



Google Analytics™ for Salesforce Communities

Salesforce, Spring '17



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GOOGLE ANALYTICS™ FOR SALESFORCE COMMUNITIES

Does your company use Google Analytics to track site analytics? Now you can use it to track search activity in self-service communities and track deflection from cases. Using Google Analytics, you can dive deeply into your community's search behavior and pull that information into meaningful reports.

Google Analytics integrates with your self-service community to track user types, user IDs, pageviews on Salesforce objects, and customer search activity.

The Package includes:

- Search dimensions that can be rearranged for different drilldown configurations.
- Options for tracking user flow
- Reports that can be customized at multiple levels
- Preconfigured reports:
 - Contact Support Page Activity
 - Page Views by New and Returning Users
 - Page Views by Salesforce Object
 - Page Views by User Type
 - Search Activity
- Preconfigured dashboards:
 - Contact Support Activity
 - Search Activity
 - Page Views

EDITIONS

Available in: Salesforce Classic and Lightning Experience

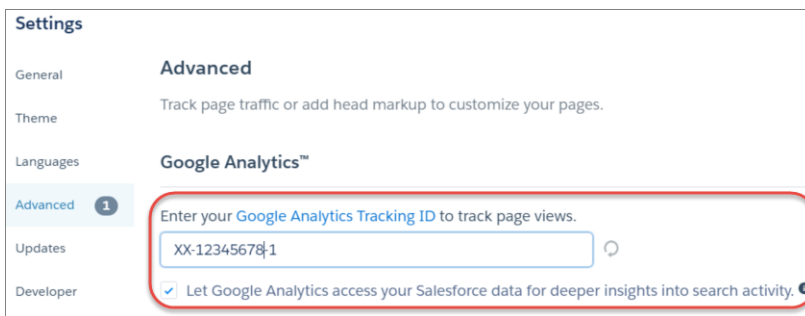
Available in: **Enterprise, Performance, Unlimited,** and **Developer** Editions

ENABLE GOOGLE ANALYTICS™ FOR YOUR COMMUNITY

Let Google Analytics access your Salesforce data to track community user types, user IDs, page views on Salesforce objects, and customer search activity.

1. First, let Google Analytics access your data to collect page views. Go to **Settings > Advanced** in Community Builder and enter your Google Analytics ID. For more information about the Google Analytics ID, check the [Google Analytics documentation](#).
2. Then select **Let Google Analytics access your Salesforce data for deeper insights into search activity** to allow Google Analytics to track user types, user IDs, and customer search activity within your community.

 **Example:** Google Analytics in Builder.



When you publish your community to enable the service, your community's search data streams directly to Google Analytics and appears in your Google Analytics reports.

EDITIONS

Available in: Salesforce Classic and Lightning Experience

Available in: **Enterprise, Performance, Unlimited,** and **Developer** Editions

USER PERMISSIONS

To customize or publish a community

- "Create and Set Up Communities"

SET UP GOOGLE ANALYTICS™ FOR SALESFORCE COMMUNITIES

Set up Google Analytics to correctly capture usage and page view metrics for Salesforce communities.

Available in: Salesforce Classic and Lightning Experience

Available in: **Enterprise, Performance, Unlimited**, and **Developer** Editions

USER PERMISSIONS

To customize or publish a community

- “Create and Set Up Communities”

Enable [Google Analytics™ for your community](#) to integrate your Salesforce data with Google Analytics before you set up Google Analytics.


1. Create custom dimensions in your Google Analytics account that capture user type and Salesforce object information. From your Google Analytics account, go to **Admin > Property > Custom Definitions > Custom Dimensions**. Click **+New Custom Dimension**. The first dimension you create in your Google Analytics account is automatically sorted as Index 1.
 - a. For Index 1, enter the Name: *User Type* and select **Hit** for the scope.
 - b. For Index 2, enter the Name *Salesforce Object* and select **Hit** for the scope.
2. Create a User-ID view. With the User-ID view, you can analyze how specific segments of traffic with an assigned ID engage with your content. To create a User-ID view, go to **Admin > Property > Tracking Info > User-ID** and follow the instructions.
 - a. For the User-ID view, enter the Name: *User Explorer*.

Example: Custom Dimensions



Custom Dimension Name	Index	Scope	Last Changed	State
User Type	1	Hit	Jan 26, 2017	Active
Salesforce Object	2	Hit	Jan 26, 2017	Active

Once you’ve set up Google Analytics to integrate with your Salesforce community, you can [create your own reports](#) or [install the preconfigured Google Analytics for Salesforce Communities package](#) on page 4. Click [here](#) to access the package.

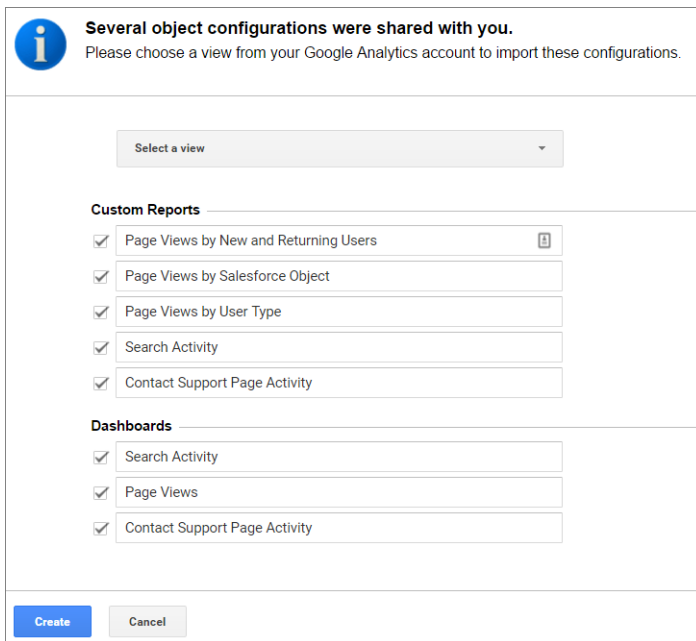
-  **Note:** Index 1 must be labeled User Type and Index 2 must be labeled Salesforce Object. If these indexes are not aligned with the appropriate labels, incoming data from Salesforce will properly filter into your reports. If you have an existing Google Analytics account with indexes 1 and 2 under different labels, create a separate account to link to Salesforce.

INSTALL GOOGLE ANALYTICS™ FOR SALESFORCE COMMUNITIES

Install preconfigured reports that integrate Salesforce community data with Google Analytics.

1. Make sure you've signed in to your Google Analytics account.
2. Click [here](#) or search for Google Analytics for Salesforce Communities in the [Google Analytics Solutions Gallery](#).
3. Click the dropdown next to **Select a View** and select **User Explorer** under the account that you are adding the package to.
4. Click **Create**.
5. View your reports from **Customization > Custom Reports** in your Google Analytics account.

Example:



Several object configurations were shared with you.
Please choose a view from your Google Analytics account to import these configurations.

Select a view


Custom Reports

- Page Views by New and Returning Users
- Page Views by Salesforce Object
- Page Views by User Type
- Search Activity
- Contact Support Page Activity

Dashboards

- Search Activity
- Page Views
- Contact Support Page Activity

Create Cancel

 **Tip:** You can drill down into the event type you are interested in viewing from each report. You can also [create your own reports](#) in Google Analytics and add them to your User View.

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USER PERMISSIONS

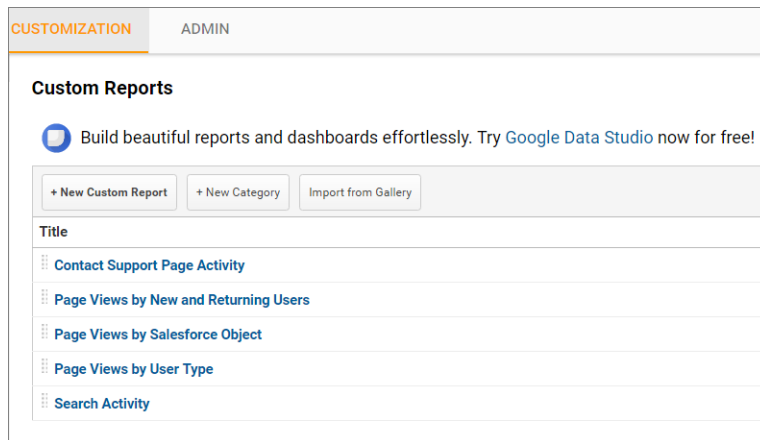
To customize or publish a community

- "Create and Set Up Communities"

GOOGLE ANALYTICS™ FOR SALESFORCE COMMUNITIES REPORT DESCRIPTIONS

The Google Analytics for Salesforce Communities package contains five reports that track new and returning visitors, page views, and search activity. You can also track case deflection from the Contact Support page and get insights into the health of your self-service offerings.

When you access Google Analytics, your Google Analytics for Salesforce Communities reports are under **Customization > Custom Reports**.



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[Contact Support Page Activity Report](#)

The Contact Support Page Activity report tracks case deflection. This report can help you maximize your self-service offerings by tracking which articles resolved support issues and which subjects resulted in new customer support cases.

[Page Views by New and Returning Users Report](#)

The Page Views by New and Returning Users report tracks which page views are from new users and how many are from returning users.

[Page Views by Salesforce Object Report](#)

The Page Views by Salesforce Object report tracks how many times an object page is viewed.

[Page Views by User Type Report](#)

The Page Views by User Type report tracks how often each type of user is viewing a page.

[Search Activity Report](#)

The Search Activity report tracks which actions users take after entering a term in the search box.

Contact Support Page Activity Report

The Contact Support Page Activity report tracks case deflection. This report can help you maximize your self-service offerings by tracking which articles resolved support issues and which subjects resulted in new customer support cases.

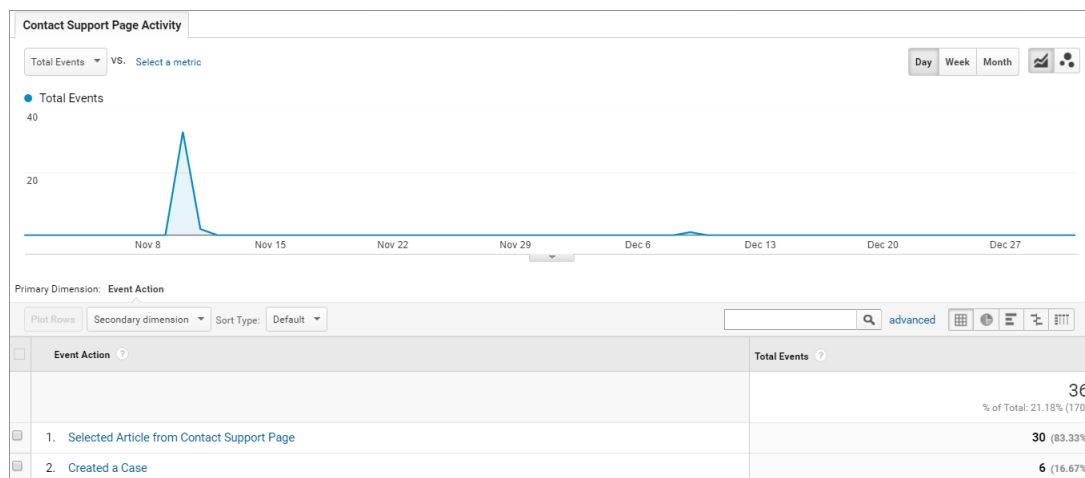
When a customer goes to the Contact Support page, they typically have a specific issue that they need help with right away. The customer has the option of entering their question into a search box and either selecting a recommended article or opening up a customer support case. The Contact Support Page Activity report tracks which cases are created and how many times a customer selected an article instead. You can drill into the report to:

- Track how many cases have been deflected from customer support
- See which articles were clicked the most
- See which subjects lead to a new support case

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Page Views by New and Returning Users Report

The Page Views by New and Returning Users report tracks which page views are from new users and how many are from returning users.

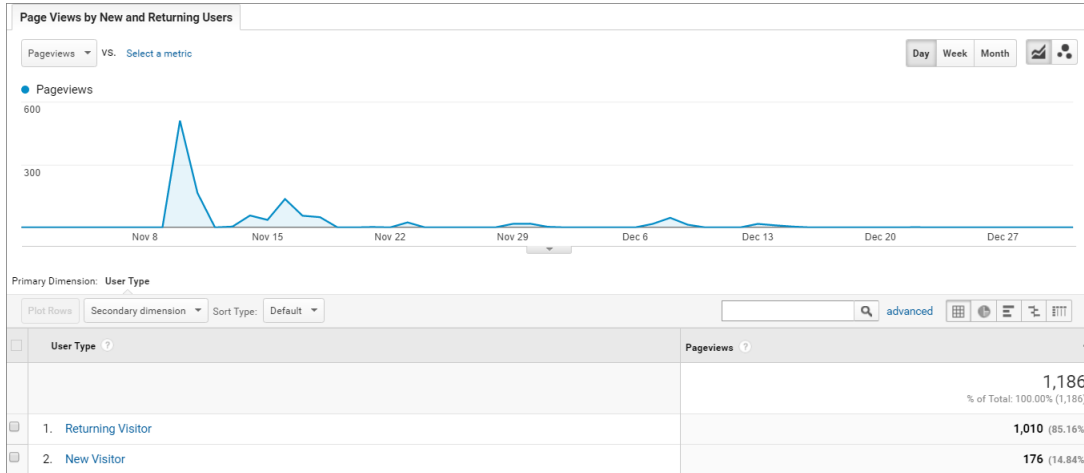
You can drill into the report to:

- Track how active different types of user are within your community
- See which pages are being viewed
- Get detailed information about the pages, such as page title and URL

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Page Views by Salesforce Object Report

The Page Views by Salesforce Object report tracks how many times an object page is viewed.

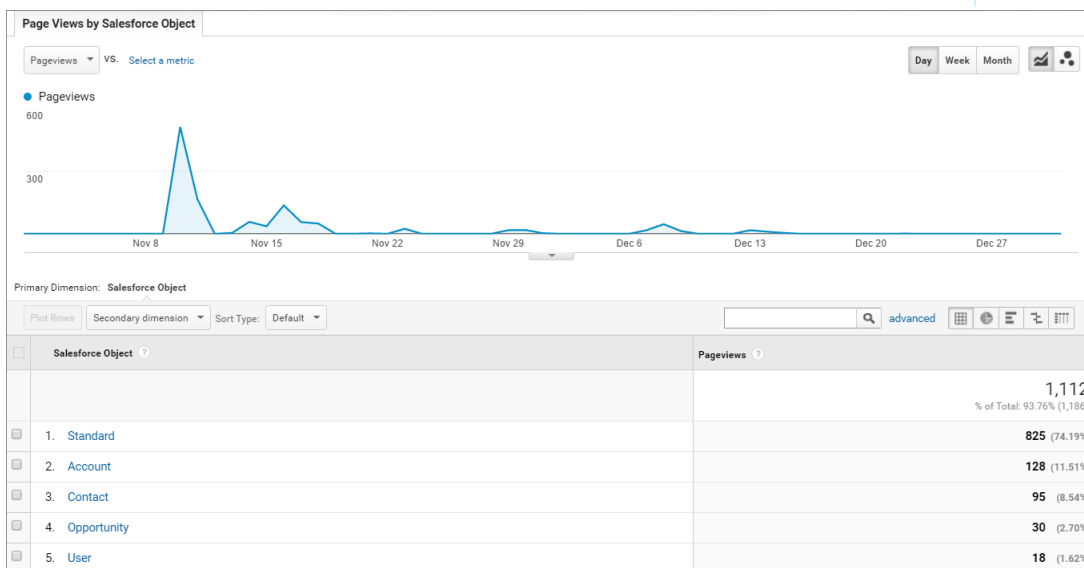
You can drill into the report to:

- Track how often an object page has been viewed
- Get more information about the page, such as page title and URL

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Note: Only overridden pages for objects are captured as different objects. Standard pages like the Home page and Contact Support Page are captured in the “Standard” Bucket.

Page Views by User Type Report

The Page Views by User Type report tracks how often each type of user is viewing a page.

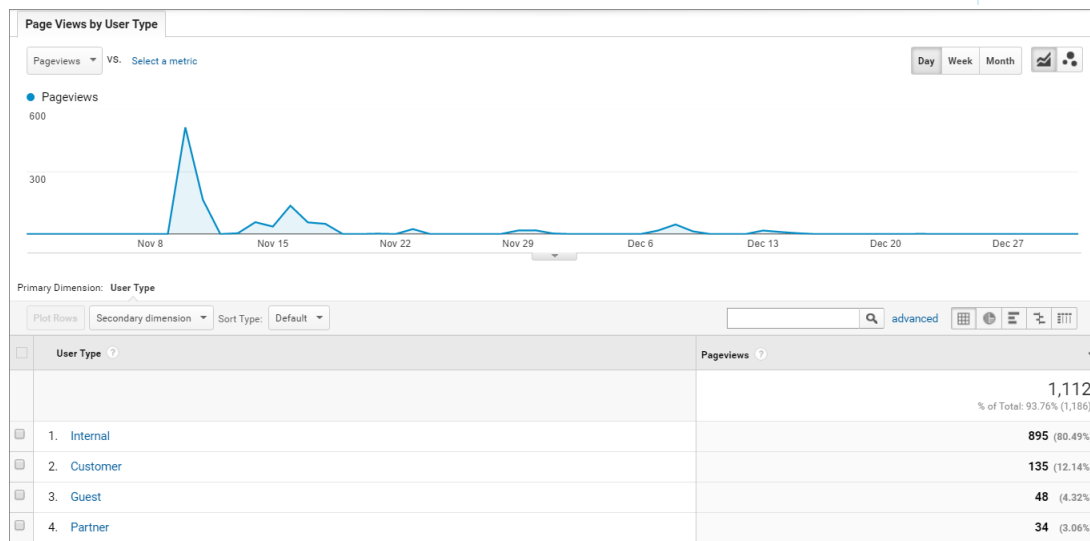
You can drill into the report to:

- Select the user type you want to report on
- Get more information about the page, such as page title and URL

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Search Activity Report

The Search Activity report tracks which actions users take after entering a term in the search box.

When a customer enters a term in the search box, recommended articles and similar questions are displayed to them as they type. From there, they can click an article or related question. Customers have the option of searching the entire community or narrowing their search down to a particular topic. They also have the option of asking the community a new question.

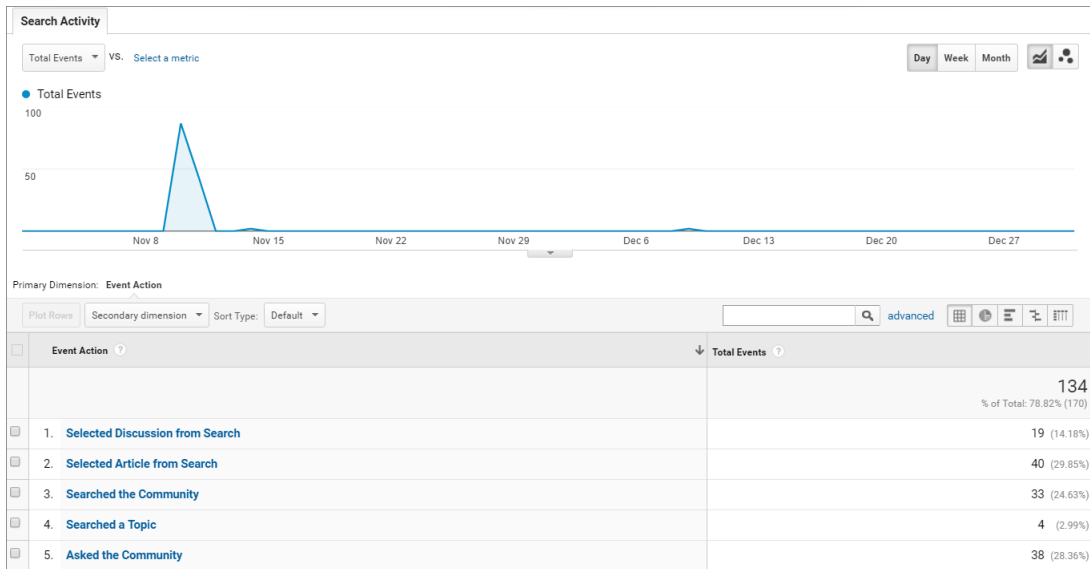
The Search Activity report tracks which action the customer takes from the page that they begin their search on. You can drill into the report to:

- Identify which search terms are being used with each action
- Track how many times a search term is being used

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GOOGLE ANALYTICS™ FOR SALESFORCE COMMUNITIES DASHBOARD

The Google Analytics for Salesforce Communities package contains three dashboards that visually display the key metrics tracked in the package.

When you access Google Analytics, your Google Analytics for Salesforce Communities dashboards are under **Reporting > Dashboards > Private**. The Google Analytics for Salesforce Communities package contains three dashboards:

 **Note:** The names of the dashboards can be customized. All other labels are not customizable.

[Search Activity Dashboard](#)

The Search Activity dashboard represents the search activity within the community.

[Contact Support Page Activity Dashboard](#)

The Contact Support Page Activity dashboard represents the activity on the Contact Support page.

[Page Views Dashboard](#)

The Page Views dashboard represents the page views in your community.

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Search Activity Dashboard

The Search Activity dashboard represents the search activity within the community.

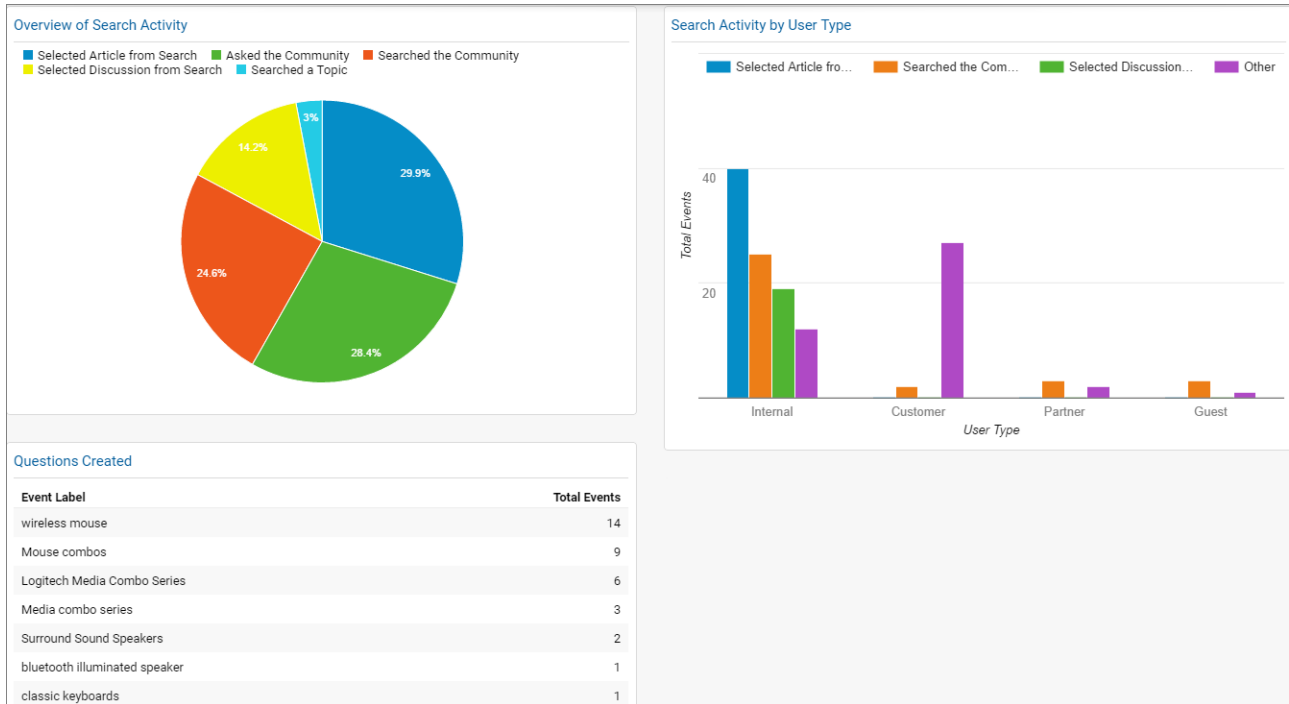
You can get the following information from this dashboard:

- Which actions were taken most frequently
- How Internal, Partner, Customer, and Guest users searched the community
- A list of search terms used to create questions

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Contact Support Page Activity Dashboard

The Contact Support Page Activity dashboard represents the activity on the Contact Support page.

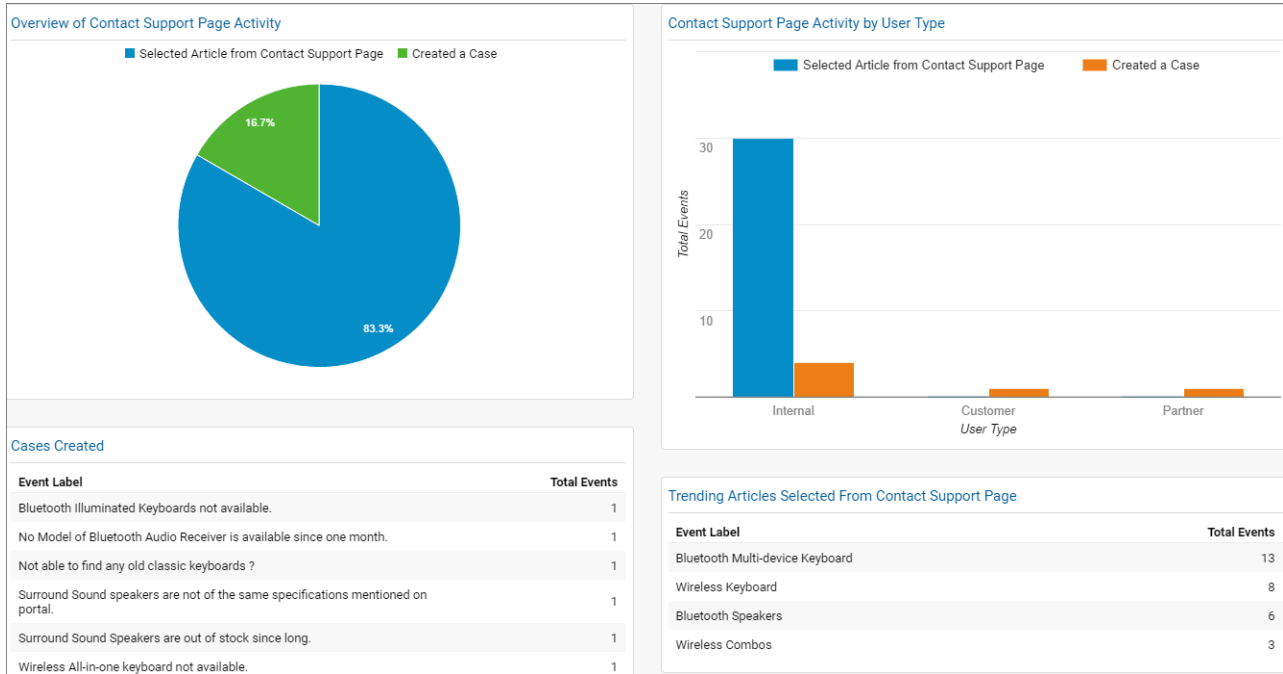
You can get the following information from this dashboard:

- How frequently a user selected an article or created a case from the Contact Support page
- Which types of users selected an article or created a case from the Contact Support page
- Which subjects lead to support cases
- Which articles were most frequently viewed

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Note: User Types refer to Internal, Partner, Customer, and Guest users.

Page Views Dashboard

The Page Views dashboard represents the page views in your community.

Track page views:

- By Salesforce object
- By User Type
- By location
- By new versus returning users

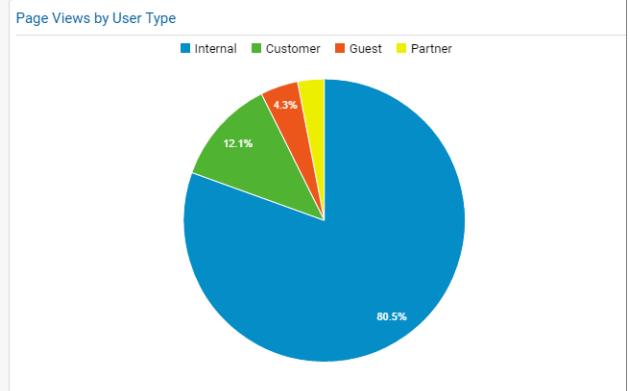
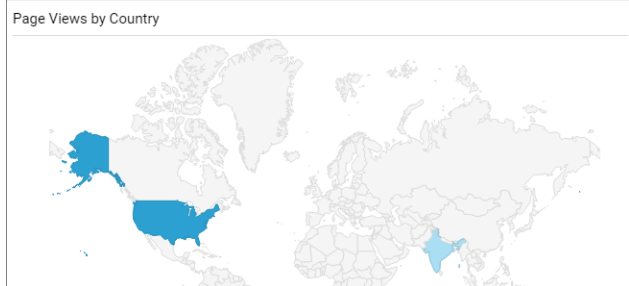
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Page Views by Salesforce Object

Salesforce Object	Pageviews
Standard	825
Account	128
Contact	95
Opportunity	30
User	18
Case	6
WorkOrder	5
Lead	3
Task	2



Page View by New and Returning Users

User Type	Pageviews
Returning Visitor	1,010
New Visitor	176

TRACKING USER FLOW

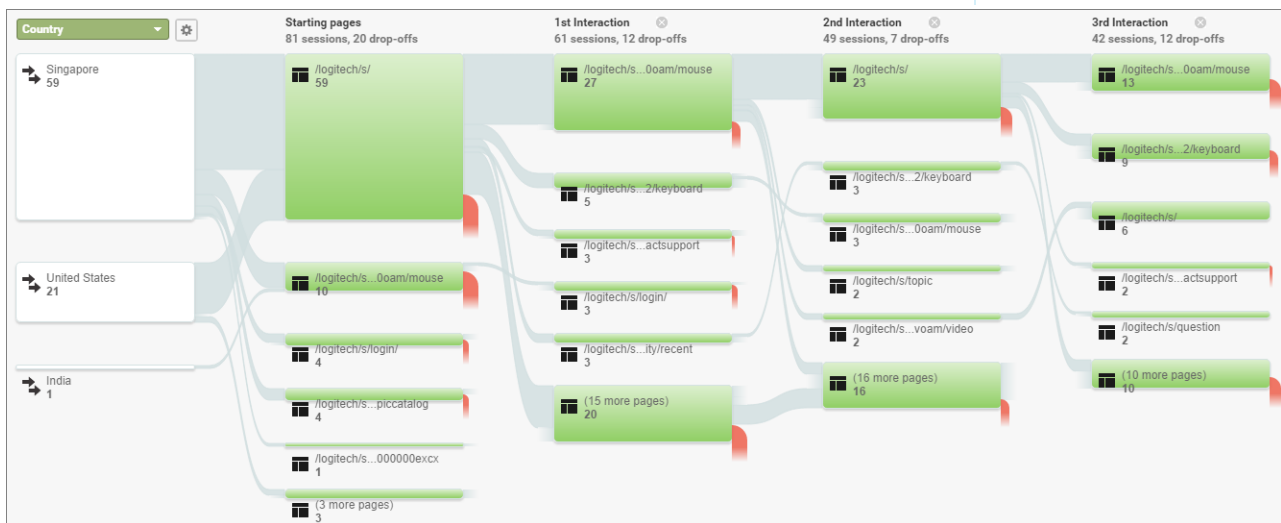
The User Flow tracks how different types of users are interacting with the community.

User Flow is a graph that tracks a user's navigation throughout the community. It provides insights into traffic patterns on your site. Traffic patterns provide valuable information a community's effectiveness and the path a user is likely to take when resolving an issue. Go to **Reporting > Audience > User Explorer > User Flow** to view.

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