization in Google Cloud is a root node that allows you to manage and organize your cloud resources. It acts as a parent resource for all your projects and resources.

*This **field is visible** if you have logged in using an email address whose email domain (@yo-gigs.com) is the same as your business domain (https://yo-gigs.com).*

In simple words, this field will be visible if your account is part of Google Workspace or Cloud Identity. This is because organizations allow for structured management of cloud resources.

So, if you have multiple organizations, you can select which organization you want to create the project under.

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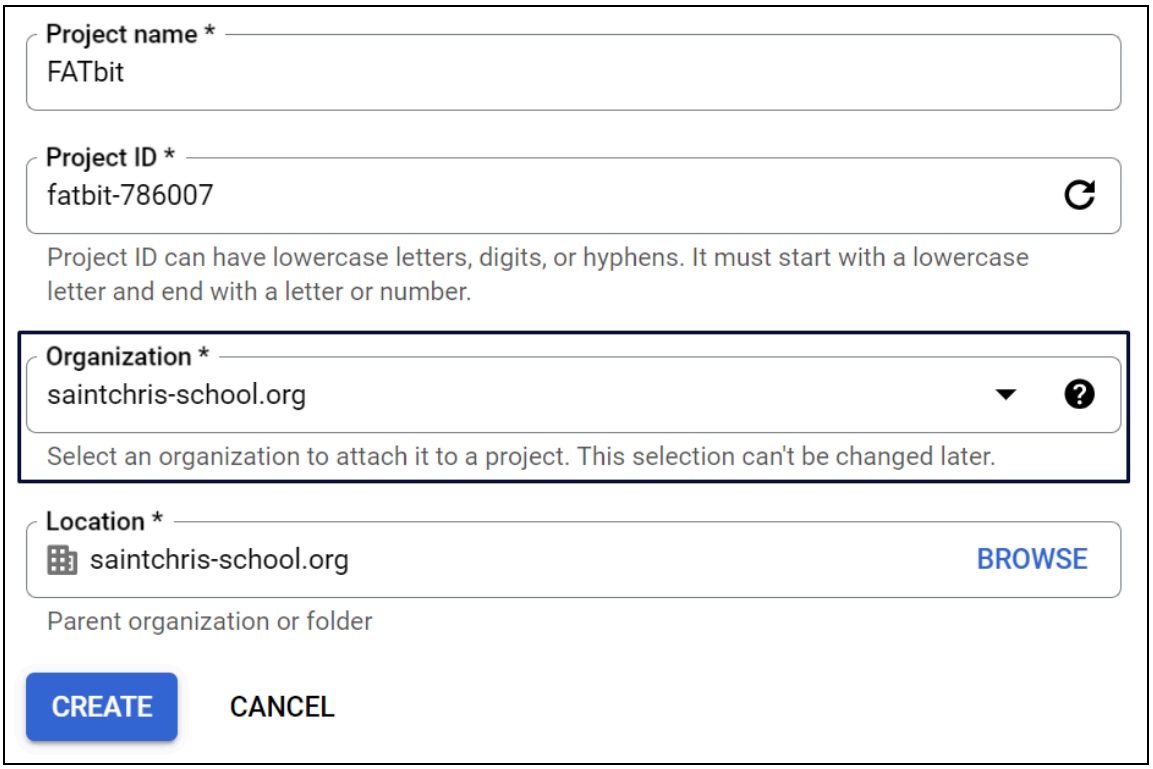

The available options under this will depend on the number of organizations your account is linked to. Select the appropriate one.

- **Location*:** Select a folder for your project. The location specifies where your resources will be physically hosted.

  Google Cloud automatically provides available regions based on the services you intend to use and your project's requirements. These regions are predefined by Google Cloud and depend on the services you select for your project.

  If you don't have any options, leave it as it is.

  *If you select '**No organization**' in the previous field, this field may appear **blank** or show "Global." Use the **Browse** button to select a specific location for your resources. If there is **no location available**, it is mostly because **Google Cloud services are not available** for the regions around you.*

  In this case, choose an organization and location that is available in the list (only those options are visible that are supported by Google Cloud services).

Click **Create**.

With this, the project is created and you are directed back to the **APIs & Services** page.

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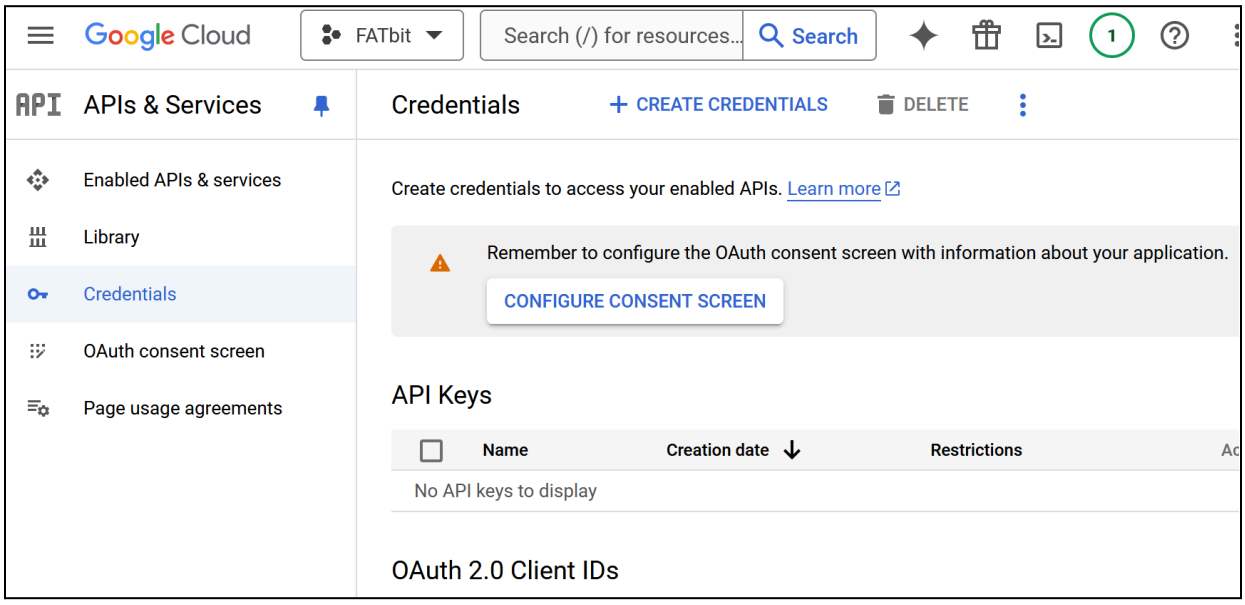
Step 4: Go to Credentials

Select **Credentials** from the navigation bar.

This will direct you to the credentials page.



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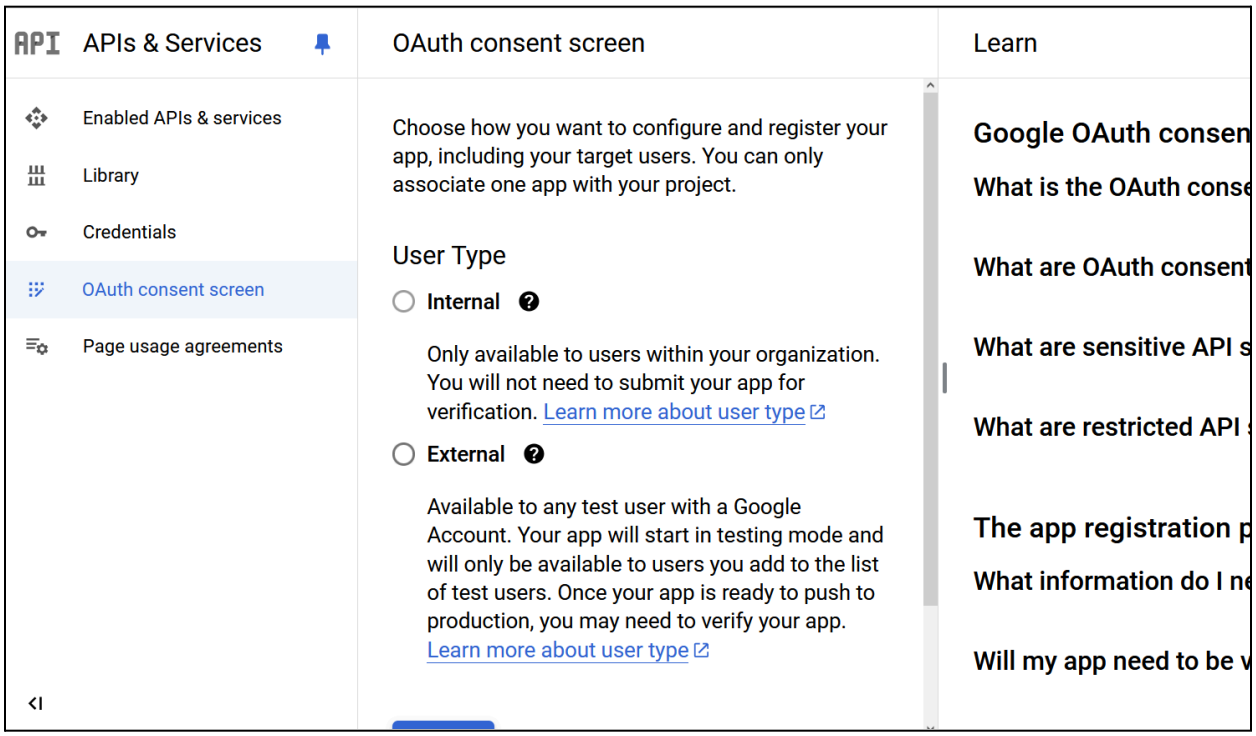
Step 5: Configure the Consent Screen

Click **Configure consent screen** to go to the OAuth consent screen setup.



Based on whether you need keys for a live project or just for testing, choose the appropriate option:

- **Internal -** Select this option if you're just testing your platform and only want people within your own company or organization to use it.

  Do not select this if you plan to make your project available to the public or to people outside your organization. This option limits access to only your organization's members.

  You won't be able to select this option if you do not have a Gmail Business account or do not belong to an organization.

- **External -** Select this if your platform is live and you want it to be used by people outside your organization.

  Selecting this option might require you to submit your project to Google for verification. After Google reviews and approves it, the API will be ready to use. Learn more about the verification process here!

Once done, click **Create.**

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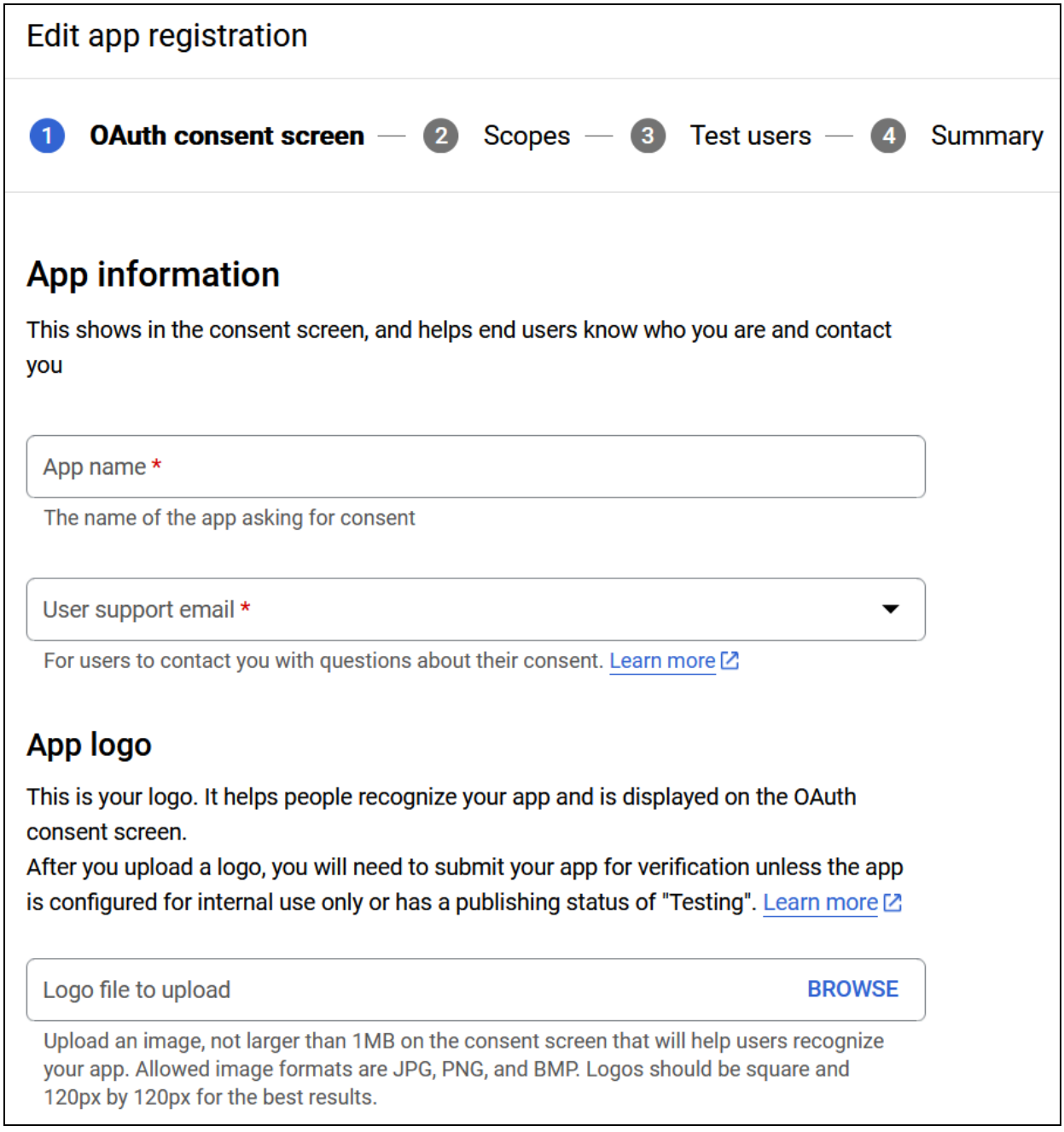
Step 6: Fill the “Edit app registration” form

Register your web application on Google via the **Edit app registration** form. There are four steps (tabs) under this form.

1. OAuth consent screen



The form is divided into four sections. Update them following:

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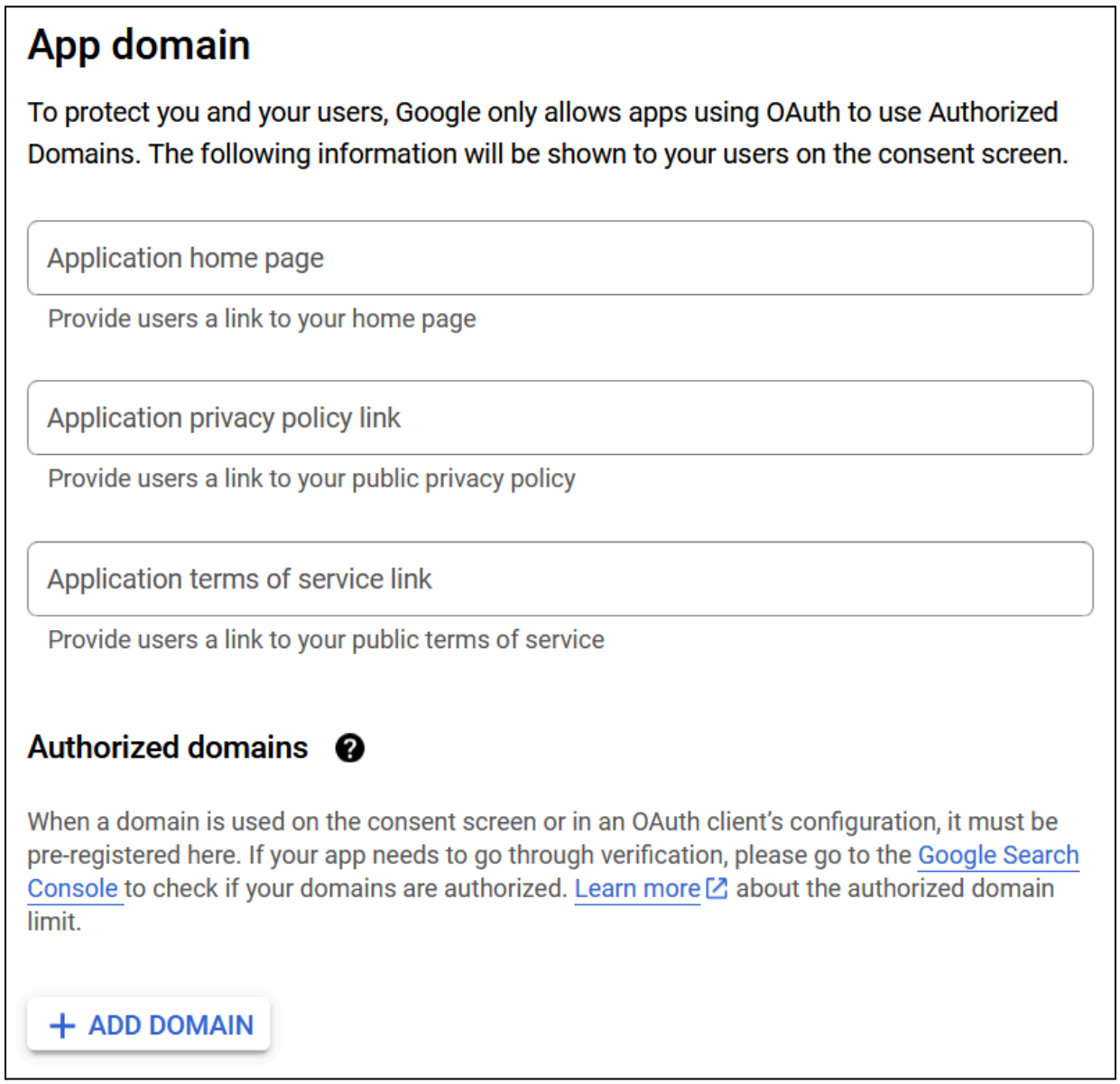
1. App information

- **App name*:** Enter the platform's name - for which you will be generating the API key.
- **User support email*:** Enter the email address on which users can contact you with questions about their consent.

2. App logo

- **Logo file to upload:** Click **Browse** and select your platform's logo to upload it.

3. App domain



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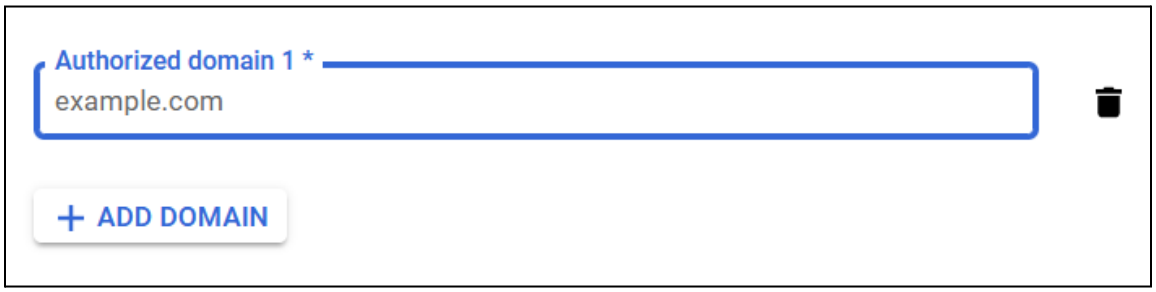
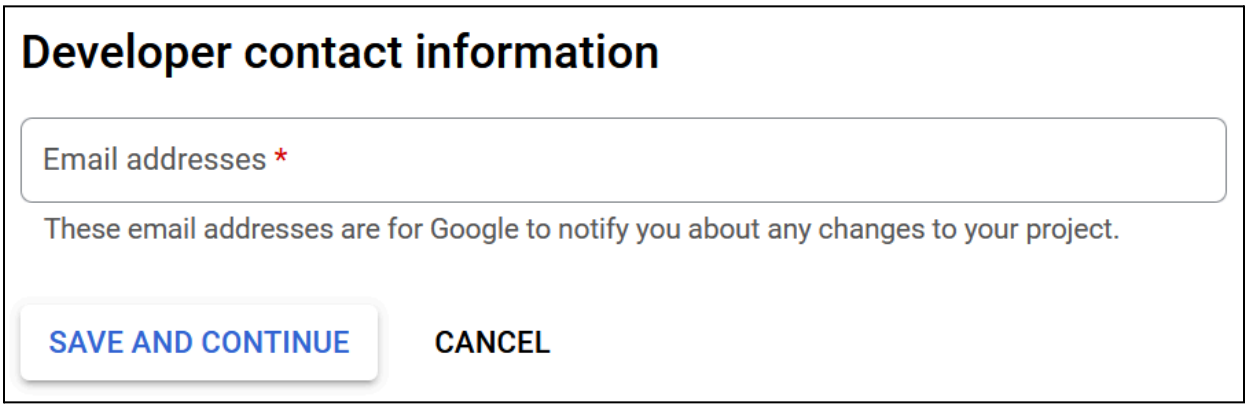
- **Application home page:** Enter your platform's home page URL.
- **Application privacy policy link:** Enter your platform's privacy policy page URL.
- **Application terms of service link:** Enter your platform's terms of service page URL.
- **Authorized domains:** Click the add domain button to add the authorized domains that will be used on the consent screen for the users, and a field appears.



Add as many domains as applicable.

If you add a domain by mistake, click beside it to delete it.

4. Developer contact information



- **Email addresses*:** Enter the email address(es) of the person who will be notified about any changes made to the project.

  You can enter more than one email address in this field.

Click **Save and continue.**

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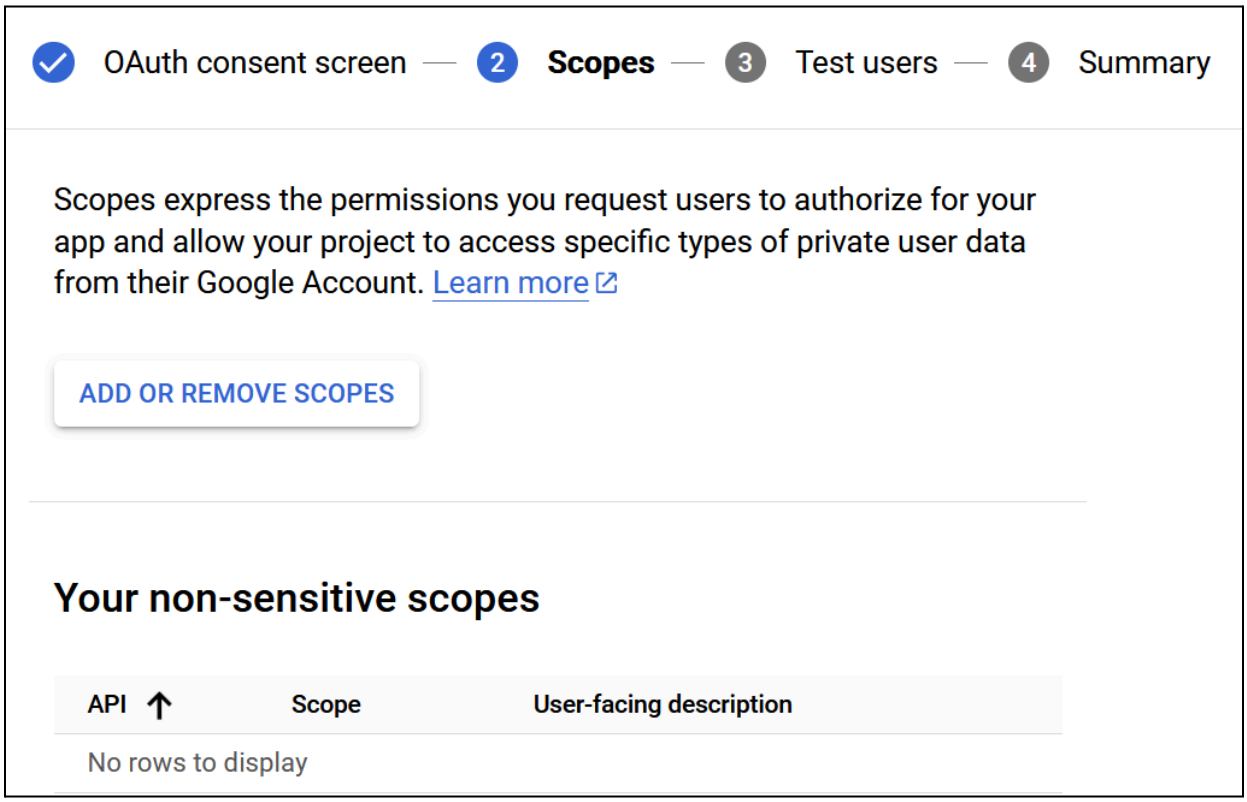
2. Scopes

Scopes express the permissions you request users to authorize for your app and allow your project to access specific types of private user data from their Google Account. Learn more about [scopes here](#).

Updating this tab is optional.



It is not required in this case. So, click **Save and continue**.

3. Test users

*This tab will only **be visible** if you selected **External** as the user type in the [first step](#). This is because it allows you to specify which external users can test your app before it goes live. For projects intended for public use, this helps ensure everything works properly for a wider audience.*

*For **Internal** projects (Internal user type), which are limited to users within your organization, testing is handled internally without the need for this tab.*

Add the users who will be able to access the app while the app is in the testing phase (if applicable).

Updating this tab is optional.

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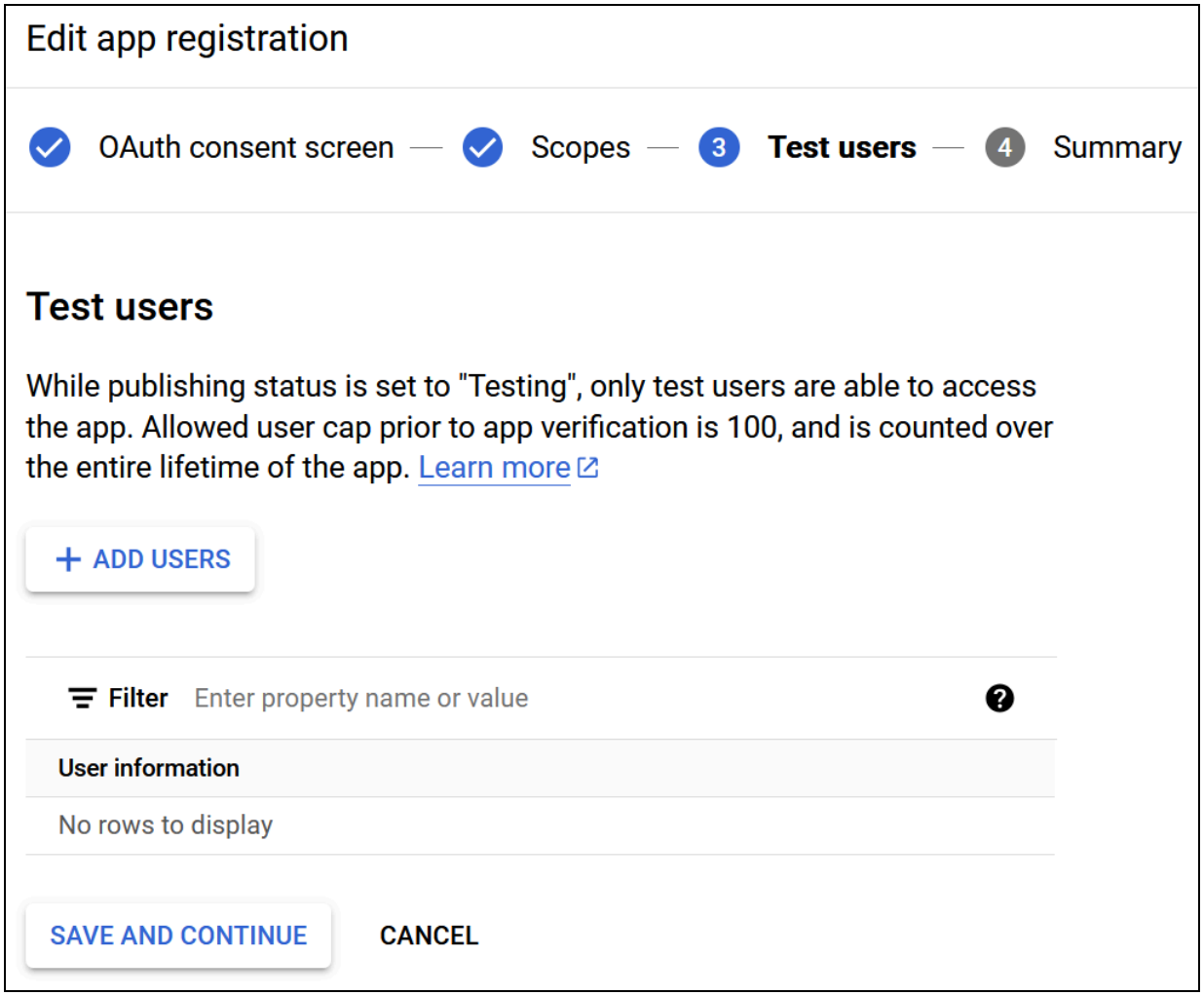
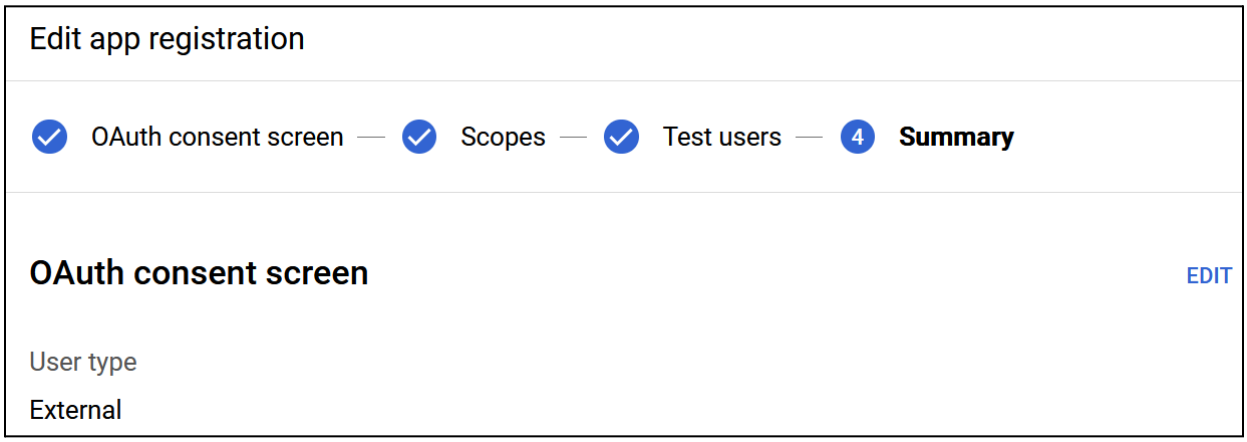


It is not required in this case. So, click **Save and continue.**

4. Summary

Review the details added and edit if required.



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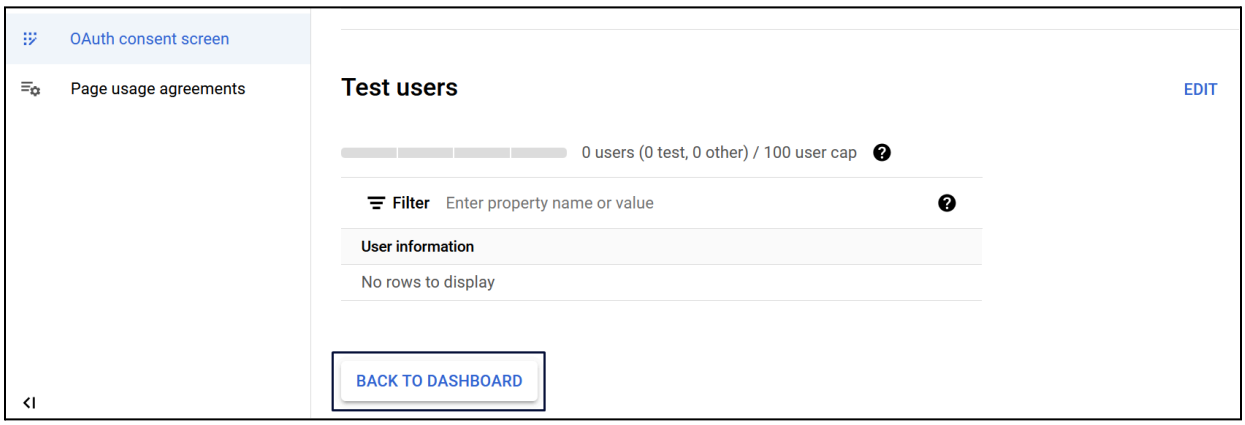
From here, go back to the Dashboard by clicking Back to dashboard at the end of this tab.



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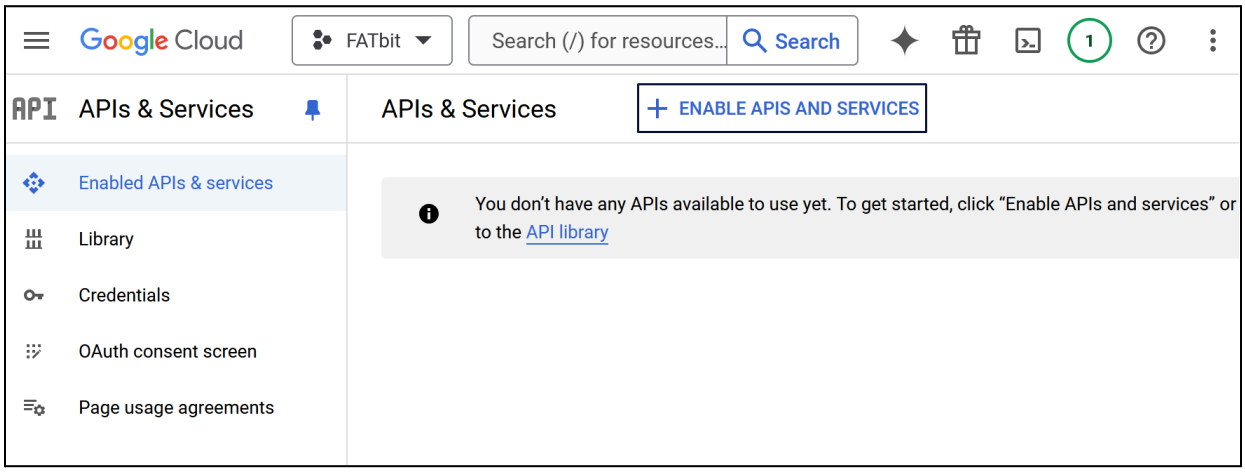
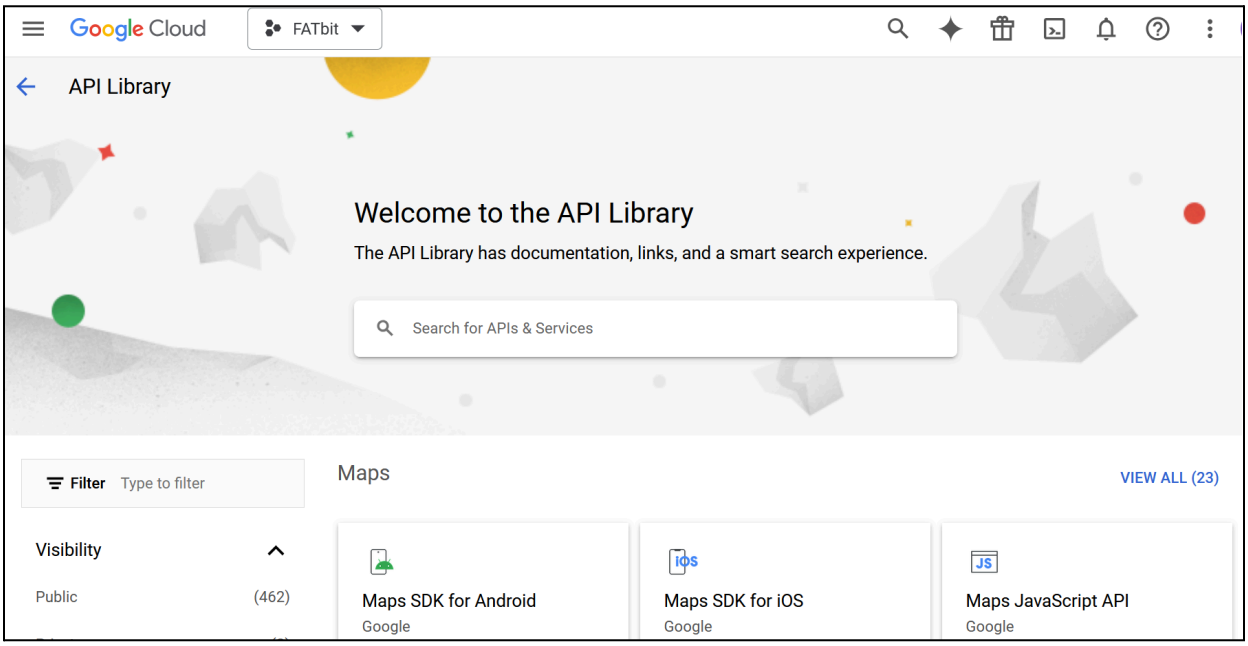
Step 7: Go to Enabled APIs & Services

Select **Enabled APIs & Services** from the navigation bar.

Then, click **+Enable APIs and services** at the top of the page.



This will direct you to the **API Library** page.



Type **Google Analytics Data API** in the search field and press **Enter** on your keyboard.

A list of options will appear.

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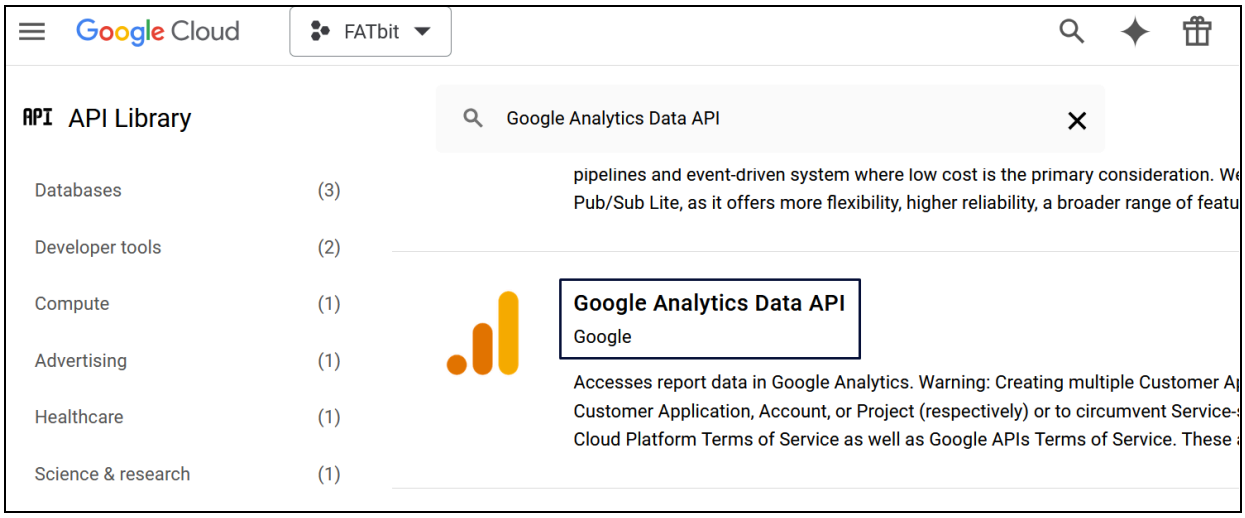
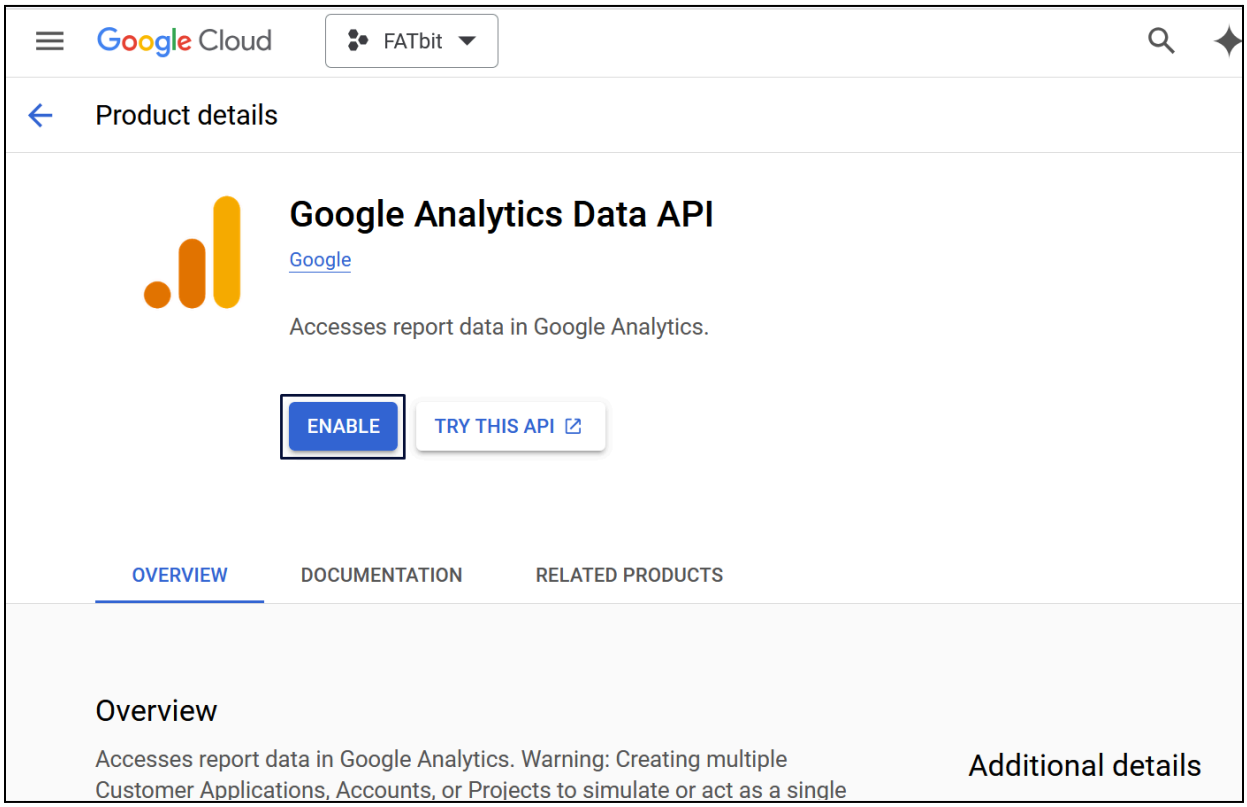


Select **Google Analytics Data** API and this will direct you to the **Google Analytics Data API** page.



Click **Enable** to activate this API.

The API will be activated and you will be directed to the APIs & Services page.

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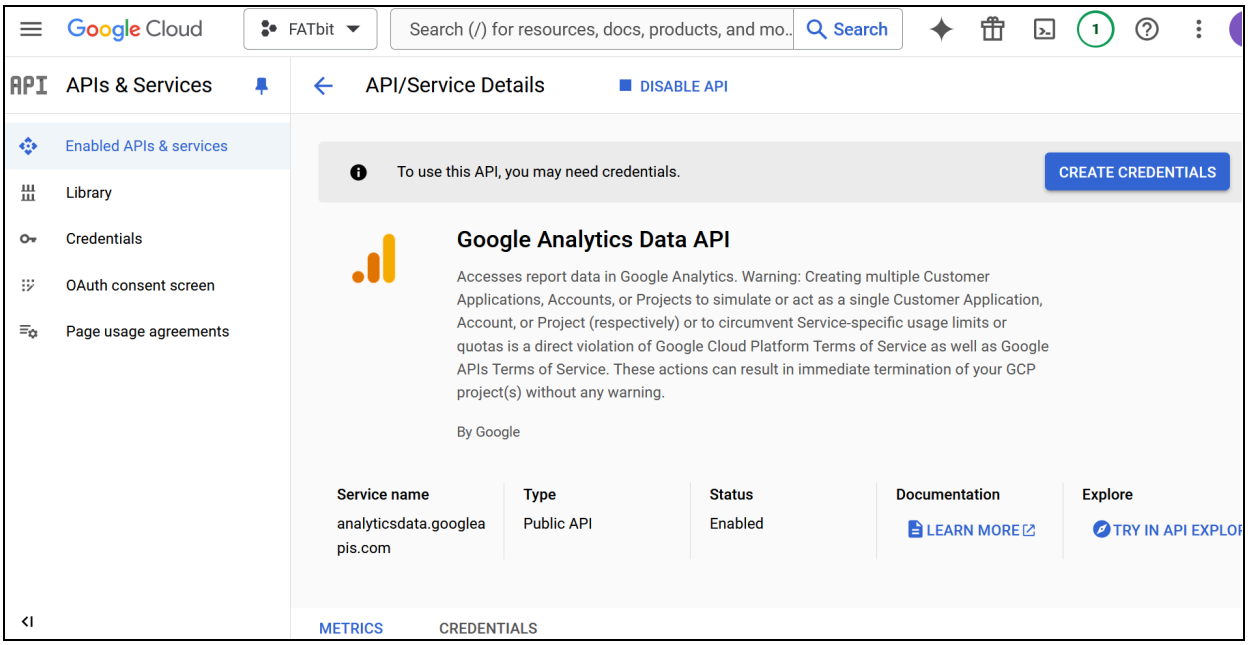

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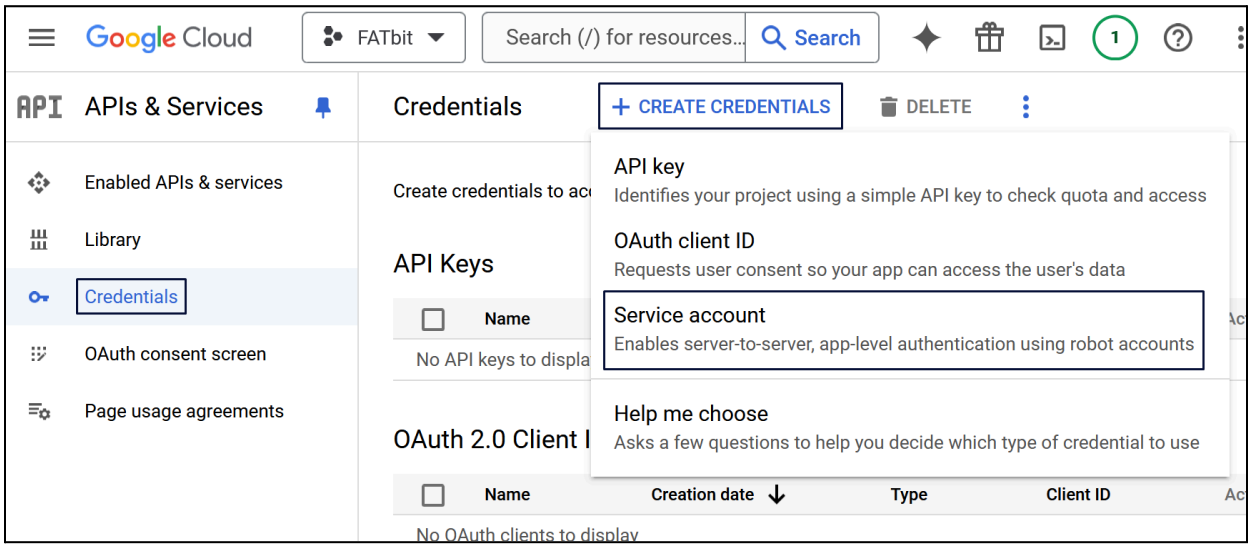
Step 8: Go to Credentials again

Select **Credentials** from the navigation bar.

This will direct you to the **Service accounts** page.



This will direct you to the **Create a service account** form.

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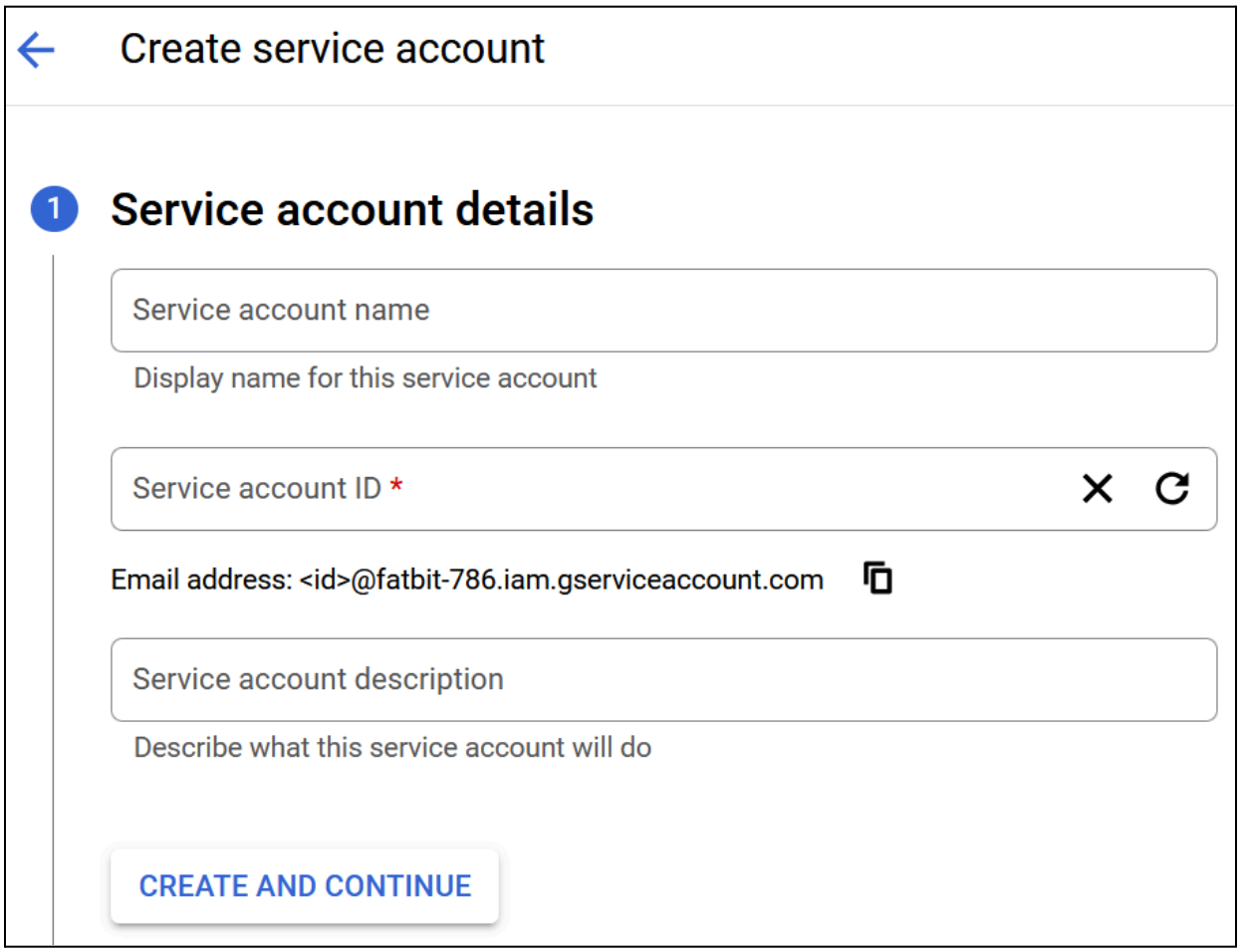
Step 9: Create a service account

There are three steps (tabs) in this form.



Update each accordingly:

1. Service account details

- **Service account name:** Enter a name for this service account that will be displayed to you.
- **Service account ID*:** This field automatically fills up when you enter an account service name. You can edit it as per your requirements.
- **Service account description:** Enter a description of the service account.

Click **Create and continue.**

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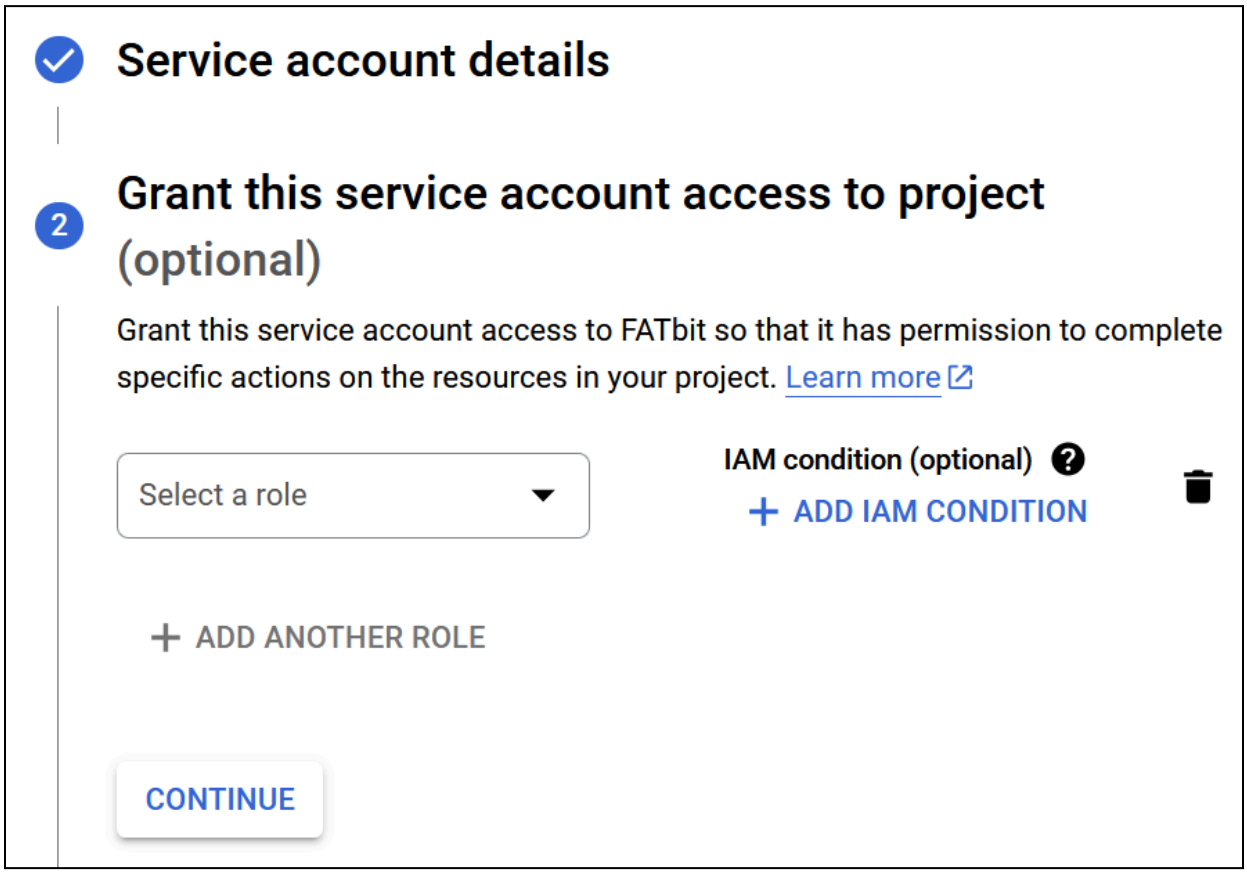
2. Grant this service account access to project (optional)

Select your role for this service account, which will also define the user's access to the project.



Click the field, go to Basic and select Owner.

Click **Continue**.

3. Grant user access to this service account (optional)

Leave this tab blank as it is not required.

Click **Done**.

With this, the service account will be created.

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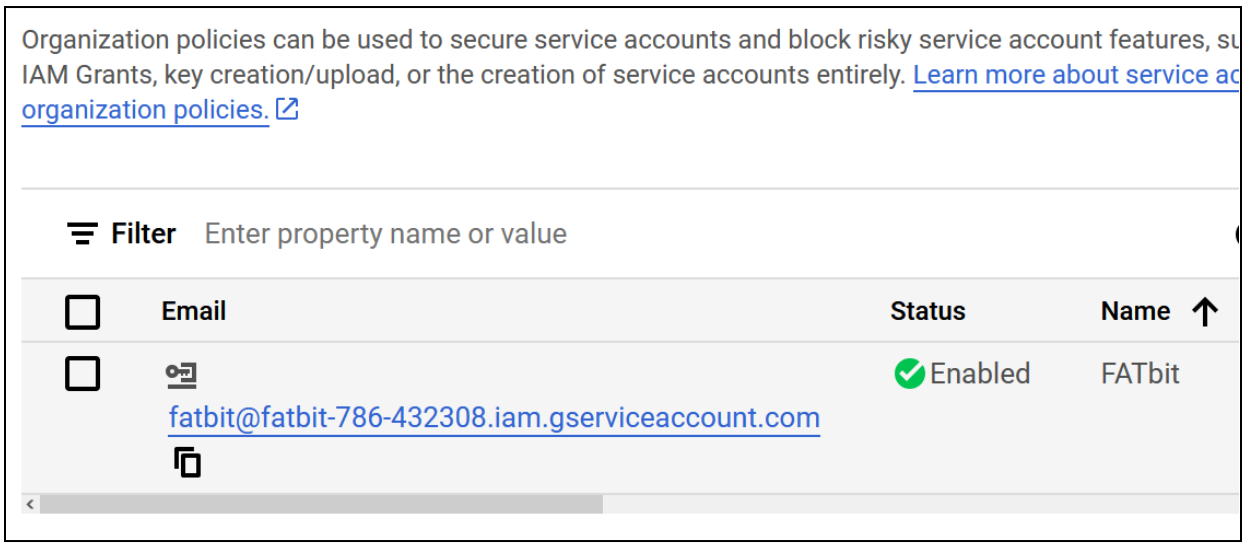
Step 10: Add this service account ID to your Google Analytics account

Hover over the service email ID and the copy button will appear.

Click this to copy it.



On a new tab, open your Google Analytics account (that you created in the earlier steps).

Ensure you have selected the correct project from the dashboard before moving ahead.

Hover over the **gear button** located in the lower left corner of the screen, and click it to go to the Admin settings page.

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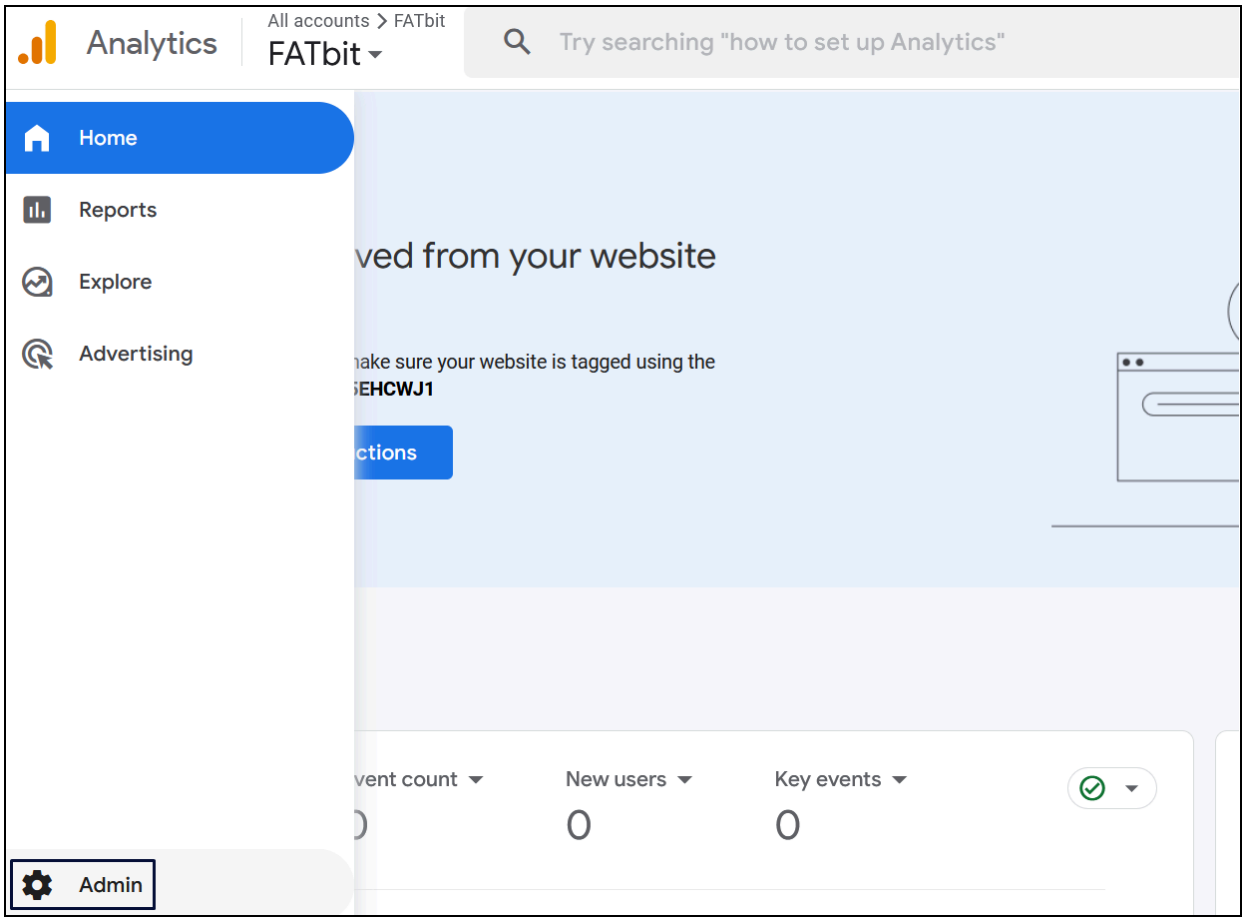
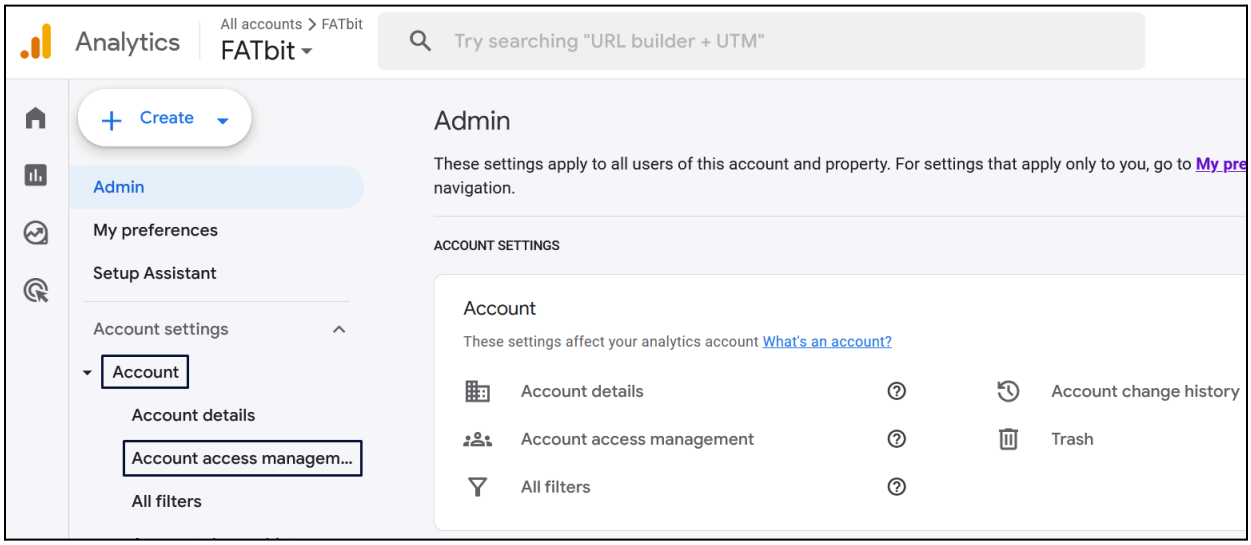


This will direct you to the **Admin** page.

From here, go to **Account** and select **Account access management**.



This will open the **Account access management** form.

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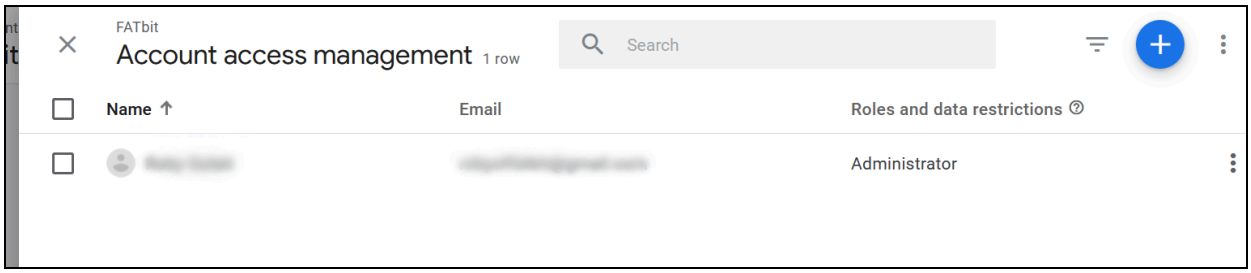
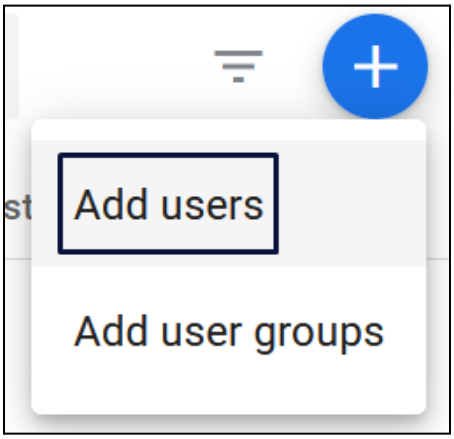


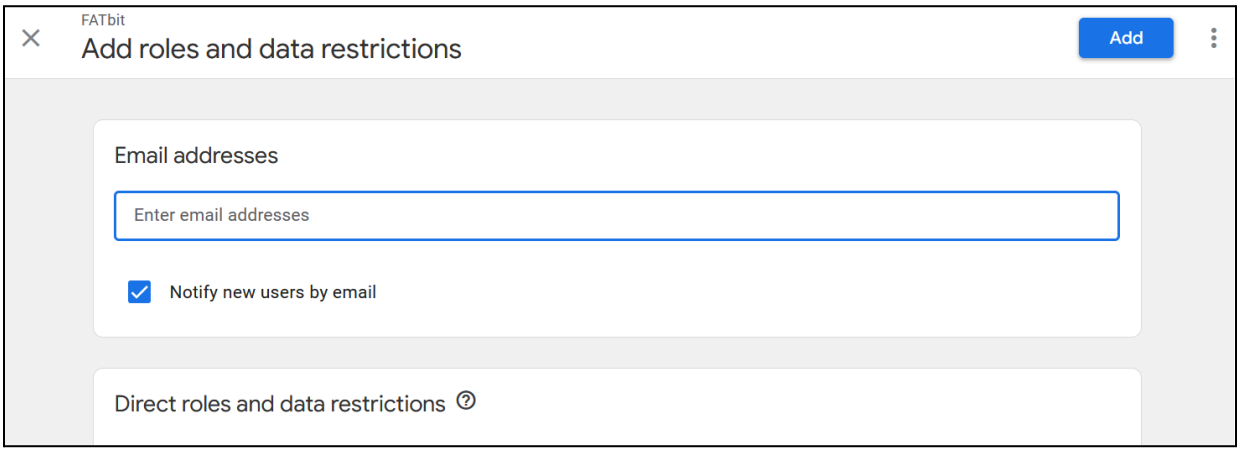
Add the service account email you copied via this form.

To do this, click .



Select **Add users** from the dropdown list of options.

The **Add roles and data restrictions** form appears.



Paste the service account ID that you copied in the provided field.

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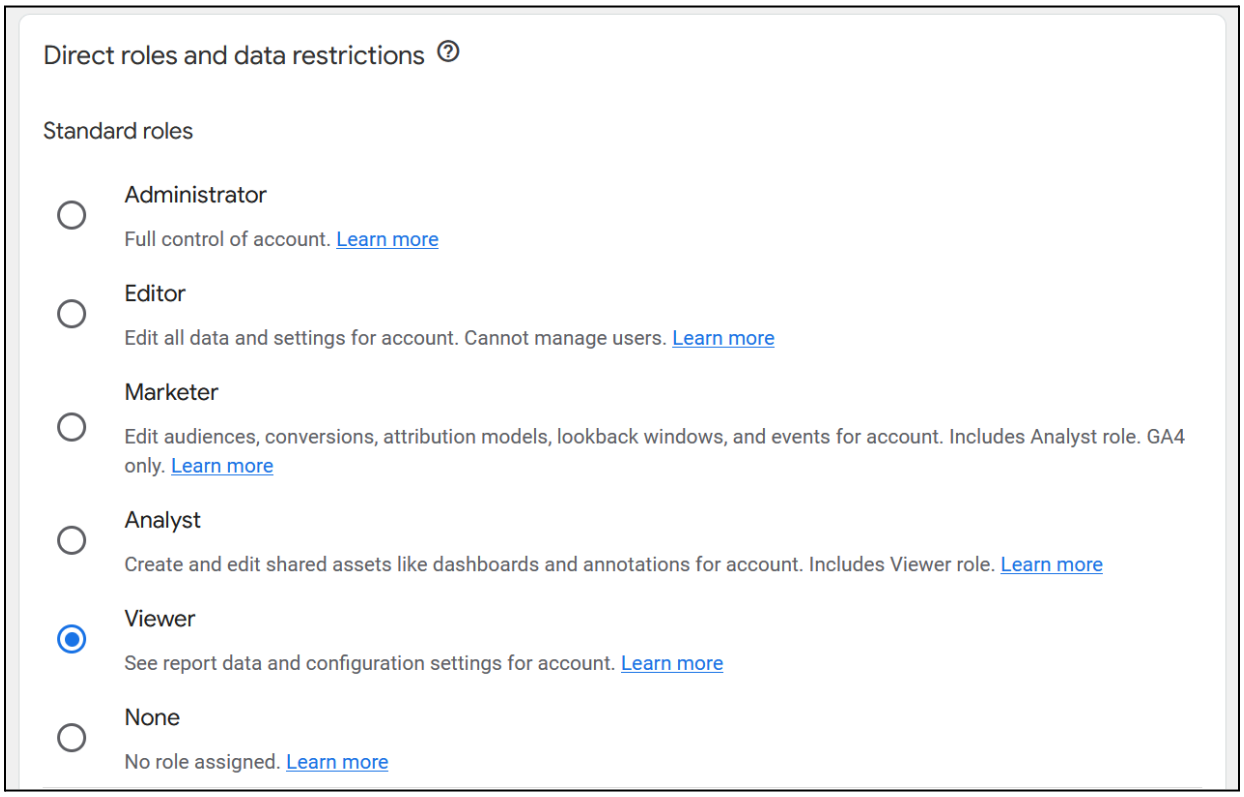
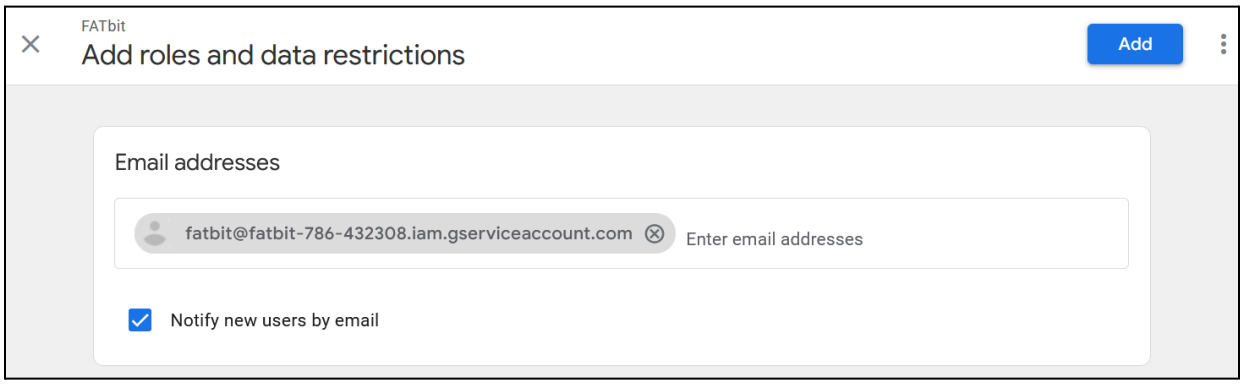
Scroll down and select the role as **Viewer**.



Click **Add**.



With this, the service account will be added and linked to the Google Analytics account you created.

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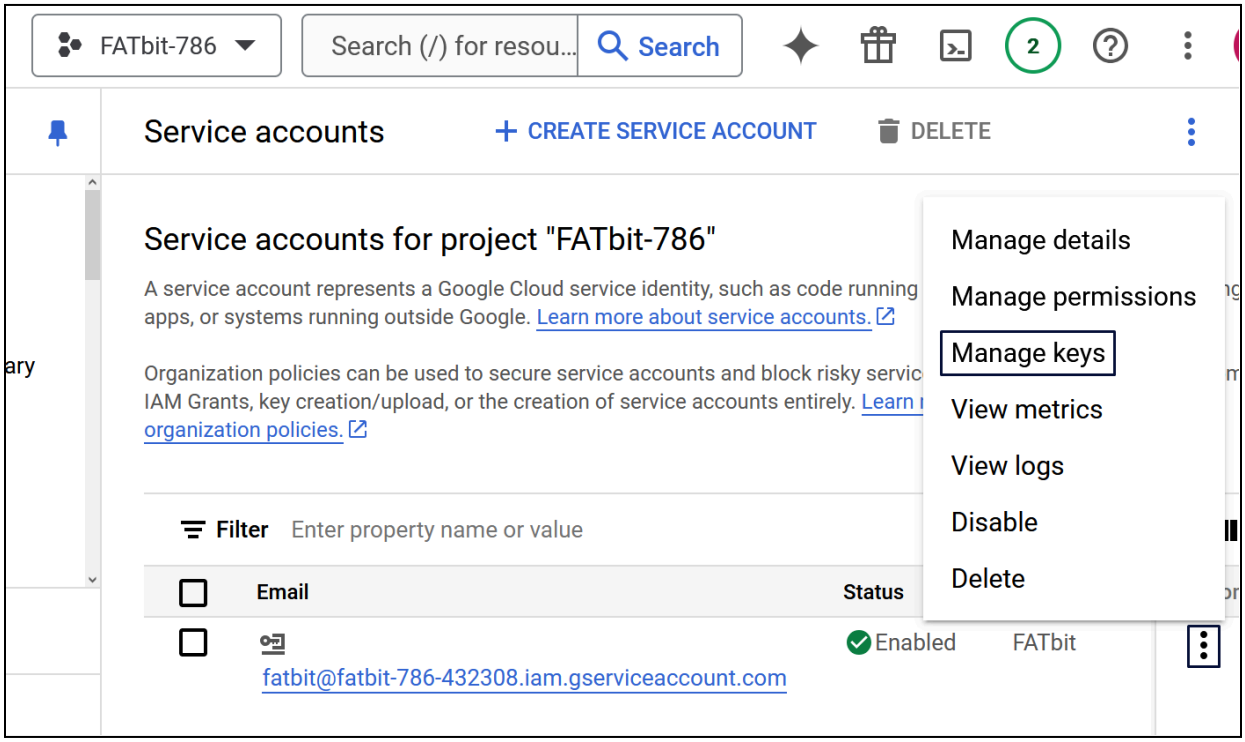
Step 11: Go to Actions > Manage keys

Go back to the **Google Cloud Console** platform (which you will have open on another tab).

On the service accounts page, click ⋮ beside the service account you just created.



Select **Manage Keys** (or Create keys) from the dropdown menu.

This will direct you to the **Keys** page.

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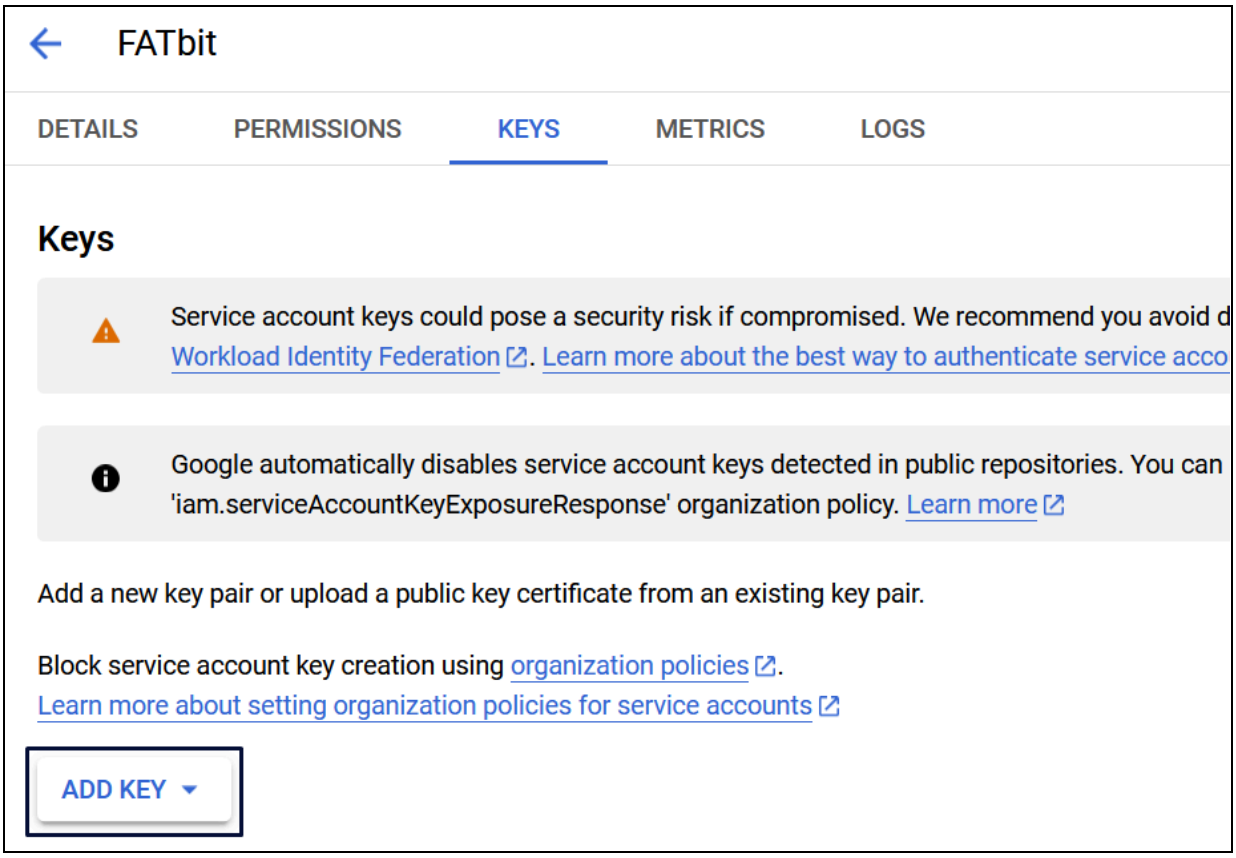
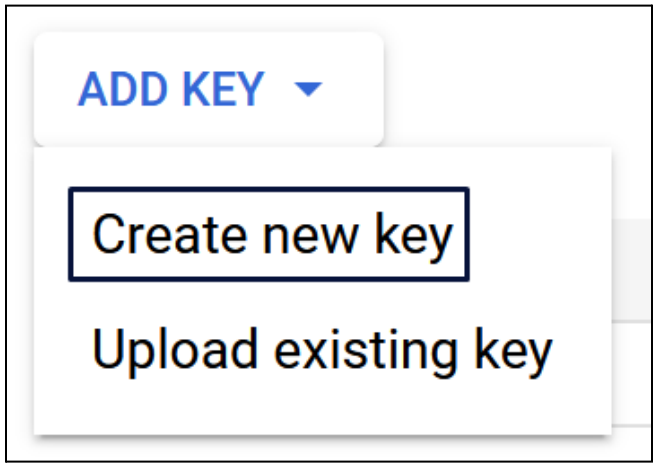


Click **Add key** to create a new key under the service account.

A dropdown menu will appear.



Select **Create new key**.

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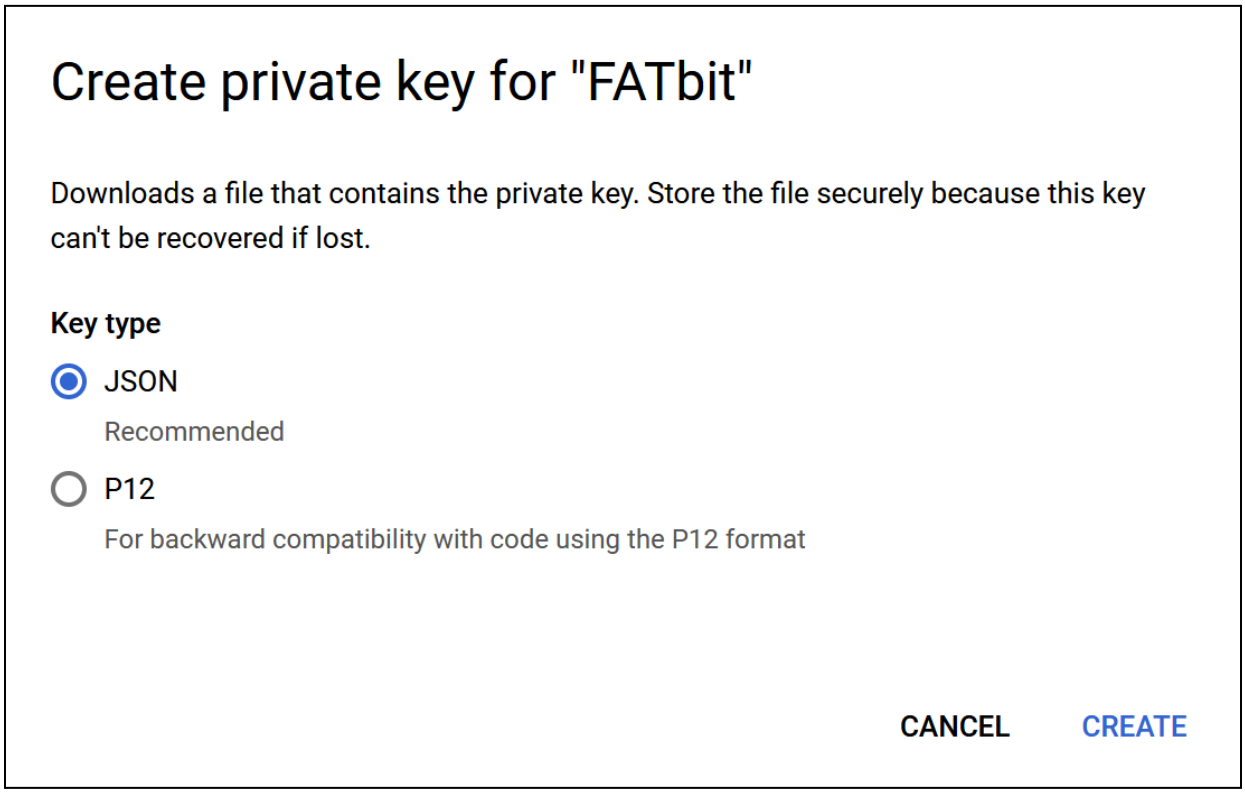
Step 12: Create JSON

A pop-up will appear.

Choose **JSON** as the key type.



Click **Create**.

The key will be created and the JSON file will be downloaded into your system.

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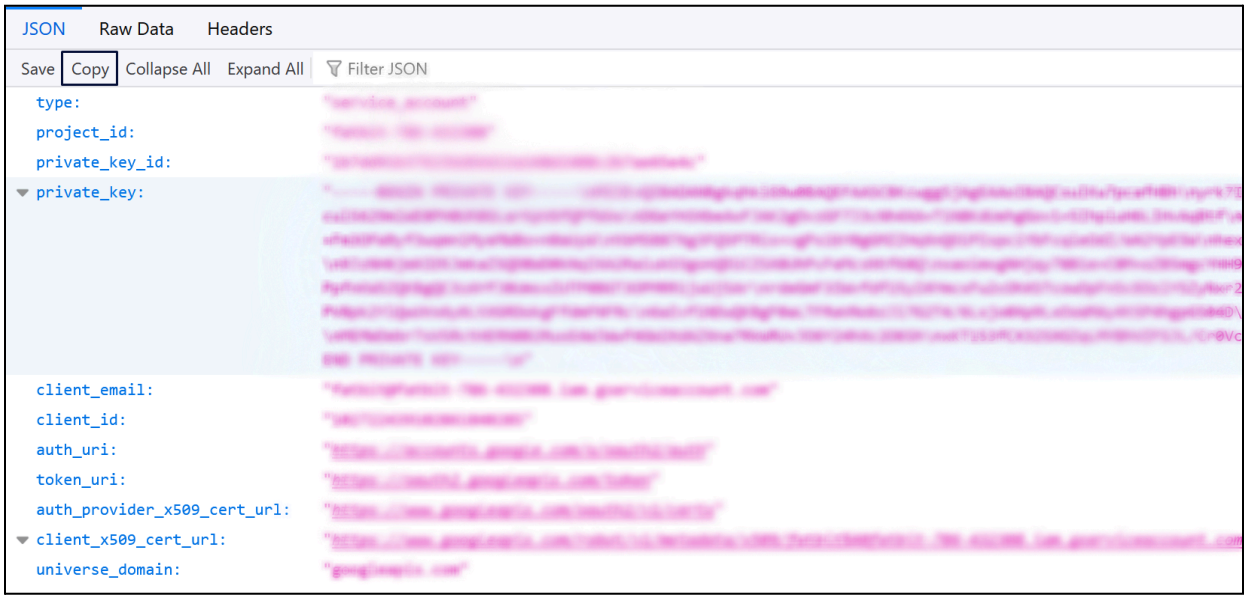
Step 13: Open the JSON file & copy it

Open the JSON file downloaded into your system.

The JSON will open in your web browser.

Select **Copy** to copy it.



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Step 14: Paste the JSON on the Yo!Gigs admin panel

On another tab, open the admin panel of your platform.

Go to **Settings > System configurations > Third-party APIs tab.**

Paste this code in the **Google service account JSON** field.

Click **Save changes** to update the details in the system.

This will configure the **Google Analytics API** in the system.

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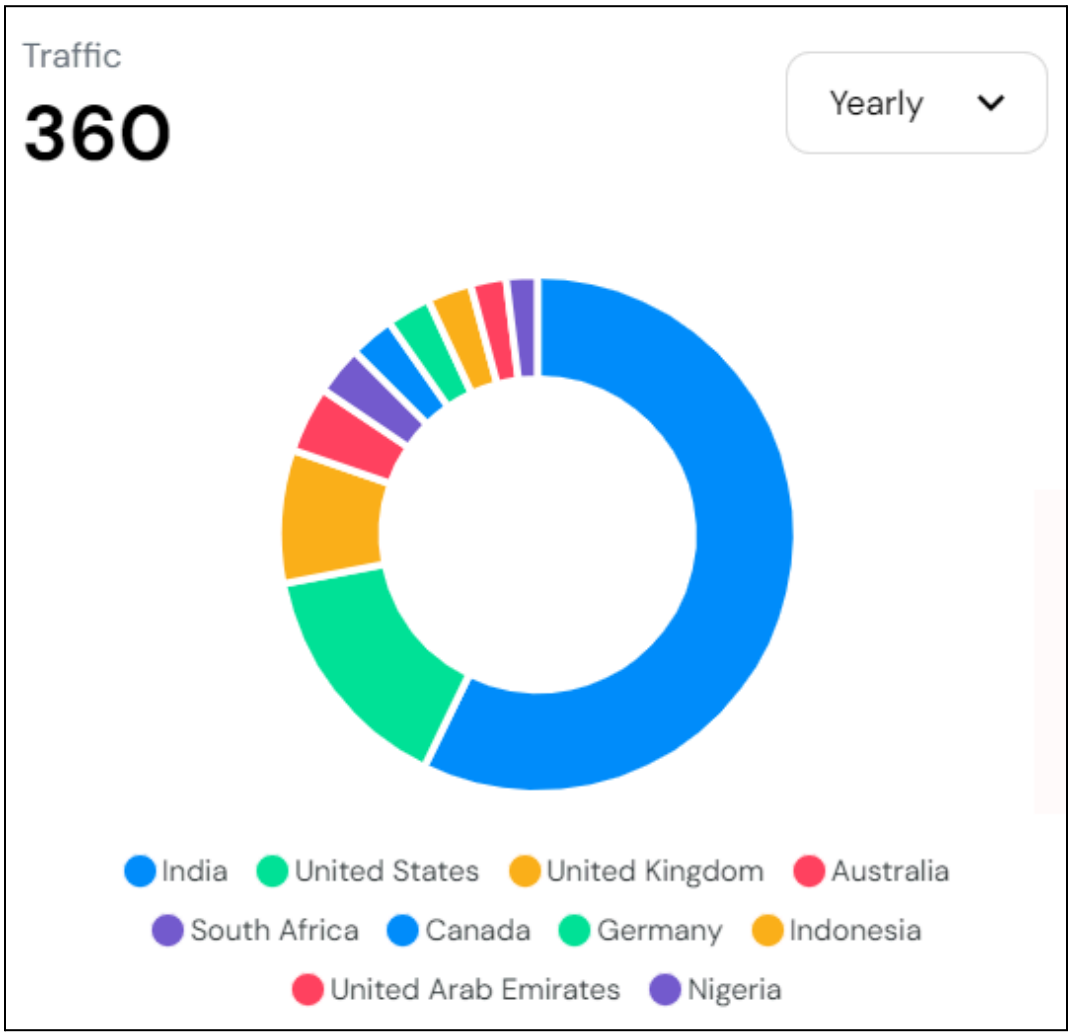
Working of the Google Analytics API

Once you configure the Google Analytics API (which won't work without the site tracker code), the Traffic insight section on your dashboard won't show an error.



This section features a pie chart that visualizes the website's traffic, utilizing relevant data sourced from Google Analytics. The chart represents the different countries from which users accessed the site, with each country displayed in a distinct color.

To see the number of users visiting the platform from a specific country, simply hover over the corresponding color on the pie chart.

The name of the country, along with the user count, will then appear at the center of the chart.

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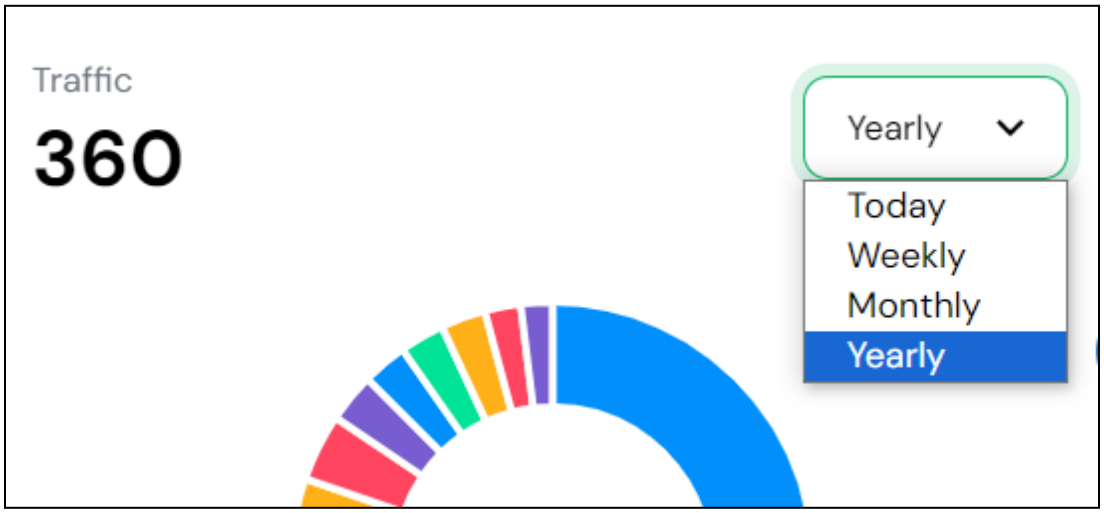
Modify the details of this pie chart to display traffic information for today, the past week (weekly), the past month (monthly), or the past year (yearly) by selecting the applicable options available.



When selected, the data of the pie chart will be updated accordingly.

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