

## Google Analytics and SAP Netweaver Integration

Traditionally, the Portal Activity Report has been the default method for gather information on how users use the Netweaver Portal. The Portal Activity Report enabled a portal administrator to gather information about users who logged into the portal and what content they used.

The Portal Activity Report displays the following information

- Number of users who have logged on during a specific timeframe
- Information on those users who have logged on
- The portal content (iviews and pages ) and KM content ( documents ) which users have viewed

The information provided by the Portal Activity Report is very useful to get a general understand on how the portal is being used. However, it is severely lacking in information when compared to other web traffic reporting tools (i.e. WebTrends, Google Analytics, or Omniture ).

Some of the major discrepancies include:

- Traffic Pattern/Path Information – How did users travel through the portal?
- Geographic Information – Where did users access the portal from?
- User Technical Information – What browsers are users using? What is their connection speed? What is their screen resolution?

This article will highlight some recent efforts to integrate one of these best-of-breed web traffic tools, Google Analytics, with the Netweaver Portal. Integration of the two applications will provide both portal administrators and business users imperative information on how their users conduct business within their Netweaver landscape.

Google Analytics is a robust web analysis system that provides traffic metrics and massive amounts of useful user-traffic data. Analytics features an elegant user interface that leverages modern web technologies like Flash and DHTML. It can also export data in several formats, including XML and CSV and email reports on



With Analytics, you can determine where your visitors are coming from, which links on your site are getting the most hits and how long the visitors spend on various pages of your site. In addition to providing critical marketing data, it also tracks browser features so that you can make informed design decisions. Analytics will tell you the screen resolution and connection speed of your users.

## Integration Instructions

### Google Analytics Account Setup

The setup the Google Analytics account is basic and free. It is recommended that you setup for two accounts; one for production user and one to use as a base for testing.

#### Step 1 – Establish an account with Google Analytics

- Go to <http://www.google.com/analytics>
- Enter your Google account email and password and click **Sign In**
  - If you don't have a Google account, sign up for one. It is required that you have an account to utilize Google Analytics. It is also required that any additional users who will
- Enter your portal's URL, making sure to select either http:// or https:// from the drop-down list.
  - Do not worry if your portal is not accessible from the Internet, this is only used for tracking purposes
- Enter your contact information
- Read and agree to the Google Analytics Terms of Service

#### Step 2 – Get the Google Analytics tracking code

Google Analytics only tracks pages that contain the Google Analytics tracking code. The first step is to get the specific tracking code for your site. The second

step ( which will be covered later ) is to add the code to each of your portal pages which you want to track.

- Sign into Google Analytics
- From the Analytics Settings page, select the site ( Production or Development ) which you would like to view the tracking code.
- From that profile's Settings column, click **Edit**.
- At the top right of the Main Website Profile Information box, click **Check Status**.
- The tracking code can be copied and pasted from the text box in the Instructions for adding tracking section.

#### Sample Tracking Code:

```
<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-xxxxxx-x");
pageTracker._initData();
pageTracker._trackPageview();
</script>
```

You'll need to update the "xxxx-x" in the sample above with your own Google Analytics account number.

#### Step 3 – Get your Google Analytics account number

- Sign in to Google Analytics
- From the **Analytics Settings** page, find the site for which you would like to retrieve the tracking code.
- From that profile's Settings column, click **Edit**.
- At the top right of the Main Website Profile Information box, click **Check Status**.
- Your tracking code can be copied and pasted from the text box in the **Instructions** for adding tracking section

### SAP Netweaver Portal Integration

The integration with the Netweaver Portal is also basic and straightforward. The following instructions will guide you through the process and it is recommended that an experienced portal administrator make the changes required.

#### Step 1 – Create a portal application which displays the Google JavaScript code

- Create a standard PAR project within the Netweaver Developer's Studio
- Develop code to display the required JavaScript
  - For simplicity and performance, it is recommended to develop an *AbstractPortalComponent* component

#### Sample Java servlet Code:

```
response.write("<script type=\"text/javascript\">\n");
response.write("var gaJsHost = ((\"https:\" == document.location.protocol) ?
\"https://ssl.\" :
\"http://www.\");\n");
response.write("document.write(unescape(\"%3Cscript src=\" + gaJsHost +
\"google-
analytics.com/ga.js' type='text/javascript'%3E%3C/script%3E\");\n");
response.write("</script>\n");
response.write("<script type=\"text/javascript\">\n");
response.write("var pageTracker = _gat._getTracker(\"UA-xxxxxx-x
\");\n");
response.write("pageTracker._initData();\n");
response.write("pageTracker._trackPageview(\"\" + pageNamePrefix +
pageName+ "\");\n");
```

- Replace *UA-XXXXX-X* with your own Google Analytics Account Number
- Deploy PAR file into the Netweaver Portal

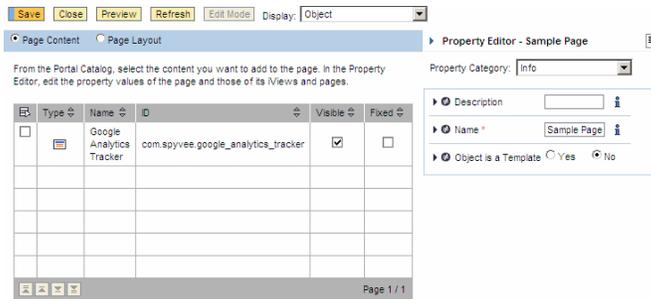
#### Step 2 – Create *Tracker* iView from PAR file

The Google Analytics can only be used to track traffic to individual portal **pages**. The creation of a separate iView will allow each page ( or a subset ) of pages to be tracked.

- Logon to the Netweaver Portal with a user who has Content Administrator access
- Create an iView from the PAR file that was deployed

#### Step 3 – Attach Google Tracker iView to individual pages

- Logon to the Netweaver Portal with a user who has Content Administrator access
- Edit a page that you would like tracked
- Add the Google Tracker iView to the page
  - It is important to note that tracking code will **not** be seen by users



- When ever a user views the page, the Google Analytics code will be executed and will be tracked by the Analytics system

## Summary

This article detailed learnings of some recent efforts to integrate one of these best-of-breed web traffic tools and the Netweaver Portal. Integration of the two applications will provide both portal administrators and business users imperative information on how their users conduct business within their Netweaver landscape.

The integration methodology described in this article is meant to only be an introduction. Many more enhancement possibilities exist including:

- Providing more user-friendly page names within the Analytics reports
- Tracking of user searches within TREX
- Integration with other web statistics applications ( WebTrends and Omniture )
- Providing business users with Cost-Benefit analytics of traffic within the portal

For more information, please contact [cgutjahr@spyvee.com](mailto:cgutjahr@spyvee.com) or visit [www.netweavercentral.com](http://www.netweavercentral.com).

For support questions or comments, please log your questions at <http://www.netweavercentral.com/Forums/tabid/58/Default.aspx>