



Vertafore™

Unleash your potential

Configuring Vertafore WebFSC for Google Analytics

This guide is produced only as a convenience for our customers. Vertafore does not sell, re-sell, market, or support Google products. Vertafore does not certify that Google Analytics meets any particular need or purpose. The Google name and logo are trademarks of Google. Google Analytics, which includes but is not limited to the UTM and the Google Analytics Software and all intellectual property rights in the Service are, and shall remain, the property of Google (and its wholly owned subsidiaries).

Contents

Introduction	3
Setup	3
Add Tracking Code	9
More Information	9
Optional Settings for WebFSC Profile	10
Configuring Goals	10
Funnel Visualization	13
Traffic Filtering—Advanced	15

Introduction

WebFSC has provided agencies across the country with a powerful, interactive enhancement to its Web site. WebFSC turns visitors into leads by capturing important driver, vehicle, and coverage information so that agencies can avoid re-keying data and quickly turn a lead into a sale.

WebFSC has been enhanced with the ability to optionally send usage data to Google Analytics™. This allows agencies to see how many visitors are going to their WebFSC site as well as to which pages they are navigating.

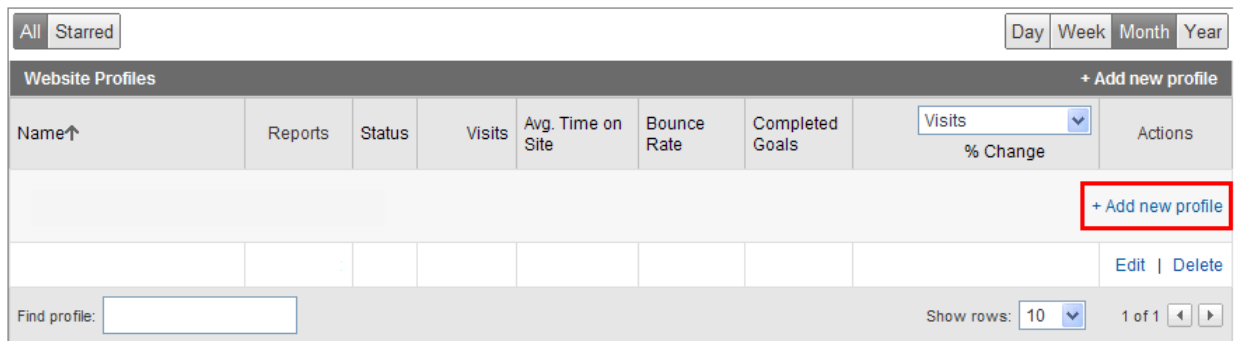
Setup

You must have a Gmail account to log into the Google Analytics site. **Note:** If you do not have a Gmail account, you can create one at www.gmail.com.)

- Create a Gmail account.
- Open your browser to <http://www.google.com/analytics>.
- Click the Access Analytics button.
- Login using your Gmail account.

Note: The first time you login follow the instructions to agree to the terms of service for Google, add URLs, and copy code to your Web site(s).

The Website Profiles screen displays.



Name↑	Reports	Status	Visits	Avg. Time on Site	Bounce Rate	Completed Goals	Visits % Change	Actions
+ Add new profile								
Edit Delete								

Find profile: Show rows: 10 1 of 1

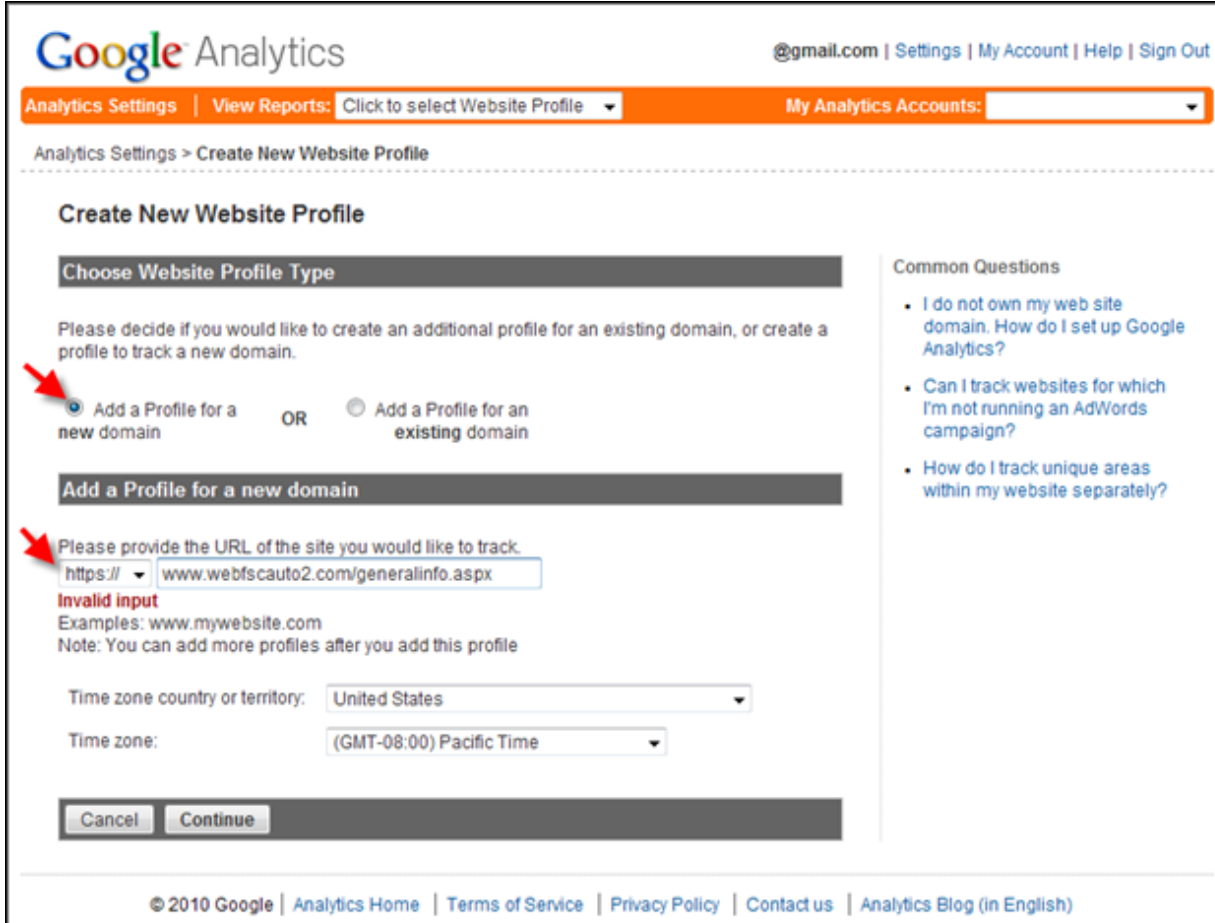
- Add a new profile for each of the unique links you have on your site. For example, you may have a link for both auto and home quoting or a Spanish version of your site.

Note: You can only have one active profile per line of business regardless of language.

- Click **+Add new profile** to add a site.

Create New Website Profile

The Google Analytics main page displays.



Google Analytics

@gmail.com | Settings | My Account | Help | Sign Out

Analytics Settings | View Reports: Click to select Website Profile | My Analytics Accounts: [dropdown]

Analytics Settings > Create New Website Profile

Create New Website Profile

Choose Website Profile Type

Please decide if you would like to create an additional profile for an existing domain, or create a profile to track a new domain.

Add a Profile for a new domain OR Add a Profile for an existing domain

Add a Profile for a new domain

Please provide the URL of the site you would like to track.

https:// [dropdown] www.webfscauto2.com/generalinfo.aspx

Invalid input

Examples: www.mywebsite.com

Note: You can add more profiles after you add this profile

Time zone country or territory: United States [dropdown]

Time zone: (GMT-08:00) Pacific Time [dropdown]

Cancel Continue

Common Questions

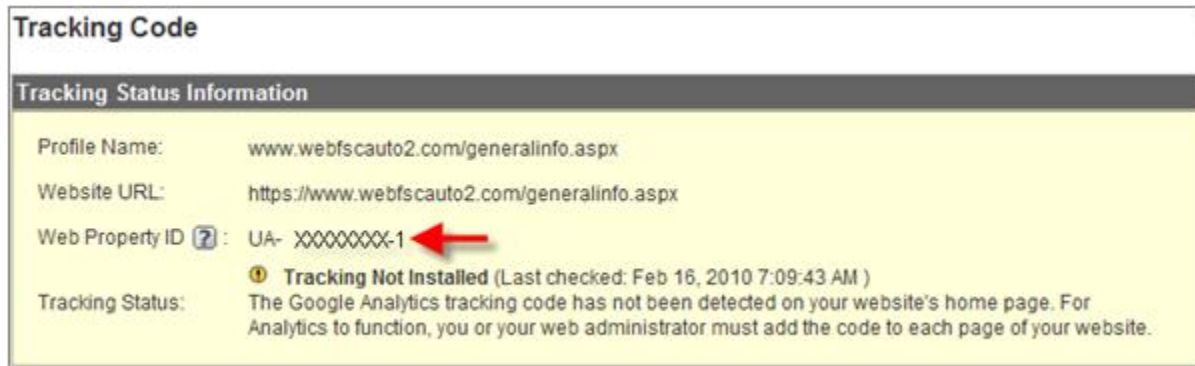
- I do not own my web site domain. How do I set up Google Analytics?
- Can I track websites for which I'm not running an AdWords campaign?
- How do I track unique areas within my website separately?

© 2010 Google | Analytics Home | Terms of Service | Privacy Policy | Contact us | Analytics Blog (in English)

- Click Add a profile for the new domain.
- Enter the web address.
Note: Google Analytics has a size limitation for the URL entry on this page. Therefore, enter a placeholder for the URL such as www.webfscauto2.com.
- Click Continue.




Tracking Code

The Tracking Status Information screen displays. The Web Property ID is the tracking code. Please make a note of it. You will use it in the Add Tracking Code section, Google Analytics Code on page 9.



Tracking Code

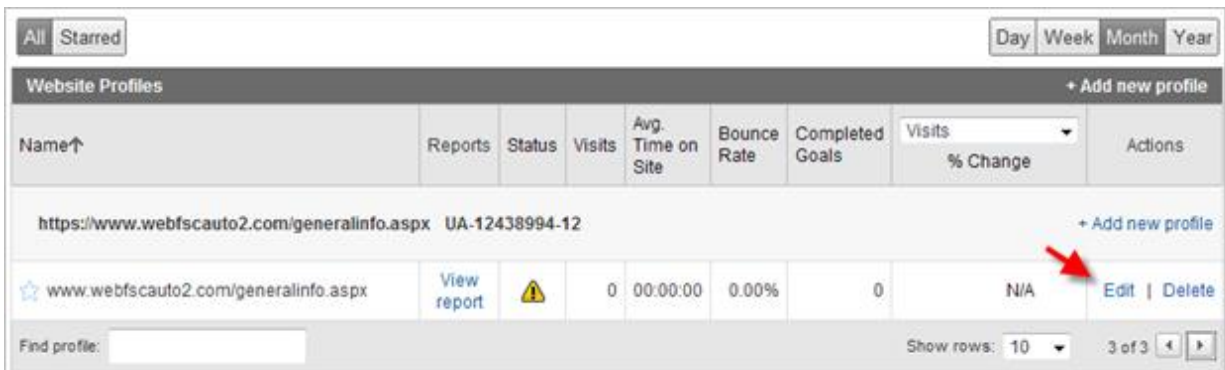
Tracking Status Information

Profile Name: www.webfscauto2.com/generalinfo.aspx
Website URL: https://www.webfscauto2.com/generalinfo.aspx
Web Property ID  : UA- XXXXXXXX-1 
Tracking Status:  **Tracking Not Installed** (Last checked: Feb 16, 2010 7:09:43 AM)
The Google Analytics tracking code has not been detected on your website's home page. For Analytics to function, you or your web administrator must add the code to each page of your website.

- Click Save and Finish to continue.



Edit the Profile

The Website Profiles screen displays.



All Starred Day Week Month Year

Website Profiles + Add new profile

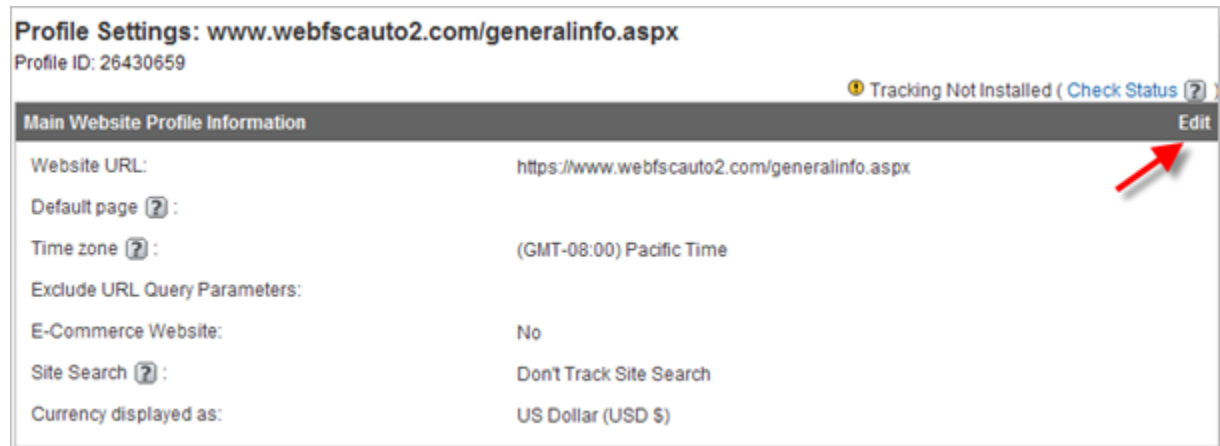
Name↑	Reports	Status	Visits	Avg. Time on Site	Bounce Rate	Completed Goals	Visits % Change	Actions
https://www.webfscauto2.com/generalinfo.aspx UA-12438994-12 + Add new profile								
 www.webfscauto2.com/generalinfo.aspx	View report		0	00:00:00	0.00%	0	N/A	Edit Delete

Find profile: Show rows: 10 3 of 3

- Click Edit.

Edit the Profile (continued)

The Main Website Profile Information screen displays. You may now change the profile name.



Profile Settings: www.webfscauto2.com/generalinfo.aspx
Profile ID: 26430659

Tracking Not Installed ([Check Status](#))

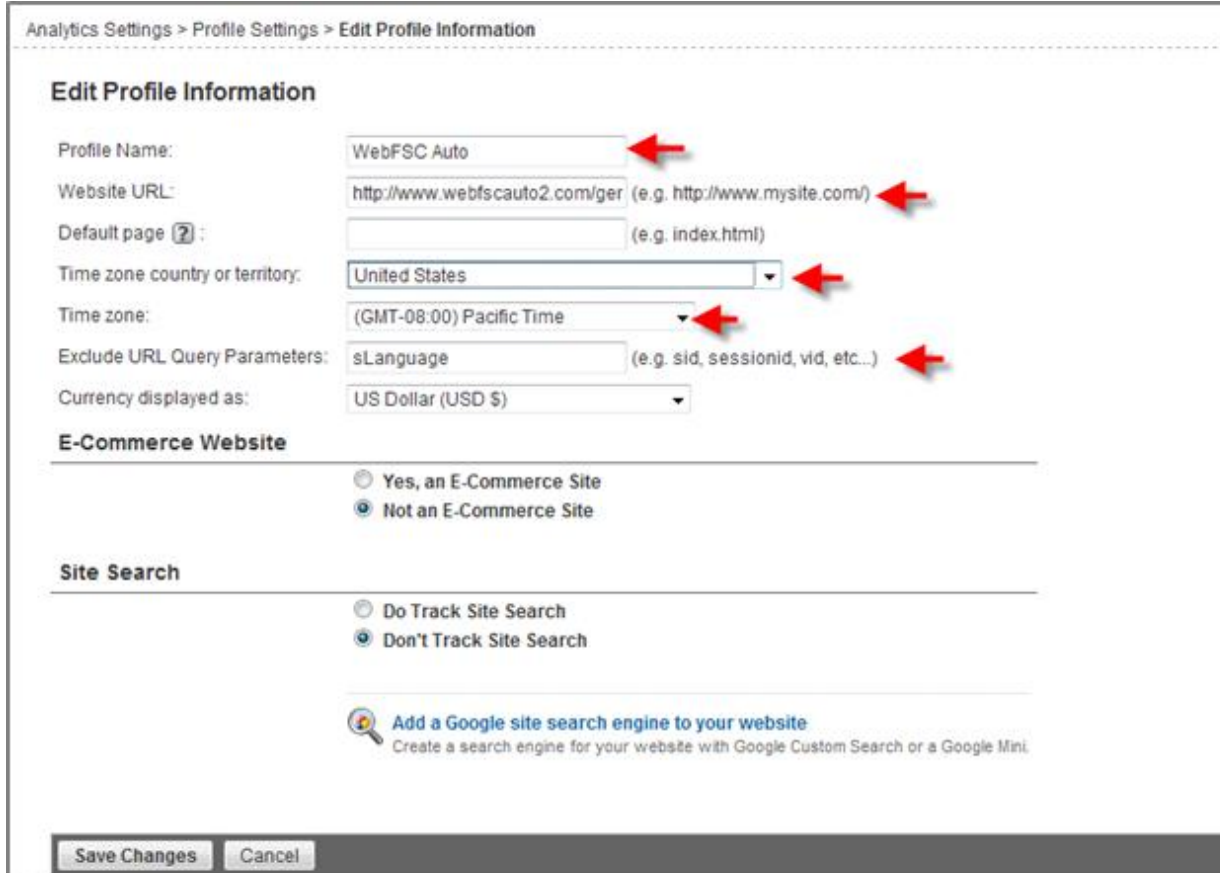
Main Website Profile Information Edit

Website URL:	https://www.webfscauto2.com/generalinfo.aspx
Default page ? :	
Time zone ? :	(GMT-08:00) Pacific Time
Exclude URL Query Parameters:	
E-Commerce Website:	No
Site Search ? :	Don't Track Site Search
Currency displayed as:	US Dollar (USD \$)

- Click Edit.

Edit the Profile (continued)

The Edit Profile Information screen displays.



Analytics Settings > Profile Settings > Edit Profile Information

Edit Profile Information

Profile Name:

Website URL: (e.g. http://www.mysite.com/)

Default page ^(?): (e.g. index.html)

Time zone country or territory:

Time zone:

Exclude URL Query Parameters: (e.g. sid, sessionId, vid, etc...)

Currency displayed as:

E-Commerce Website

Yes, an E-Commerce Site
 Not an E-Commerce Site

Site Search

Do Track Site Search
 Don't Track Site Search

[Add a Google site search engine to your website](#)
Create a search engine for your website with Google Custom Search or a Google Mini.

Profile Name

- Change the profile name to be more descriptive; e.g., WebFSC Auto.

Website URL


- Update the Website URL to include the **full link** just as it is listed on your site.

Note: It should typically end in a state abbreviation.


Remember: If this link is incomplete or incorrect in any way, the analytics system will not work.

Edit the Profile (continued)

Time zone country or territory

- Click  to see the drop-down list of countries.
- Click the appropriate country.

Time zone

- Click  to see the drop-down list of time zones.
- Click the appropriate time zone.

Exclude URL Query Parameters

If you are using Spanish language sites as your active site, then

- Enter *sLanguage*. This ensures that visitors to both your English and Spanish sites are counted correctly.
- Click Save Changes.

Google Analytics is now configured to start collecting data.



Add Tracking Code

Open your browser and login to the WebFSC Administrator site for either Auto or Home.

Auto: <https://admin.webfscauto2.com>

Home: <https://admin.webfschome2.com>

This is the WebFSC administrator site.

Administrator Email	<input type="text" value="admin@email.com"/>
Administrator Password	<input type="password" value="password"/>
Quote Retrieval Email(s)	<input type="text" value="quote@email.com"/>
Quote Retrieval Password	<input type="password" value="optionalpassword"/> 
Google Analytics Code	<input type="text" value="UA-XXXXXXXX-1"/> 
Home Page	<input type="text" value="http://www.agencywebsite.com"/>

Google Analytics Code

- Enter the tracking code that Google created for you earlier. (See top of page 5 “The Web Property ID is the tracking code.”)
- Click Save Changes. This updates your profile.

Note: Each Google Analytics profile has a unique tracking code. The code must match your website address exactly!

More Information

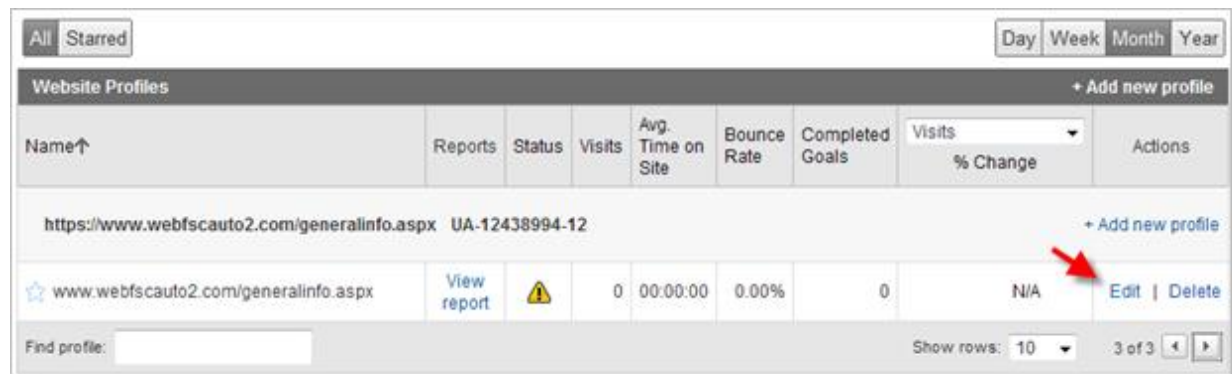
For more information on how to use Google Analytics, setup additional profiles, read and interpret the reports available reference <https://www.google.com/support/googleanalytics/>. FSC does not provide support or information how to configure or troubleshoot Google Analytics.


Optional Settings for WebFSC Profile

Configuring Goals

Configure Goals to see how many visitors reach the point in the WebFSC workflow where you receive emails for leads. A goal must be added for each profile and does not affect data already collected; it only affects data that is collected after each goal is defined.

- Access the Website Profiles screen.

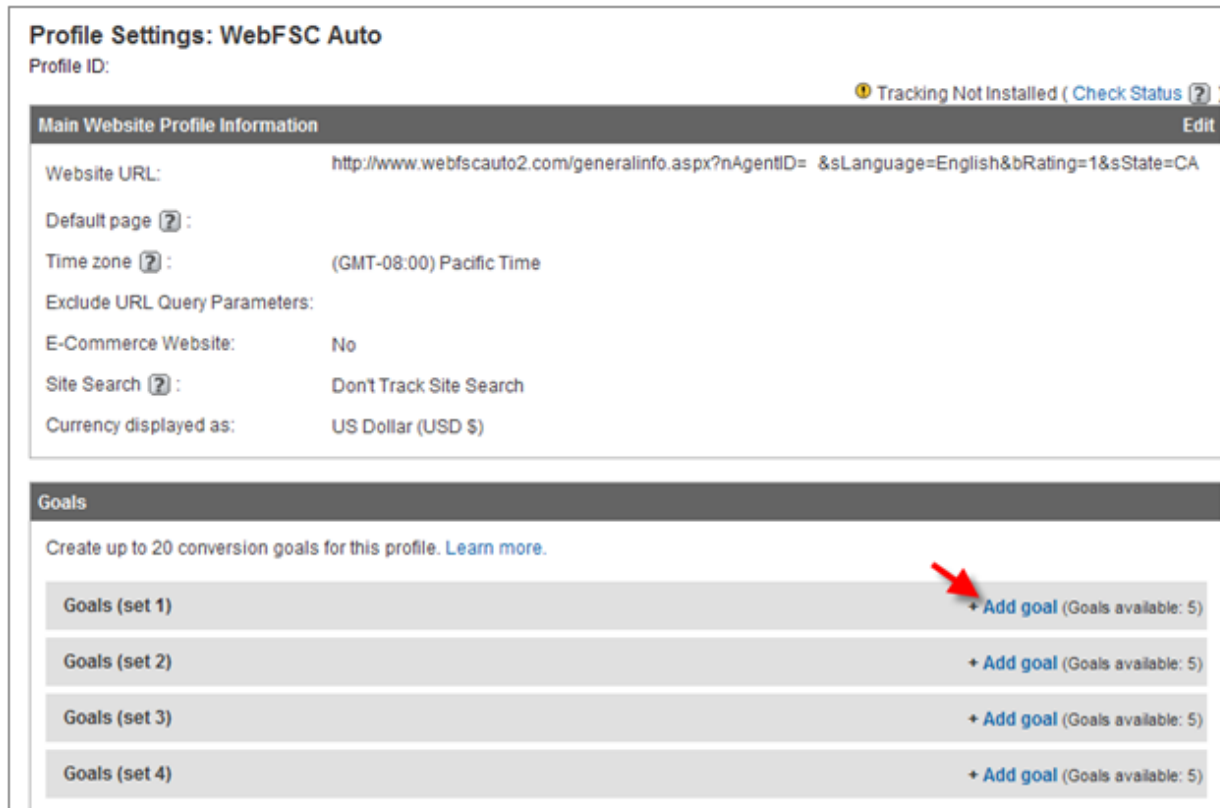


Name↑	Reports	Status	Visits	Avg. Time on Site	Bounce Rate	Completed Goals	Visits % Change	Actions
+ Add new profile								
https://www.webfscauto2.com/generalinfo.aspx UA-12438994-12								
www.webfscauto2.com/generalinfo.aspx	View report		0	00:00:00	0.00%	0	N/A	Edit Delete

- Click [Edit](#).

Configuring Goals (continued)

The Main Website Profile Information with Goals screen displays.



Profile Settings: WebFSC Auto
Profile ID: Tracking Not Installed ([Check Status](#))

Main Website Profile Information Edit

Website URL: <http://www.webfscauto2.com/generalinfo.aspx?nAgentID= &sLanguage=English&bRating=1&sState=CA>

Default page [?](#) :

Time zone [?](#) : (GMT-08:00) Pacific Time

Exclude URL Query Parameters:

E-Commerce Website: No

Site Search [?](#) : Don't Track Site Search

Currency displayed as: US Dollar (USD \$)

Goals

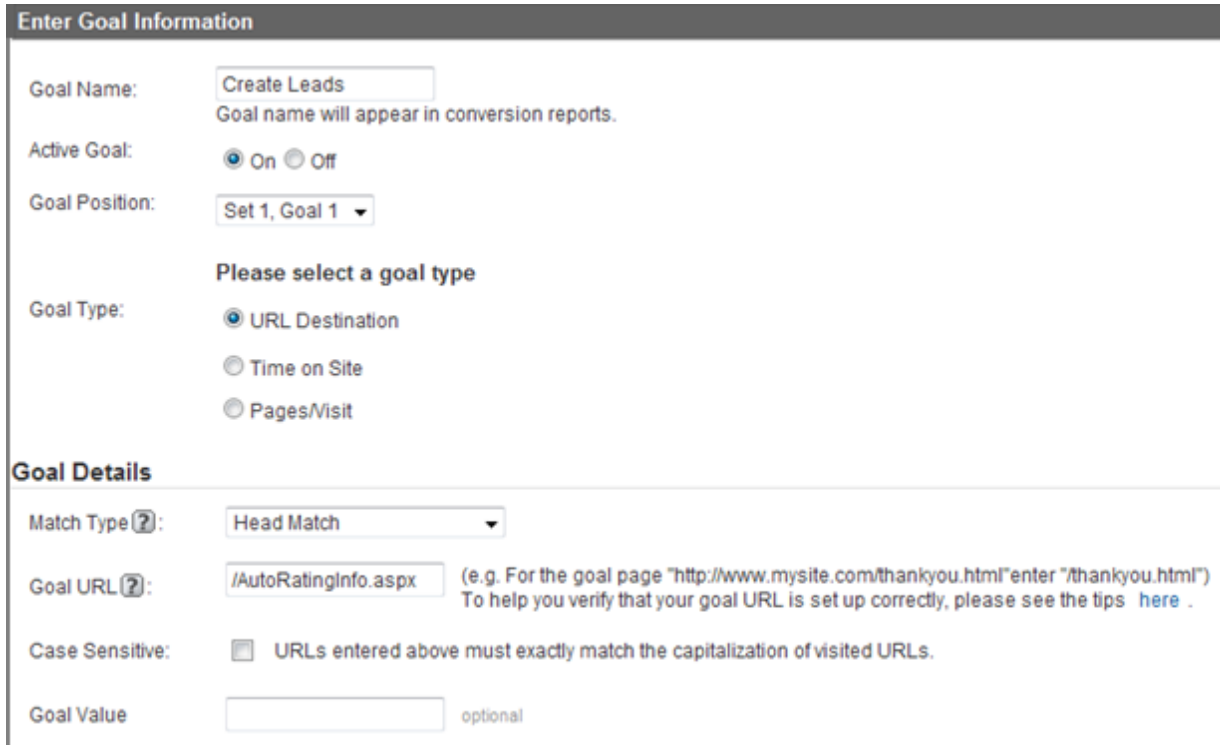
Create up to 20 conversion goals for this profile. [Learn more.](#)

Goals (set 1)	+ Add goal (Goals available: 5)
Goals (set 2)	+ Add goal (Goals available: 5)
Goals (set 3)	+ Add goal (Goals available: 5)
Goals (set 4)	+ Add goal (Goals available: 5)

- Click **+ Add goal**.

Configuring Goals (continued)

The Enter Goal Information screen displays.



The screenshot shows the 'Enter Goal Information' form. It includes the following fields and options:

- Goal Name:** A text input field containing 'Create Leads'. Below it, a note states: 'Goal name will appear in conversion reports.'
- Active Goal:** Radio buttons for 'On' (selected) and 'Off'.
- Goal Position:** A dropdown menu showing 'Set 1, Goal 1'.
- Goal Type:** A section titled 'Please select a goal type' with radio buttons for 'URL Destination' (selected), 'Time on Site', and 'Pages/Visit'.
- Goal Details:** A section containing:
 - Match Type:** A dropdown menu showing 'Head Match'.
 - Goal URL:** A text input field containing '/AutoRatingInfo.aspx'. To the right, a note says: '(e.g. For the goal page "http://www.mysite.com/thankyou.html" enter "/thankyou.html") To help you verify that your goal URL is set up correctly, please see the tips [here](#) .
 - Case Sensitive:** A checkbox that is unchecked, with the text 'URLs entered above must exactly match the capitalization of visited URLs.'
 - Goal Value:** An empty text input field with the word 'optional' to its right.


Goal Name

- Enter the name of your goal.

Goal Type

- Click URL Destination.
This activates the Goal Details section.

Match Type

- Click  to see the drop-down list of match types.
- Click Head Match.

Configuring Goals (continued)

Goal URL

- For auto enter /AutoRatingInfo.aspx.
- For home enter /HomeRatingInfo.aspx.

This configuration creates a separate count of how many visitors reached the last page in the process and marks that as a completed goal.

Funnel Visualization

Funnel Visualization provides data to indicate when visitors leave the data gathering workflow.

Enter Goal Information

Goal Name:
Goal name will appear in conversion reports.

Active Goal: On Off

Goal Position:

Please select a goal type

Goal Type: URL Destination
 Time on Site
 Pages/Visit

Goal Details

Match Type [?]:

Goal URL [?]:
(e.g. For the goal page "http://www.mysite.com/thankyou.html" enter "/thankyou.html")
To help you verify that your goal URL is set up correctly, please see the tips [here](#) .

Case Sensitive: URLs entered above must exactly match the capitalization of visited URLs.

Goal Value optional

Goal Funnel optional

A funnel is a series of pages leading up to the goal URL. For example, the funnel may include steps in your checkout process that lead you the thank you page (goal).

+ Yes, create a funnel for this goal

Funnel Visualization (continued)

- **Click + Yes, create a funnel for this goal**

The next portion of the screen displays.

Please note that the funnels that you've defined here only apply to the Funnel Visualization Report.

Note: URL should not contain the domain (e.g. For a step page "http://www.mysite.com/step1.html" enter "/step1.html")

	URL (e.g. "/step1.html")	Name	
Step 1	<input type="text" value="/generalinfo.aspx"/>	<input type="text" value="General Info"/>	<input checked="" type="checkbox"/> Required step ?

[+ Add Goal Funnel Step](#)

- Enter each step as specified in the table below.
- Click **+ Add Goal Funnel Step** after you enter each name.

	URL (e.g. "/step1.html")	Name
Step 1	/generalinfo.aspx	General Info
Step 2	/vehicleinfo.aspx	Vehicles
Step 3	/driverinfo.aspx	Drivers
Step 4	/coverageinfo.aspx	Coverages
Step 5	/autoratinginfo.aspx	Rating Results

These are the minimum number of pages in the workflow. Add as many as are needed for your individual site.

- Click Save Goal. This activates and saves the funnel goal. You can deactivate the funnel goal at any time.

Traffic Filtering—Advanced

You can filter out traffic to ensure that you are only counting external visitors to your site. This is especially helpful if your web developer or your own office(s) has a fixed IP address. You can add filters per profile as shown below.

- Access the Main Website Profile Information screen.

Profile Settings: www.webfsc.com
Profile ID: 26690304 Tracking Unknown ([Check Status ?](#))

Main Website Profile Information		Edit	
Website URL:	http://www.webfsc.com		
Default page ? :			
Time zone ? :	(GMT-08:00) Pacific Time		
Exclude URL Query Parameters:	sLanguage		
E-Commerce Website:	No		
Site Search ? :	Don't Track Site Search		
Currency displayed as:	US Dollar (USD \$)		

Goals	
Create up to 20 conversion goals for this profile. Learn more.	
Goals (set 1)	+ Add goal (Goals available: 5)
Goals (set 2)	+ Add goal (Goals available: 5)
Goals (set 3)	+ Add goal (Goals available: 5)
Goals (set 4)	+ Add goal (Goals available: 5)

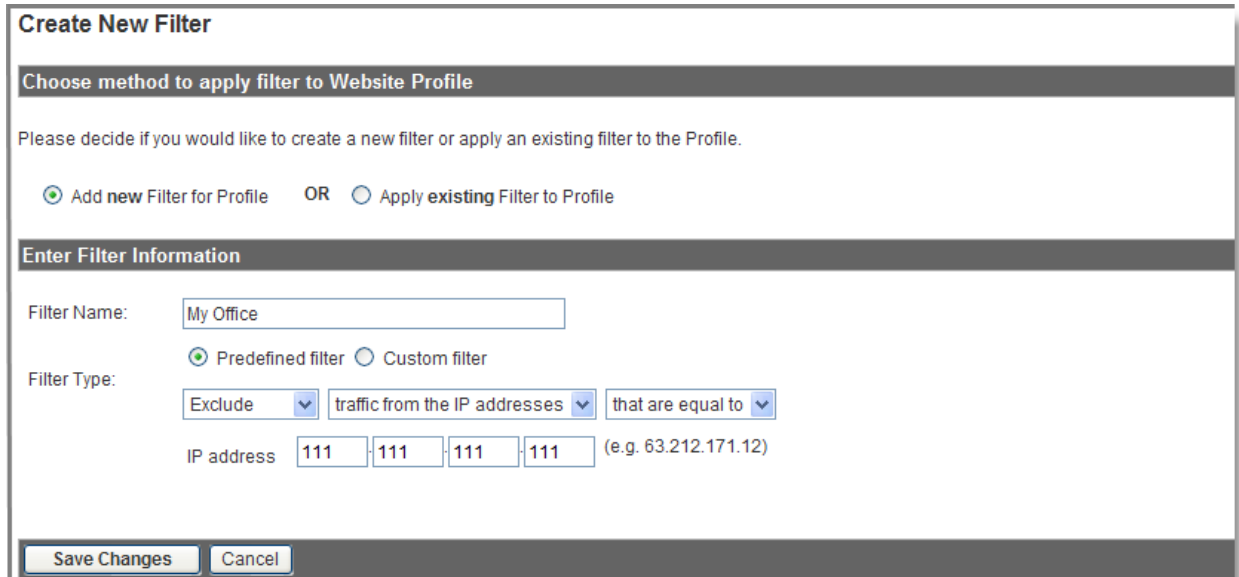
Filters Applied to Profile ?			+ Add Filter	
Filter Name	Filter Type	Settings	Remove	
0 Filters. Learn more about filters, how to create them, or see examples.				

Users with Access to Profile ?				+ Add User	
User Email Address	Full Name	User Type	Settings	Remove	
1. grayinsurance.smith@gmail.com	Gray Smith	Administrator	Edit	Remove	

- Click **+ Add Filter**.

Traffic Filtering—Advanced (continued)

The Create New Filter screen displays.






- Click either Add **new** Filter for Profile.
- OR—
- Apply **existing** filter to Profile.

Filter Name

- Enter the name of your filter; e.g., My Office.

Filter Type

- Click either Predefined filter or Custom filter.
- Click  to see Exclude and Include only.
- Click the appropriate one.
- Click the next  to see the traffic selections.
- Click the appropriate one.
- Click the next  to view the list of “that” phrases.
- Click the appropriate one.

Traffic Filtering—Advanced (continued)

IP address

- Enter your IP address.

Note: If you are not sure what your IP (Internet Protocol) address is, you can use a free site such as <http://myipaddress.com/show-my-ip-address/> to view your address.

- Click Save Changes.

The Filters Applied to Profile section now displays the addition (or change) you made.

Profile Settings: www.webfsc.com
Profile ID: 26644314 Tracking Unknown ([Check Status](#))

Main Website Profile Information		Edit
Website URL:	http://www.webfsc.com	
Default page ? :		
Time zone ? :	(GMT-08:00) Pacific Time	
Exclude URL Query Parameters:	sLanguage	
E-Commerce Website:	No	
Site Search ? :	Don't Track Site Search	
Currency displayed as:	US Dollar (USD \$)	

Goals	
Create up to 20 conversion goals for this profile. Learn more.	
Goals (set 1)	+ Add goal (Goals available: 5)
Goals (set 2)	+ Add goal (Goals available: 5)
Goals (set 3)	+ Add goal (Goals available: 5)
Goals (set 4)	+ Add goal (Goals available: 5)

Filters Applied to Profile ?				+ Add Filter
Filter Name	Filter Type	Settings	Remove	
1. My Office	Exclude	Edit	Remove	

Users with Access to Profile ?					+ Add User
User Email Address	Full Name	User Type	Settings	Remove	
1. gray.insurance.smith@gmail.com	Gray Smith	Administrator	Edit	Remove	