

# EPIserver Content Management System

## Google Analytics

Google Analytics is a service offered by Google that generates detailed statistics about a website's traffic and traffic sources. A Gmail account is required to activate Google Analytics with your EPIserver website(s). If you do not currently have an account, create one at: <https://www.google.com/>. If you wish to use your UMass email, you still must have a Gmail email and associate it with your UMass email.

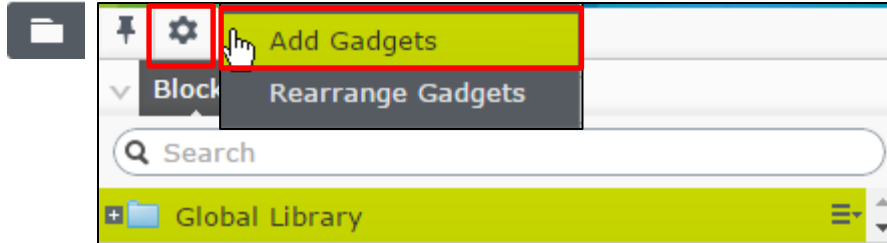
In order to use Google Analytics with your EpiServer pages you must first gain access. Contact the [Help Desk](#) for access. Include the Following information in your helpdesk request:

- Gmail Account or associated email address
- EPIserver Website URL (Top level) this will populate all pages associated to the folder.

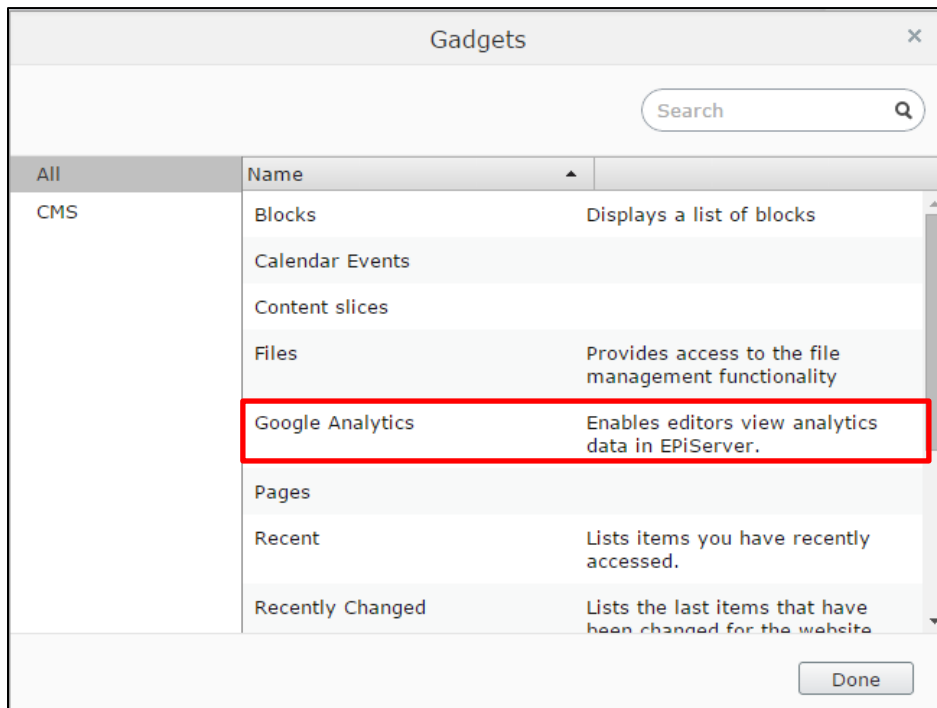
We will add your Gmail email to Google Analytics and set up a profile for your website. Once you have a profile, you can then download the Google Analytics gadget in EPIserver.

## Download Google Analytics to EPIserver

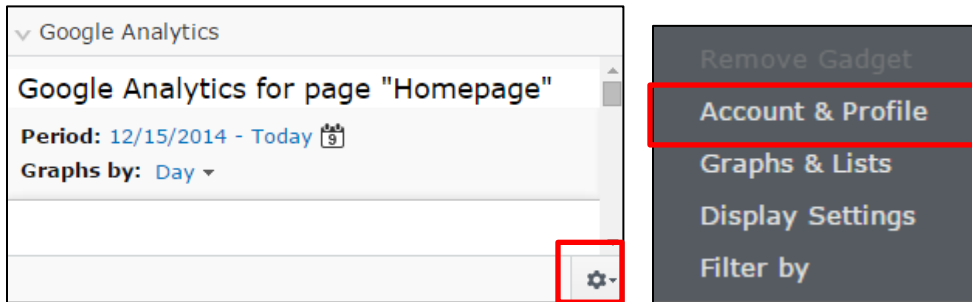
1. From the **Navigation or Assets Pane** in EpiServer **Click** the wheel icon and **Select** Add Gadgets.



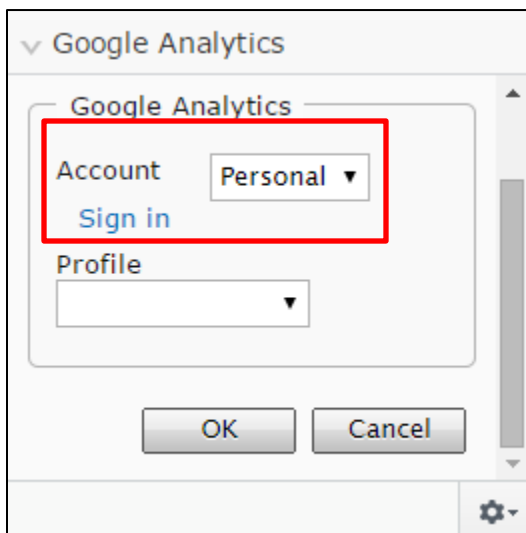
2. A Gadgets window will appear. **Select** Google Analytics and **click Done**.



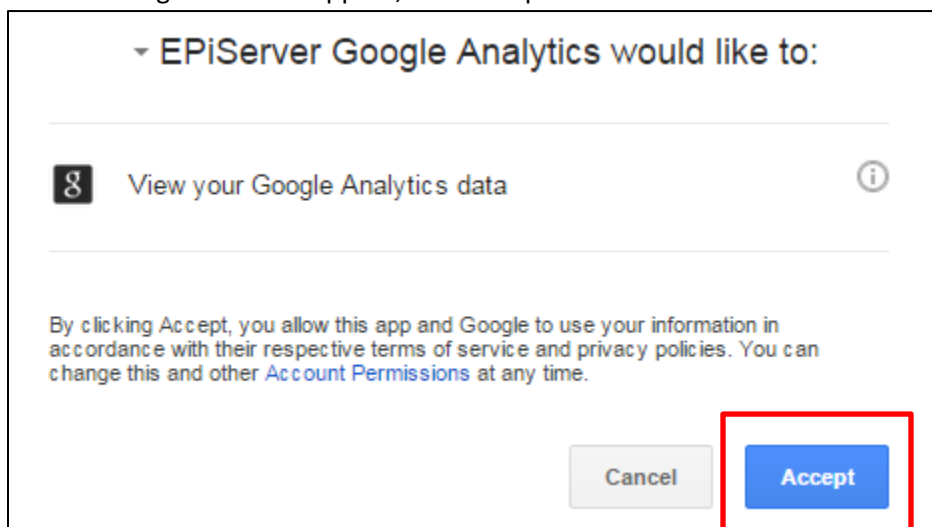
3. Your Google Analytics Gadget will be added to the bottom of your navigation or Assets Pane, depending on where you added your gadget. **Click the Wheel** in the bottom right corner of this section. Select Account & Profile.



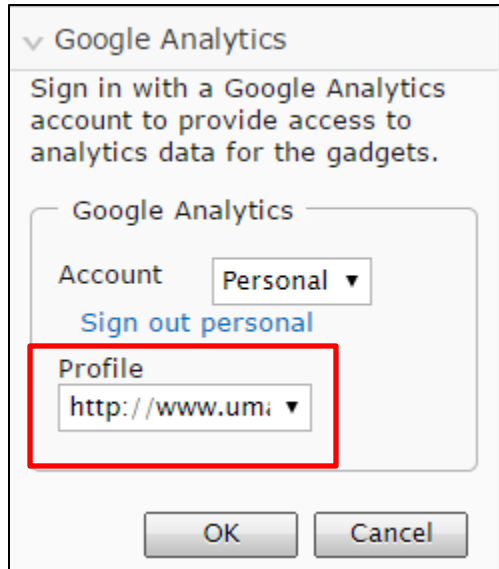
4. **Select Personal** from the drop down list and **click Sign in**.



5. The following Screen will appear, click Accept.



6. Your Profile options will populate. **Select** the Profile of Choice and **Click OK**.



Google Analytics

Sign in with a Google Analytics account to provide access to analytics data for the gadgets.

Google Analytics

Account Personal ▾

[Sign out personal](#)

Profile

http://www.um: ▾

OK Cancel

**Note:** To run printable reports visit: <http://www.google.com/analytics/> and **select** Access Google Analytics in the top Right hand corner.