

Google Analytics Implementation Documentation

Disclaimer + Important Information

The following information is provided with no warranty and HHA assumes no liability for errors contained in this information or for any potential damages that may result from the usage of this material. This information is provided with the understanding that the user has knowledge of Javascript as well as properly setting up their own account within Google Analytics.

Overview

Due to the ever-increasing number of hotels implementing the popular Google Analytics tool on their websites, there has been a substantial increase in the requests to have this implemented in the Guest Connect Booking Engine. Unfortunately, not all implementations are equal. Whether it's the Traditional vs. Asynchronous method, various methods and calls, or any other customizable setting, implementing Google Analytics successfully requires an understanding of the process and patience.

There are two versions of Google Analytics that are available for implementation: the Traditional method and the Asynchronous. For both methods, there are two main components. The first component is placed in each step of the booking engine and is used to track users' movements around the system. The second is used to record details of the transaction (reservation) made in the booking engine. Both methods are presented simultaneously in the following, color-coded documentation.

Using Google Analytics Tracking for Hotel Pages

The first component of the asynchronous method is for basic page tracking:

Asynchronous Method

```
<script type="text/javascript">
var _gaq = _gaq || [];
  _gaq.push(['_setAccount', 'UA-XXXXXXXX-X']);
  _gaq.push(['_setDomainName', '.hoteldomain.com']);
  _gaq.push(['_setAllowLinker', true]);
  _gaq.push(['_setAllowHash', false]);
  _gaq.push(['_setAllowAnchor', true]);
  _gaq.push(['_trackPageview']);
(function() {
  var ga = document.createElement('script'); ga.type = 'text/javascript';
ga.async = true;
  ga.src = ('https:' == document.location.protocol ? 'https://ssl' :
'http://www')
    + '.google-analytics.com/ga.js';
  var s = document.getElementsByTagName('script')[0];
s.parentNode.insertBefore(ga, s);
})();
</script>
```

Traditional Method

```

<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">

try{

    var pageTracker = _gat._getTracker("UA-XXXXXXXX-X");
    pageTracker.setDomainName(".hoteldomain.com");
    pageTracker.setAllowLinker(true);
    pageTracker.setAllowHash(false);
    pageTracker.setAllowAnchor(true);
    pageTracker._trackPageview();

    } catch(err) {}

</script>

```

Using Google Analytics Tracking for Guest Connect

The first component of the asynchronous method is for basic page tracking:

Asynchronous Method

```

<script type="text/javascript">
var _gaq = _gaq || [];
  _gaq.push(['_setAccount', 'UA-XXXXXXXX-X']);
  _gaq.push(['_setDomainName', '.synxis.com']);
  _gaq.push(['_setAllowLinker', true]);
  _gaq.push(['_setAllowHash', false]);
  _gaq.push(['_setAllowAnchor', true]);
  _gaq.push(['_trackPageview', '/check-availability']);
(function() {
  var ga = document.createElement('script'); ga.type = 'text/javascript';
ga.async = true;
  ga.src = ('https:' == document.location.protocol ? 'https://ssl' :
'http://www')
  + '.google-analytics.com/ga.js';
  var s = document.getElementsByTagName('script')[0];
s.parentNode.insertBefore(ga, s);
  }) ();
</script>

```

Traditional Method

```

<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">

try{

    var pageTracker = _gat._getTracker("UA-XXXXXXXX-X");
    pageTracker.setDomainName(".synxis.com");
    pageTracker.setAllowLinker(true);
    pageTracker.setAllowHash(false);
    pageTracker.setAllowAnchor(true);
    pageTracker._trackPageview("/check-availability");

    } catch(err) {}

</script>

```

This code is placed in every step of the booking process with the exception of the Confirmation and the Teaser pages. The Confirmation page has more extensive tracking that we'll get into shortly and the Teaser is not used.

Google Analytics code that is provided to the user when setting up their GA account needs to be modified slightly before being implemented. The following is a brief description of each section where modification is either required or optional:

```

_gaq.push(['_setAccount', 'UA-XXXXXXXX-X']);
var pageTracker = _gat._getTracker("XXXXXXXX-X");

```

The `_setAccount/_getTracker` call is used to store the unique account ID for each profile in your Google Analytics. This ID is provided by Google when creating your account. This field is required and must be correct for the tracking to report properly.

```

_gaq.push(['_setAllowLinker', true]);
pageTracker.setAllowLinker(true);

```

The `_setAllowLinker` call is used by Google Analytics to determine whether or not the script should continue to track across multiple domains. This field must be set to true because the booking engine sits on its own domain and not a hotel's.

```

_gaq.push(['_trackPageview', '/check-availability']);
pageTracker._trackPageview("/check-availability");

```

This field tells Google Analytics what step of the booking process the user is currently on. Because the booking engine doesn't use unique URLs for each step of the process, it is important to include this field so Google Analytics can determine these steps and track accordingly. The following list provides the possible values for each step in the process:

Step	Value
Check Availability	/check-availability

Availability Results	/availability-results
Search Reservations	/search-reservations
Reservation Results	/reservation-results
Modify Reservation	/modify-reservation
Customer Information	/customer-information
Reservation Review	/reservation-review
Confirmation	/confirmation

Using Google Analytics with Multiple Hotel Domains

It is becoming more and more common for hotels to purchase multiple domains for their website. Purchasing www.hoteldomain.com and www.thehoteldomain.com is a common SEO practice. In this event the tracking code will need to be adjusted slightly. Google Analytics will treat these additional domains as referral traffic unless there is a rule in place telling it these additional domains are also part of the same group and to therefore treat them as internal direct traffic. If a hotel has multiple domains the following code needs to be added to the Google Analytics code:

```
_gaq.push(['_addIgnoredRef', '.thehoteldomain.com']);
pageTracker._addIgnoredRef(".thehoteldomain.com");
```

Google Analytics Ecommerce Tracking Code

In this step of the booking process, the GA code, using SynXis tracking tokens, captures the information about a reservation. Because it is more involved than other pages, more coding is required in the GA code:

```
<script type="text/javascript">

var _gaq = _gaq || [];
_gaq.push(['_setAccount', 'UA-XXXXXXXX-X']);
_gaq.push(['_setAllowLinker', true]);
_gaq.push(['_setAllowHash', false]);
_gaq.push(['_setAllowAnchor', true]);
_gaq.push(['_trackPageview', '/confirmation']);
_gaq.push(['_addTrans',

    '%JS_ConfirmNo%',
    'Web',
    '%JS_TotalCost%',
    '%JS_Taxes%',
    '',
    '%JS_CCity%',
    '%JS_CState%',
    '%JS_CCountry%'

    ]);

_gaq.push(['_addItem',

    '%JS_ConfirmNo%',
    '%JS_ConfirmNo% - %JS_ArrivalDt%',
    '%JS_HName%',
    '%JS_RmTypCd%',
    '%JS_DailyRate%',
```

```

        '%JS_NightsQty%'

    });

    _gaq.push(['_trackTrans']); //submits transaction to the Analytics servers

    (function() {

        var ga = document.createElement('script'); ga.type =
            'text/javascript'; ga.async = true;
        ga.src = ('https:' == document.location.protocol ? 'https://ssl' :
'http://www') +
            '.google-analytics.com/ga.js';
        var s = document.getElementsByTagName('script')[0];
            s.parentNode.insertBefore(ga, s);
    }) ();

</script>

<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">

    try{

        var pageTracker = _gat._getTracker("UA-XXXXXXXX-X");
        pageTracker.setAllowLinker(true);
        pageTracker.setAllowHash(false);
        pageTracker.setAllowAnchor(true);
        pageTracker._trackPageview("/confirmation");
        pageTracker._addTrans(

            "%JS_ConfirmNo%",
            "Web",
            "%JS_TotalCost%",
            "%JS_Taxes%",
            "",
            "%JS_CCity%",
            "%JS_CState%",
            "%JS_CCountry%"

        );

        pageTracker._addItem(

            "%JS_ConfirmNo%",
            "%JS_ConfirmNo% - %JS_ArrivalDt%",
            "%JS_HName%",

```

```

        "%JS_RmTypCd%",
        "%JS_DailyRate%",
        "%JS_NightsQty%"

    );

    pageTracker._trackTrans();

} catch(err) {}

</script>

```

The following explains what the ecommerce fields do in Google Analytics and the tracking tokens used for each one. These tracking token should **not** be altered:

`%JS_ConfirmNo%`

This token grabs the confirmation number of the recent transaction and sends it to Google Analytics. This information can be seen in the Transaction report of Google Analytics.

Example: 26189SY001211

`Web`

This tells Google Analytics that the transaction occurred on the web store.

`%JS_TotalCost%`

This token reports the total monetary amount of items bought by the customer. This would include room rates and packages purchased and does not include fees and taxes.

`%JS_Taxes%`

This token will report the total taxes from the transaction to Google Analytics.

`''`

This blank field is an optional field for possible shipping costs. In our situation we leave it empty to represent no shipping costs.

`%JS_CCity%`

This provides the city given by the customer.

`%JS_CState%`

This provides the state given by the customer.

`%JS_CCountry%`

This provides the country given by the customer.

These fields are related to the customer details about the transaction/reservation. The following set, being employed in the "addItem" call, are related to the actual item (in our case, a hotel room) that was purchased:

`%JS_ConfirmNo%`

This token grabs the confirmation number of the recent transaction and sends it to Google Analytics. This information can be seen in the Transaction report of Google Analytics.

Example: 26189SY001211

`%JS_ConfirmNo% - %JS_ArrivalDt%`

In this field we take two tracking token, the Confirmation Number and the Arrival Date to create a SKU for the

transaction. This information can be found in the Product SKU report found under Product Performance in Google Analytics.

Example: 26189SY001211 - 4/14/2011

`%JS_HName%`

This reports the name of the hotel to Google Analytics.

`%JS_RmTypCd%`

This token reports to Google Analytics the room type code. Examples could be DLXK for deluxe king. This information can be found in the Categories report found under Product Performance in Google Analytics.

Example: STK

`%JS_DailyRate%`

This reports to Google Analytics the daily rate of the room. This information is important because Google Analytics uses this value to calculate average revenue and product revenue for each category and product tracked by Google Analytics.

`%JS_NightsQty%`

This reports to Google Analytics the total number of days booked for a given room. This information is important because Google Analytics uses this value along with the Daily Rate to calculate revenue amounts and averages.

In addition to the GA implementation in the booking engine, a hotel also needs to properly implement Google Analytics on their own site if they haven't done so already. Outbound links to the booking engine, widgets, and specific javascript calls in GA need to be programmed correctly.

Link Tagging

All outbound links to the booking engine need to be tagged with a specific piece of code that tells Google to continue tracking the current user's activity once they leave a hotel's website:

```
<a
href="https://www.phgsecure.com/IBE/bookingRedirect.ashx?propertyCode=BCTS4"
target="_blank"
onclick="_gaq.push(['_link',
https://www.phgsecure.com/IBE/bookingRedirect.ashx?propertyCode=BCTS4']);
return false;">Lorem Ipsum</a>
<a href="
https://www.phgsecure.com/IBE/bookingRedirect.ashx?propertyCode=BCTS4"
onclick="pageTracker._link('https://www.phgsecure.com/IBE/bookingRedir
ect.ashx?propertyCode=BCTS4');
return false;">Lorem Ipsum</a>
```

Forms (primarily booking widgets) also need to be tagged appropriately:

```
<form name="f" method="post" onsubmit="_gaq.push(['_linkByPost', this]);">
<form name="f" method="post" onsubmit="pageTracker._linkByPost(this);">
```

Note: If the form method is GET and not POST then linkByPost changes slightly as seen below:

```
<form name="f" method="get" onsubmit="_gaq.push(['_linkByPost', this,
true]);">
```

```
<form name="f" method="get" onsubmit="pageTracker._linkByPost(this, true);">
```

Cross-Domain Tracking

Lastly and perhaps one of the most important issues with the implementation of Google Analytics for any of our hotels is that of setting up **cross-domain tracking**. If this is not set up properly then the tracking session might be lost or start over which would create duplicate values, might be ignored completely (which would drop tracking), and/or might cause issues with referrals and other tracking properties. It is very important to set up the cross-domain tracking correctly.

For both the Traditional and Asynchronous methods, the `setDomainName()` call should be set to `'.synxis.com'` on a hotel's booking engine. After extensive testing with Google Analytics we have determined that the hotel must set `_setDomainName()` to `“.domain.com”` where domain is the domain of the hotel on their own website. This has been discussed in great detail on the Google Analytics documentation, as explained below, as well as based on calls to Sabre about the proper implementation of Google Analytics with the booking engine.

How can I track multiple domains from sub domains?

In order to track multiple domains from sub domains, you'll need to make sure that the Google Analytics cookies are set with the proper domain and are passed between the primary domains. For this to work, it's important to turn off domain hashing, or the `_setAllowHash()` method.

To configure this tracking, let's use domain1 and domain 2 as the two domains we're tracking across different sub domains. Please follow these steps:

1.) For domain 1 and sub domains (for example, `www.domain1.com`, `sub1.domain1.com`, and `sub2.domain1.com`) add the following tracking code:

Tracking code for domain1 and subdomains:

```
<script type="text/javascript">
  try {
    var pageTracker = _gat._getTracker("UA-xxxxxxx-x");
    pageTracker._setDomainName(".domain1.com");
    pageTracker._setAllowLinker(true);
    pageTracker._setAllowHash(false);
    pageTracker._trackPageview();
  } catch (err) { }
</script;>
```

2.) For domain2 and sub domains (for example, `www.domain2.com`, `sub1.domain2.com`, and `sub2.domain2.com`) add the following tracking code:

Tracking code for domain2 and subdomains:

```
<script type="text/javascript">
  try {
    var pageTracker = _gat._getTracker("UA-xxxxxxx-x");
    pageTracker._setDomainName(".domain2.com");
    pageTracker._setAllowLinker(true);
    pageTracker._setAllowHash(false);
    pageTracker._trackPageview();
  } catch (err) { }
</script>
```

3.) Call `_link()` or `_linkByPost()` in all links and forms between domain1 and domain2. Please note that these methods are not needed for links and forms between sub domains within the same domain (for example, for a link between domain1.com and sub.domain1.com)

In the above example provided by the Google Analytics team demonstrates how on the main domain the `_setDomainName()` value is set to `".hoteldomain.com"`. Additionally, once the user leaves the main domain using a link or form or any other method the `_setDomainName()` value is set to `".synxis.com"` which would be appropriate for the booking engine tracking.

Source: <http://www.google.com/support/googleanalytics/bin/answer.py?hl=en&answer=134748>