Adding Custom Dimensions to Google Analytics
This document will walk you through the steps to create the Custom Dimensions used by the Station Analytics System. These steps must be completed in order to ensure that the correct data is sent into the correct fields in Google Analytics.

Please login to your google analytics account using a login that has edit permissions.

Enter the Admin section of Google Analytics by clicking on the Admin link in the header.

Select an account and property from the dropdowns.
Under the property menu click on “Custom Definitions” This will expose additional choices. Click on “Custom Dimension”

CAUTION: it is very important that you complete the following steps in the correct order otherwise data will be mislabeled in the reporting interface.

Click the button labeled “New Custom Dimension” which will bring you to a form with 3 inputs: Name, Scope and Active. For each of the first 5 new dimensions, enter the values as follows:

Name: Hold for future use
Scope: Hit
Active: Unchecked

Click the button labeled “Create”
Then click “Done”
you will not need any of the code displayed on these pages as the code is already in the Station Analytics System tag.

Repeat this 4 times.
When you are done you will have a list that looks like this:

<table>
<thead>
<tr>
<th>Custom Dimension Name</th>
<th>Index</th>
<th>Scope</th>
<th>Last Changed</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hold for future use</td>
<td>1</td>
<td>Hit</td>
<td>Sep 10, 2015</td>
<td>Inactive</td>
</tr>
<tr>
<td>Hold for future use</td>
<td>2</td>
<td>Hit</td>
<td>Sep 10, 2015</td>
<td>Inactive</td>
</tr>
<tr>
<td>Hold for future use</td>
<td>3</td>
<td>Hit</td>
<td>Sep 10, 2015</td>
<td>Inactive</td>
</tr>
<tr>
<td>Hold for future use</td>
<td>4</td>
<td>Hit</td>
<td>Sep 10, 2015</td>
<td>Inactive</td>
</tr>
<tr>
<td>Hold for future use</td>
<td>5</td>
<td>Hit</td>
<td>Sep 10, 2015</td>
<td>Inactive</td>
</tr>
</tbody>
</table>

195 custom dimensions left

If you notice any differences please click on the dimension name to make any changes before you advance to the next step.

**Dimension 6**

Click the button labeled "New Custom Dimension." Enter the following values:

Name: Station  
Scope: Session  
Active: Checked

Click the button labeled “Create” Then click “Done”  
Confirm that the dimension “station” is assigned to slot 6 before proceeding to the next dimension.
Dimension 7

Add Custom Dimension
Name
Page Type
Scope
Hit
Active

click the button labeled “New Custom Dimension.” Enter the following values:

Name: Page Type
Scope: Hit
Active: Checked

Click the button labeled “Create” Then click “Done”
Confirm that the dimension “Page Type” is assigned to slot 7 before proceeding to the next dimension.

Dimension 8

Add Custom Dimension
Name
NID
Scope
Hit
Active

Click the button labeled “New Custom Dimension.” Enter the following values:

Name: NID
Scope: Hit
Active: Checked

Click the button labeled “Create” Then click “Done”
Confirm that the dimension “NID” is assigned to slot 8 before proceeding to the next dimension.

Dimension 9

Edit Custom Dimension
Name
nopop
Scope
Hit
Active

Click the button labeled “New Custom Dimension.” Enter the following values:

Name: nopop
Scope: Hit
Active: Checked

Click the button labeled “Create” Then click “Done”
Confirm that the dimension “nopop” is assigned to slot 9 before proceeding to the next dimension.
Dimension 10

Add Custom Dimension

Click the button labeled “New Custom Dimension.” Enter the following values:

Name: Category
Scope: Hit
Active: Checked

Click the button labeled “Create” Then click “Done”
Confirm that the dimension “Category” is assigned to slot 10 before proceeding to the next dimension.

Dimension 11

Add Custom Dimension

Click the button labeled “New Custom Dimension.” Enter the following values:

Name: Author
Scope: Hit
Active: Checked

Click the button labeled “Create” Then click “Done”
Confirm that the dimension “Author” is assigned to slot 11 before proceeding to the next dimension.

Dimension 12

Edit Custom Dimension

Click the button labeled “New Custom Dimension.” Enter the following values:

Name: Keywords
Scope: Hit
Active: Checked

Click the button labeled “Create” Then click “Done”
Confirm that the dimension “Keywords” is assigned to slot 12 before proceeding to the next dimension.
Dimension 13
Add Custom Dimension
Name
Org ID
Scope
Hit
Active
Checked
Click the button labeled “Create” Then click “Done”
Confirm that the dimension “org id” is assigned to slot 13 before proceeding to the next dimension.

Dimension 14
Add Custom Dimension
Name
Site Name
Scope
Hit
Active
Checked
Click the button labeled “Create” Then click “Done”
Confirm that the dimension “Site Name” is assigned to slot 14 before proceeding to the next dimension.

Dimension 15
Add Custom Dimension
Name
Has Inline Audio
Scope
Hit
Active
Checked
Click the button labeled “Create” Then click “Done”
Confirm that the dimension “Has Inline Audio” is assigned to slot 15 before proceeding to the next dimension.
Click the button labeled “New Custom Dimension.” Enter the following values:

Name: Program
Scope: Hit
Active: Checked

Click the button labeled “Create” Then click “Done” Confirm that the dimension “Program” is assigned to slot 16 before proceeding to the next dimension.

Click the button labeled “New Custom Dimension.” Enter the following values:

Name: Published Date
Scope: Hit
Active: Checked

Click the button labeled “Create” Then click “Done” Confirm that the dimension “Published Date” is assigned to slot 17 before proceeding to the next dimension.
Click the button labeled “New Custom Dimension.” Enter the following values:

**Dimension 18**

**Add Custom Dimension**

Name

| Word Count |

Scope

| Hit |

Active

| Checked |

Click the button labeled “Create” Then click “Done”

Confirm that the dimension “Word Count” is assigned to slot 18 before proceeding to the next dimension.

**Dimension 19**

**Add Custom Dimension**

Name

| API_Story_Id |

Scope

| Hit |

Active

| Checked |

Click the button labeled “Create” Then click “Done”

Confirm that the dimension “API_Story_Id” is assigned to slot 19 before proceeding to the next dimension.

**Dimension 20**

**Add Custom Dimension**

Name

| pmp_guid |

Scope

| Hit |

Active

| Checked |

Click the button labeled “Create” Then click “Done”

Confirm that the dimension “pmp_guid” is assigned to slot 20 before proceeding to the next dimension.
When you have finished please view the list of Custom Dimensions and confirm that they have been created as follows. You may edit the naming to make it more clear to your internal user or to indicate unused fields (for example “NID - Not used”), but the values must correspond to the slot numbers in the list below.

<table>
<thead>
<tr>
<th>Custom Dimension Name</th>
<th>Index</th>
<th>Scope</th>
<th>Last Changed</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hold for future use</td>
<td>1</td>
<td>Hit</td>
<td>Sep 10, 2015</td>
<td>Inactive</td>
</tr>
<tr>
<td>Hold for future use</td>
<td>2</td>
<td>Hit</td>
<td>Sep 10, 2015</td>
<td>Inactive</td>
</tr>
<tr>
<td>Hold for future use</td>
<td>3</td>
<td>Hit</td>
<td>Sep 10, 2015</td>
<td>Inactive</td>
</tr>
<tr>
<td>Hold for future use</td>
<td>4</td>
<td>Hit</td>
<td>Sep 10, 2015</td>
<td>Inactive</td>
</tr>
<tr>
<td>Hold for future use</td>
<td>5</td>
<td>Hit</td>
<td>Sep 10, 2015</td>
<td>Inactive</td>
</tr>
<tr>
<td>Station</td>
<td>6</td>
<td>Session</td>
<td>Sep 11, 2015</td>
<td>Active</td>
</tr>
<tr>
<td>Page Type</td>
<td>7</td>
<td>Hit</td>
<td>Sep 11, 2015</td>
<td>Active</td>
</tr>
<tr>
<td>NID</td>
<td>8</td>
<td>Hit</td>
<td>Sep 11, 2015</td>
<td>Active</td>
</tr>
<tr>
<td>NoPop</td>
<td>9</td>
<td>Hit</td>
<td>Sep 11, 2015</td>
<td>Active</td>
</tr>
<tr>
<td>Category</td>
<td>10</td>
<td>Hit</td>
<td>Sep 11, 2015</td>
<td>Active</td>
</tr>
<tr>
<td>Author</td>
<td>11</td>
<td>Hit</td>
<td>Sep 11, 2015</td>
<td>Active</td>
</tr>
<tr>
<td>Keywords</td>
<td>12</td>
<td>Hit</td>
<td>Sep 11, 2015</td>
<td>Active</td>
</tr>
<tr>
<td>Org ID</td>
<td>13</td>
<td>Hit</td>
<td>Sep 11, 2015</td>
<td>Active</td>
</tr>
<tr>
<td>Site Name</td>
<td>14</td>
<td>Hit</td>
<td>Sep 11, 2015</td>
<td>Active</td>
</tr>
<tr>
<td>Has Inline Audio</td>
<td>15</td>
<td>Hit</td>
<td>Sep 11, 2015</td>
<td>Active</td>
</tr>
<tr>
<td>Program</td>
<td>16</td>
<td>Hit</td>
<td>Sep 11, 2015</td>
<td>Active</td>
</tr>
<tr>
<td>PublishedDate</td>
<td>17</td>
<td>Hit</td>
<td>Sep 11, 2015</td>
<td>Active</td>
</tr>
<tr>
<td>Word Count</td>
<td>18</td>
<td>Hit</td>
<td>Sep 11, 2015</td>
<td>Active</td>
</tr>
<tr>
<td>API_Story_Id</td>
<td>19</td>
<td>Hit</td>
<td>Sep 11, 2015</td>
<td>Active</td>
</tr>
<tr>
<td>pmp_guid</td>
<td>20</td>
<td>Hit</td>
<td>Sep 11, 2015</td>
<td>Active</td>
</tr>
</tbody>
</table>

If you have questions contact us at analytics@ds.npr.org.
NEW - Content Groupings
Content grouping serve the same purpose as the ‘Page Type’ Custom variable but provide better integration into content reportings. If you wish to use the Station Analytics System Content Grouping functionality you can enable this in the admin screen by completing the following steps.

Please login to your google analytics account using a login that has edit permissions.

Enter the Admin section of Google Analytics by clicking on the Admin link in the header.

Select an account and property from the dropdowns.

Under the view menu click on “Content Grouping” Then click on the red button labeled “New Content Grouping”
Name this grouping “Station Analytics Page Type”
Click on “Enable Tracking Code” under the heading “Group by Tracking Code”
Set “Enable” value to “On”
Select Index of 5 then click the button marked “Done”
Click the blue button marked “Save”

Data will begin to flow into the content grouping after the code updates on November 1st 2015.

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Content Grouping Settings

Name
Station Analytics Page Type

Configure the grouping
Content Grouping lets you create logical collections of site or app content, and use those as primary dimensions in your reports. Use one or more of the methods below to group your content. Learn More

GROUP BY TRACKING CODE
1. Tracking code enabled Slot5

GROUP USING EXTRACTION
Add extraction

GROUP USING RULE DEFINITIONS
Create a rule set

Drag rules to specify the order in which they should apply.

Save Cancel