

- First, in order to separate Canvas Analytics from our other analytics projects, I went into the AnalyticsAdmin in Google and created a new Account for our 3rd-party vendor apps. (In our case I called it “Springfield District Apps”)
- Second, I created a new “property” called “Canvas”. Since each “account” can have up to 50 “properties”, this allows us to separate our vendors into different collection units, and Google assigns a separate tracking code for each property.
- Third, (Still in the admin area), I expanded the “Custom Definitions” section for the Canvas property and opened the “Custom Dimensions” option.
 - Create a new Dimension named “Course” with a scope of “Hit” and make it active. (It should be Index 1)
 - Create a new Dimension named “CourseName” with a scope of “Hit” and make it active. (It should be Index 2)

Google Provides a standard tracking code that you add to the external Javascript for Canvas. The standard Code looks something like this:

```
(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','//www.google-analytics.com/analytics.js','ga');

ga('create','UA-XXXXXXXX-X','auto');
ga('send','pageview');
```

You need to change the standard code to be something like this:

```
// START - Google Analytics Tracking Code
(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','//www.google-analytics.com/analytics.js','ga');

$(document).ready(function(){
var sCourseName = null
var sTemp

ga('create', 'UA-XXXXXXX-X', 'auto');
try {
    sTemp = window.location.pathname.match(/\/courses\/(\d+)\//);
    sCourseName =
$("#section-tabs-header").text().trim().replace(/\n.*/,
').replace(/\s+/g, ' ').trim();
    if (sTemp[1]) // Only set for Courses
    {
        ga('set', 'dimension1', sTemp[1]);
        ga('set', 'dimension2', sCourseName);
    }
} catch (err) { }
ga('send', 'pageview');

});
// END - Google Analytics Tracking Code

```

The way that the new code works is this:

- Canvas provides the jQuery library, so the “\$(document).ready” function is run when the browser finishes loading the document from the server.
- The Code in the “try{ ... }” block matches the Course ID # from the address entered into the address bar of the browser, and the Course Code from the HTML element that is on all course pages with the ID of “section-tabs-header”. This is the element that has the Course Code that is normally displayed in the left-hand Sidebar. (I probably should have named the field “CourseCode”, but I didn’t have full admin access to Canvas when I originally set this up, so wasn’t sure what the field was called.)
- If the user is not viewing a course page, then no match is found, and our “Custom Dimensions” do not get set.
- If the user ***IS*** viewing a course page, then we set “dimension1” to the Course ID number and “dimension2” is set to the Course Name that we extracted earlier.
- Once these fields are set up, we “send” the pageview to Google like normal.

Once the information has been collected for a few days, you can begin to set up your reports and dashboards in Google Analytics. I am including a couple of links to our Dashboard configurations that you should be able to import. Simply click once on the links below to import the configuration settings. No data will be imported, only the configuration settings:

- The Custom “Campaign Report” is here:

- <https://www.google.com/analytics/web/template?uid=aUWfgMe3S0yAAU72GRmTsw>

- The Campaign report lets you drill down and see where your traffic is coming from based on Ad “Campaigns” => “Source/Medium” => “AD Content” => “Keywords”. This is useful if you are using the Google URL Builder tool found at <https://support.google.com/analytics/answer/1033867?hl=en> to add tracking information to the links that you post on your website/emails/newsletters/etc...

- The “Visit/Bounce Report” is here:

- <https://www.google.com/analytics/web/template?uid=6SlqN6B3QGqic-ZCKfEkvw>

- The Visit/Bounce Report lets you track browsers and versions to see what browsers (and versions of those browsers) your users are using, and if they are “bouncing” when using a particular version. (Bouncing is visiting one page, and then immediately going away). This can be useful to see if a particular browser has a problem or not. A higher “Bounce Rate” could indicate a problem.

- The “Course Metrics” report is here:

- <https://www.google.com/analytics/web/template?uid=S6YXsD0eQmWKXdF9aN5wNA>

- The Course Metrics report lets you drill down by “CourseName” => “Page Title” => “Page” address. This lets you see a bit about which pages within a particular course are popular and breaks the information down by individual users. (Note that shared computers may count a multiple students as a single “User” if a student logs off of Canvas, but does not log off the computer, or close the browser. It will depend on how your IT department has things set up.)

- Our Custom Dashboard for Canvas is here:

- https://www.google.com/analytics/web/template?uid=whkFsR3fQaiBXU1fQ7XY_Q

- This dashboard has references to the 3 reports above, and is useful for overview tracking of the most popular parts of canvas. The individual reports will allow you to completely track things that the Dashboard is not able to show.