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Gravitate Event Tracking: Our New Wordpress Plugin

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If you've been following our blog you may have noticed how serious we are about gathering user data and reporting it through our client dashboard & Google Analytics. After all, if you're not able to report the results from your efforts, then what's the point?

Our digital marketers and developers teamed up to create a Wordpress plugin that easily tracks important events on your site—far easier than adding event tracking manually.

The Gravitate Event Tracking plugin offers a more effective method of tracking engagement with specific elements on your site that feed directly to your Google Analytics reports, *automatically*!

Now, let's cover the details. In this post I'll show you:

- Your WordPress Site's Requirements
- How to install Gravitate Event Tracking
- Presets for Gravitate Event Tracking
- How to add Custom Tracking to Gravitate Event Tracking

Version 1.0.0

This Plugin only adds the Tracking Script to your website. It does not offer any reports. To view the Tracking details, you will need to login to your Google Analytics account that is associated with this website. Google Analytics Reports for Event Tracking are in real time, so you should be able to see the results immediately from your Google Analytics account.

Custom

Active	Title / Description Used only for Reference and in HTML Comments	Selector / Element Use CSS Class's or ID's	Category Google Analytics Category Label	Action Google Analytics Action and Action Label	Label Google Analytics Label Tags: {ITEM_TITLE} {PAGE_URL} {LINK_URL} {IMAGE_SRC} {IMAGE_ALT} {TAG_HTML}	
☑	Generic Event Tracker	.gtrack	Default	On Mouse Click ▾ Default Item Clicked	Default_{ITEM_TITLE}_{PAGE_UR	X
☑	Downloads - pdf, doc(x), xls(x), txt, zip, csv	a[href$=".pdf"], a	Downloads	On Mouse Click ▾ Downloaded	Downloads_{ITEM_TITLE}_{PAGE	X
☑	All Submit Buttons	input[type=subm	Form Submits	On Mouse Click ▾ Form Submitted	Form_Submitted_{TAG_HTML}_{	X

Add Custom Event   **Add Presets**

+ Add Custom Tracking	Downloads - pdf, doc(x), xls(x), txt, zip, csv	All Submit Buttons

Save Changes

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Requirements for your Wordpress Site

To use this plugin your site must meet the following requirements:

- Be updated to at least Wordpress 3.5
- Have jQuery installed on the site
- Have Standard Google Analytics or Universal Analytics (for reporting)

Currently, the plugin is compatible up to version 3.9, but we will be working to ensure its compatibility to the most recent version of Wordpress as it continues to update.

How to install Gravitate Event Tracking

To install this plugin, you can search "Gravitate Event Tracking" with the Wordpress plugin search or go to our page on Wordpress.org to download the plugin directly and install it through FTP.

Once installed, you'll need to go to the "Plugins" menu and activate it. After activation you'll be able to configure the plugin via:

Settings>Gravitate Event Tracking

Presets for Gravitate Event Tracking

By default, the plugin is currently set to track anytime certain file types are clicked. The file types are:

- Pdf
- Doc
- Docx
- Ods
- Odt
- Xls
- Xlsx
- Txt
- Zip

- Csv

It is also set to track when a button is clicked with the input type set to "submit"—common within contact forms. For reporting purposes, the label is preset to include the title of the element selected and the URL, so during reporting you'll be able to understand exactly "what" and "where" it was clicked easily.

We've also included a default event titled, 'Generic Event Tracker' which you can add the class '.gtrack' to any item you want to track. For example:
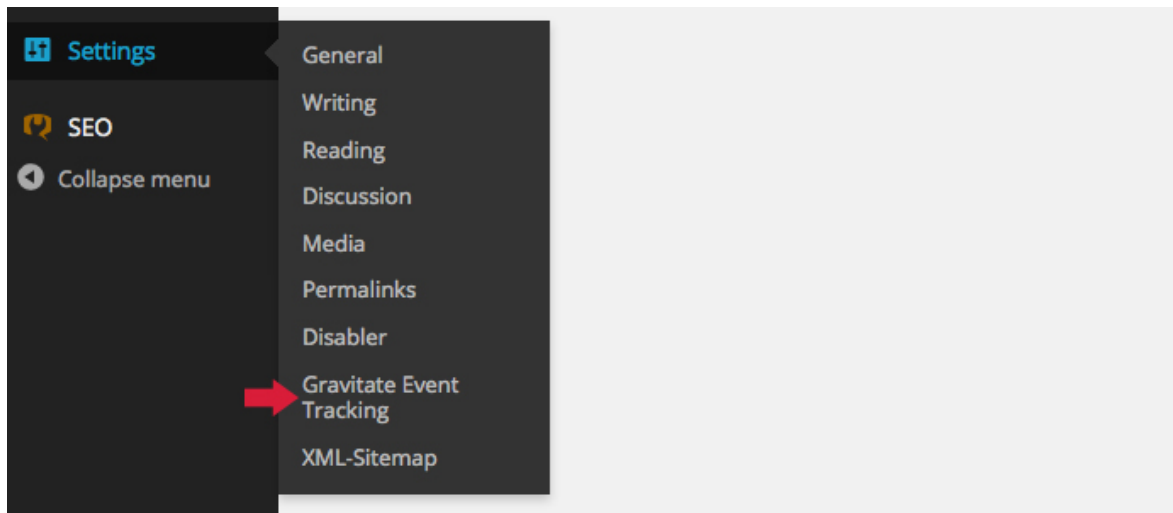
    example

We've added the ability to change the Category, Action, and Label for each of the events, and even add new events as needed.

How to Add Custom Tracking to Gravitate Event Tracking

To add customs tracking to Gravitate Event Tracking follow these steps. In the example, we will be adding event tracking to an email.

Step 1: Go to Settings > Gravitate Event Tracking

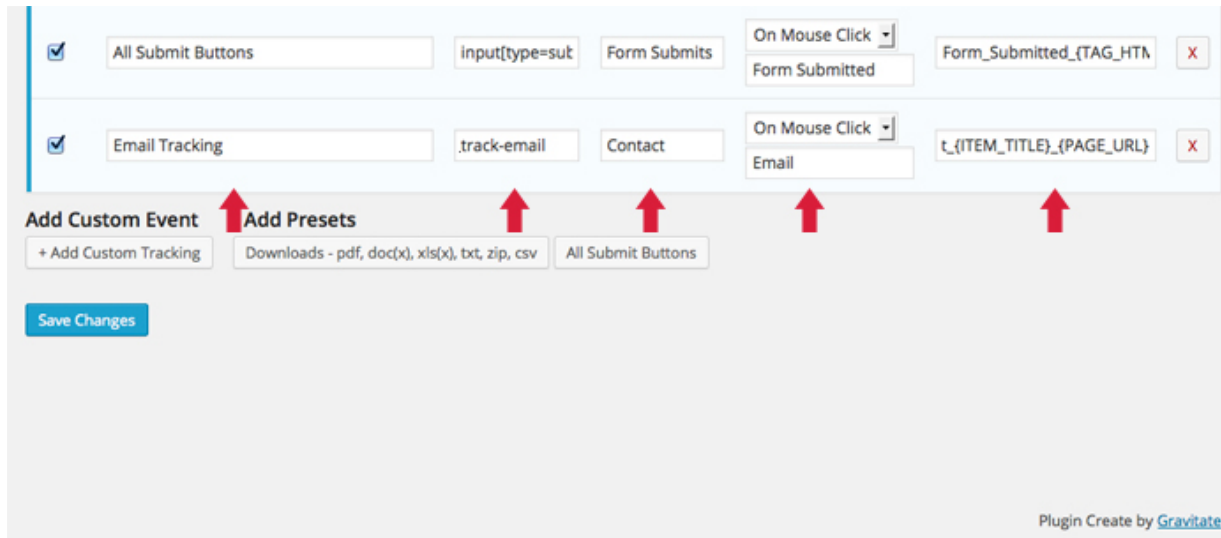**Step 2:** At bottom of screen, click "+ Add Custom Tracking" button

Step 3: Enter custom Title/Description, Selector/Element*, Category, Action, & Label - Since we are tracking an email, I want to label it something that makes sense, so I've labeled them:

- title/description – "Email Tracking"

- Selector – ".track-email"

- Category – "Contact"

- Action – "Email"

- Label – "Email_{ITEM_TITLE}_{PAGE_URL}"

After you've entered data be sure to click "Save Changes"
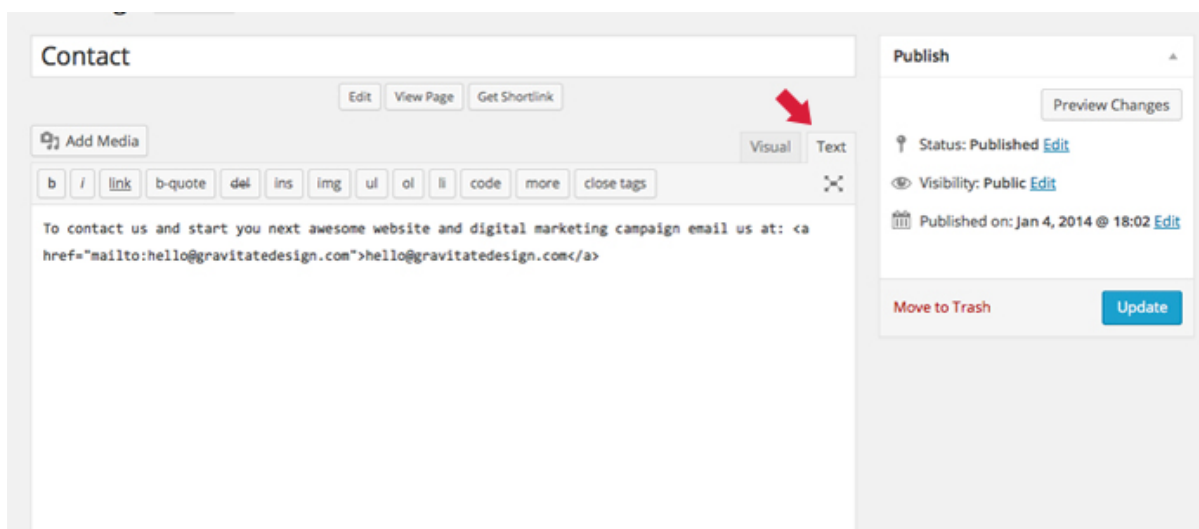
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Plugin Create by Gravitate

The Selector/Element could be from code currently on the site or from a new class added to certain events. If you chose a class, you'll need to go to each element you want to track and add the class to it. See previous post, "Event Tracking WordPress Edition" step 4 for more information.

If desired, you can copy the labels from the presets as these include the title of the element and URL that the event occurred, but you'll still want to customize the label slightly based of the Title/Description.

Step 4: Go to your page with the email link on it and edit it viewing the text

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Step 5: Inside of the link, add the class that you created earlier, class="track-email" and make sure it has a title as well for reporting purposes. If it does not, add the title, which could be the email itself title="hello". After you are done be sure to update the page.

 After your tracking is set up you should be able to log in to your Google Analytics and go to Behavior > Events > Events Overview and under the category "Contact" you'll see how many clicks this email has received.

Now that you know how to use the plugin, be sure to go to wordpress and download our Event Tracking Plugin for your website. Hopefully this will help you start tracking items on your website and report positive results from your efforts.