

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

Add Custom Dimension

Name

Scope

Active

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:

Custom Dimension Name	Index	Scope	Last Changed	State
Hold for future use	1	Hit	Sep 10, 2015	Inactive
Hold for future use	2	Hit	Sep 10, 2015	Inactive
Hold for future use	3	Hit	Sep 10, 2015	Inactive
Hold for future use	4	Hit	Sep 10, 2015	Inactive
Hold for future use	5	Hit	Sep 10, 2015	Inactive

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

Add Custom Dimension

Name

Scope

Active

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

Scope

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

Scope

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

Scope

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

Name

Scope

Active



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

Name

Scope

Active



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

Name

Scope

Active



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

Scope

Active



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

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

Scope

Active



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

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.

Add Custom Dimension

Name

Scope

Active



Dimension 15

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

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.

Dimension 16

Add Custom Dimension

Name

Scope

Active



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.

Dimension 17

Add Custom Dimension

Name

Scope

Active



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.

Dimension 18

Add Custom Dimension

Name

Scope

Hit

Active



Create

Cancel

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

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

Scope

Hit

Active



Create

Cancel

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

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

Scope

Hit

Active



Create

Cancel

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

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.

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

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.

Content Grouping Settings

Name

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