

Analytics in Development

Why is it an issue?

- Testing often involves heavy use of a site
- Skews analytics data
- ...especially if same code used in dev and live
- Need to test if analytics is set up correctly
- Internal use of a site skews numbers

Block by IP

- Good to stop internal views
- Google “what's my IP”
- Lots of domestic (and some business) connections have dynamic IP
- Not great for testing – different devices may have different IP

Block by IP

Administration

Maltpress & clients

ACCOUNT

Maltpress & clients

- Account Settings
- User Management
- All Filters
- Change History
- Rubbish Bin

PROPERTY

http://www.maltpress.co.uk

- Property Settings
- User Management
- .js Tracking Info

PRODUCT LINKING

- AdWords Linking
- AdSense Linking
- Ad Exchange Linking
- All Products

VIEW

www.maltpress.co.uk

- View Settings
- User Management
- Goals
- Content Grouping
- Filters
- Channel Settings
- E-commerce Settings
- Calculated Metrics BETA

Block by IP

Administration > Global Filters

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+ ADD FILTER

Search

Filter Name	Filter Type	Views	
Home domain	Exclude	4	delete

Block by IP

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Edit Filter

Filter Information

Filter Name
Home domain

Filter Type
Predefined Custom

Exclude traffic from the IP addresses that are equal to

IP address
81.147.159.243

Apply Filter to Views

Available Views

- All Web Site Data
- All Web Site Data
- All Web Site Data
- All Web Site Data
- All Web Site Data
- All Web Site Data
- image creator
- SVB test
- SVB web test
- willwordforfood.com
- www.bossypeople.co.uk
- www.clarakousah.com

Selected views

- cambridge.ishome.co.uk
- Maltpress test
- www.juicyfly.com
- www.maltpress.co.uk

Add »

« Remove

Save Cancel

Don't add the code on test

- Works well if you use a plugin like Yoast to add your analytics code
- If you manually add analytics it's easy to get versions out of step
- You won't be able to test analytics code on events etc...
- ...unless you set up a testing account

Conditionally add code

- Use code to determine what to show
- Use `$_SERVER` superglobal to see where site is hosted
- Add the appropriate code (or none!) to header

Conditionally add code

```
$server = $_SERVER['SERVER_NAME'];  
If ( false !== strpos( $server, 'test-domain' ) ) :  
    // do analytics code for test server  
else :  
    // do analytics code for live server  
endif;
```

Using Chrome extension

- <https://goo.gl/6FKCEs>
- Go to site
- Press F12 to launch debugger
- Click “console”
- Turn extension on (click in toolbar)
- Do stuff and see what analytics sends
- Doesn't send the hit to analytics

Using Chrome extension

```
google analytics  
▲ Running analytics_debug.js. This script is intended for testing and debugging only. analytics_debug.js:9  
▼ Initializing Google Analytics. analytics_debug.js:9  
  ▼ Running command: ga("create", "UA-9681540-1", "auto") analytics_debug.js:9  
    ● Creating new tracker: t0 analytics_debug.js:9  
    ● Auto cookieDomain found: "ccss.co.uk" analytics_debug.js:9  
  ▼ Running command: ga("send", "pageview") analytics_debug.js:9  
    ● Setting throttling cookie: "_gat" analytics_debug.js:9  
    ● analytics_debug.js:9  
      Sent beacon:  
      v=1&_v=j44d&a=464866877&t=pageview&_s=1&d1=https%3A%2F%2Fwww.ccss.co.uk%2F&ul=en-us&de=UTF-8&dt=Welcome%20to%20Cambridge%20Centre%20...-&jid=874544703&cid=114718485.1449060545&tid=UA-9681540-1&r=1&z=189299910  
    ● _j1 (&jid) 874544703 analytics_debug.js:9  
    ● adSenseId (&a) 464866877 analytics_debug.js:9  
    ● apiVersion (&v) 1 analytics_debug.js:9  
    ● clientId (&cid) 114718485.1449060545 analytics_debug.js:9  
    ● encoding (&de) UTF-8 analytics_debug.js:9  
    ● flashVersion (&fl) 21.0 r0 analytics_debug.js:9  
    ● hitType (&t) pageview analytics_debug.js:9  
    ● javaEnabled (&je) 0 analytics_debug.js:9  
    ● language (&ul) en-us analytics_debug.js:9  
    ● location (&d1) https://www.ccss.co.uk/ analytics_debug.js:9  
    ● screenColors (&sd) 24-bit analytics_debug.js:9  
    ● screenResolution (&sr) 1920x1080 analytics_debug.js:9  
    ● title (&dt) Welcome to Cambridge Centre for Sixth Form Studies - An Independent Day & Boarding College analytics_debug.js:9  
    ● trackingId (&tid) UA-9681540-1 analytics_debug.js:9  
    ● viewportSize (&vp) 1342x945 analytics_debug.js:9  
  ● Registered new plugin: ga(provide, "render", Function) analytics_debug.js:9
```