

Add Google Analytics Event Tracking Code

How to add GA tracking code for button clicks, etc.

Used on <https://www.giving.cornell.edu/1865/digital-swap/> , <http://alumni.cornell.edu/trustees/ivoted.cfm>.

Step-by-step guide

1. Add analytics.js to your site

```
<!-- Google Analytics -->
<script>
(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window,document,'script','https://www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-XXXXX-Y', 'auto');
ga('send', 'pageview');
</script>
<!-- End Google Analytics -->
```

2. Add onclick javascript to the buttons.

```
ga('send', 'event', [eventCategory], [eventAction], [eventLabel], [eventValue], [fieldsObject]);
```

```
onclick="pageTracker._trackEvent('Request Submit', 'Click', 'Trustee Ballot Request Submit');"
```

3. Add javascript right before closing body to initiate var pageTracker

```
<script type="text/javascript">
var gaJsHost = (("https:" == document.location.protocol) ? "https://ssl." : "http://www.");
document.write(unescape("%3Cscript src=" + gaJsHost + "google-analytics.com/ga.js" type="text/javascript"%3E%3C/script%3E"));
</script>
```

```
<script type="text/javascript">
var pageTracker = _gat._getTracker("UA-XXXXX-Y");
pageTracker._initData();
pageTracker._trackPageview();
</script>
```



<https://developers.google.com/analytics/devguides/collection/analyticsjs/>

<https://developers.google.com/analytics/devguides/collection/analyticsjs/events>

Related articles

- [Add Google Analytics Event Tracking Code](#)
- [Create an Event report in Google Analytics](#)
- [Create an iModules Google Analytics report for clubs or classes](#)