

DAP Universal Analytics Code Quick Guide

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Introduction

This Implementation Quick Guide accompanies the Digital Analytics Program (DAP) Universal Analytics (UA) Code v2.01. The purpose of the guide is to provide agencies with a high-level understanding of the code capabilities, major upgrades from the previous versions (see DAP Implementation Guide for Federated Analytics v.1.73), and implementation instructions and scenarios.

Feature Summary

DAP UA code solution achieves two goals 1) migrates the DAP “classic GA” code to Universal Analytics, and 2) synchronizes the various previous DAP code versions used across many websites to the latest, enhanced DAP UA code.

The new DAP UA code continues to offer custom parameters outside of the core DAP javascript file to ensure that agencies can add necessary customizations for their DAP implementations, but keep the DAP javascript core file consistent across the participating government websites. Agencies are not permitted to customize the DAP javascript core file.

As of September 2015, the DAP UA code is available for deployment through a centralized host URL, located at <https://dap.digitalgov.gov/Universal-Federated-Analytics-Min.js>.

Features Incorporated into the DAP UA Code

- Previously offered custom parameters (see DAP Implementation Guide for Federated Analytics v.1.73)
- Demographic Data
- Base Domain & Subdomain Tracking
- Search Parameters Unifying
- Central Host URL to seamlessly push code versions/updates

Features Moved & Enhanced

- Auto Tracker: Created an enhanced version that relies on hostname of the link instead of the href attribute. Also through the settings, users can now control whether or not to track outbound emails or downloads.
- YouTube Tracker: Installed an updated version of the YouTube tracker.

Features Newly Implemented

- 1) Force SSL: Ensures that Google Analytics always sends data using SSL, even from insecure pages (HTTP).
- 2) User Opt-Out: Disables the Google Analytics tracking code on a page without having to remove the JavaScript snippet.

Features Deprecated & Added in Universal Analytics (UA)

- 1) Custom variables converted to custom dimensions in UA. The code is built to allow the passing of the custom dimension slot numbers to the main account and parallel account (as *querystring*).
- 2) Visitor Timeout/Visit Timeout/Campaign Timeout: Converted in UA to control the timeout of the main analytics.js cookie (the timeout can be changed through a *querystring*).

DAP Code Universal Analytics - Deployment Steps

Agencies can choose from two deployment options when it comes to the DAP UA code: 1) host the code locally, or 2) use a central host URL (recommended option). The DAP team strongly recommends agencies to use the new central host URL as it will allow DAP to push seamless issue fixes and updated versions of the code without agencies having to maintain the code and keep up with the updates.

Central Host URL Implementation Instructions:

- 1) Create the Federated Analytics script block using <https://dap.digitalgov.gov/Universal-Federated-Analytics-Min.js> as shown in the implementation examples below.
- 2) Insert the Federated Analytics script block in the <head> of all pages on your site. The best location for the script block is directly before the closing </head> tag. The script block must be inserted in a way that it appears on every page across the entire site, including sub-domains (e.g.: ed.gov and www.ed.gov and www2.ed.gov, etc.) and on-site search sub-domains (e.g.: find.ed.gov, searchjustice.usdoj.gov, search.nasa.gov)
- 3) Please note that the script tag will not work properly unless the src is specified with https://. The DAP code central host URL has been configured to only be called securely, and will not function unless being called over SSL.

Local Host Implementation Instructions:

- 1) Download the file [from the Digitalgov.gov DAP implementation page](#) and save it locally.
- 2) Copy the file to the same location as your agency site's other javascript files (typically a folder called /scripts or /javascript, etc.). The actual location is not critical, it should simply be on the same server as the site's other files.
- 3) Insert the Federated Analytics Script Block in the <head> of all pages on your site. The best location for the script block is directly before the closing </head> tag. The script block must be inserted in a way that it appears on every page across the entire site, including sub-domains (e.g.: ed.gov and www.ed.gov and www2.ed.gov, etc.) and on-site search sub-domains (e.g.: find.ed.gov, searchjustice.usdoj.gov, search.nasa.gov)

DAP Script Implementation Examples/Scenarios

Agencies must use the basic DAP UA script block implementation at minimum, and can add additional customization as part of the script block as needed. Several examples of customizations are provided in this section (Scenario A and B) to demonstrate the use of other custom parameters. See Resource Reference Customizations (Querystring & Default Values) on p. 7 for the complete list of allowed customization parameters.

Default Scenario: Basic DAP UA script block implementation

- All sites' script blocks will have these attributes: id="_fed_an_ua_tag" language="javascript"
- All script blocks require a src, which will be either the central host URL (shown below) or the local file path, to be specified.
- All script blocks must specify their agency's standard abbreviation as shown below.

```
<script language="javascript" id="_fed_an_ua_tag" src="https://dap.digitalgov.gov/Universal-Federated-Analytics-Min.js?agency=DHS"></script>
```

If the website is also part of a sub-agency, the sub-agency value should be specified as follows:

```
<script language="javascript" id="_fed_an_ua_tag" src="https://dap.digitalgov.gov/Universal-Federated-Analytics-Min.js?agency=DHS&subagency=FEMA"></script>
```

Scenario A (Optional): The Agency is implementing the PUA tracker and a visitor cookie expiration of 6 months.

```
<script language="javascript" id="_fed_an_ua_tag" src="https://dap.digitalgov.gov/Universal-Federated-Analytics-Min.js?agency=DHS&pua=UA-000000-0&cto=6"></script>
```

Note:

1. The DAP UA code external parameters are not case sensitive, e.g. Agency, agenCY, agency or agencyY will work properly.
2. The order of the querystring parameters does not matter, so for example, the pua parameter can come before cto and agency. In other words, the two following examples are also valid references and all three sets of code will have the same effect.

Scenario B (Optional): The agency is implementing Additional Custom Search Parameters (sp), Download extensions (exts), and Demographics.

Example 1: Adding a single custom search parameter, a single custom download extension and demographics data

```
<script language="javascript" id="_fed_an_ua_tag" src="https://dap.digitalgov.gov/Universal-Federated-Analytics-Min.js?agency=DHS&sp=lookup&exts=mp3&dclink=true"></script>
```

Example 2. Adding multiple custom search parameters, download extensions, and demographics data

```
<script language="javascript" id="_fed_an_ua_tag" src="https://dap.digitalgov.gov/Universal-Federated-Analytics-Min.js?agency=DHS&sp=lookup,locate&exts=tif,mp3&dclink=true"></script>
```

Note:

1. The code is not case sensitive, e.g. Agency, agenCY, agency or agencyY will work properly.
2. The order of the querystring parameters does not matter, so, for example, the sp parameter can come before exts and agency.

Note to Developers: Dynamically Added Links

Please note that this section is intended only for website administrators who have the knowledge that their links are added dynamically and are not part of the page load. The majority of websites participating in DAP are not affected by this scenario.

Links that are added dynamically to an agency website may be added to the site after the DAP tracking code has completely loaded. As a result, these dynamically added links may not be included in the auto tracking functionality. The solution below outlines a way to re-trigger the auto tracking functionality once the dynamically loaded links have been completely added.

How to Re-trigger the Auto Tracking Functionality

The `_initAutoTracker()` function is what the Digital Analytics Program uses to generate automatic link event tracking. This function should be called once all links have been added to the page. Note that the below code is an example, to demonstrate a technical concept. Actual execution on agency sites may vary.

In the below example, we assume the agency has an existing function, `addDynamicLinks()`, that normally adds links to the agency site.

```
<script>
function addDynamicLinks() {
    console.log('Here is where links would be added!');
    _initAutoTracker();
}addDynamicLinks();
</script>
```

Resource Reference Customizations (Querystring & Default Values)

Querystring	Data Type	Default Value	Description	Default Behavior
Agency	String	unspecified:domain.com	Agency Custom dimension value	Agency CD show up as "unspecified:domain.com" in the reporting interface
Subagency	String	unspecified:domain.com - domain.com	Sub Agency custom dimension value	Sub-agency CD show up as "unspecified:domain.com – domain.com" in the reporting interface
Ver	Boolean	true	Version control; used for diagnostics and testing	
Sp	Comma separated string		Additional search parameter	
Exts	Comma separated string		Additional download extensions	Only the pre-defined file extensions will be included as downloads
Yt	boolean	true	Enable/Disable YouTube Tracker	YouTube videos will be tracked
Sdor	boolean	true	If true cookie will be set as subdomain.domain.com	Sub-domains on the same domain will be treated as separate sites
Dclink	boolean	false	Demographic Data (true/false)	Demographic data is not available
Pua	Tracking ID		Parallel UA Trackers	
Enhlink	boolean	false	Enhanced Link Attribution (true/false)	Enhanced Link Attribution feature of GA is not used.
Autotracker	boolean	true	Enable/Disable AutoTracker	Downloads and outbound links are automatically tracked.
Optout	boolean	false	Page Opt-Out (true/false)	This specific page will be tracked in GA
Maincd	boolean	true	Send Custom Dimensions – DAP Tracker (true/false)	The following 3 Custom Dimensions will be sent to the DAP account
Cto	integer	24 (months)	Ga cookie expiration in months	