SWITCHBOARDFREE

Contents

Google Analytics Integration

This is a guide to integrating your SwitchboardFREE account with your free Google Analytics account, to produce powerful statistics and reports on your call traffic.

Google Analytics Integration

So you have a SwitchboardFREE account with one or more SwitchboardFREE numbers on it. You also have a free Google Analytics account setup which means you now have everything you need to gather powerful statistics on your call traffic.

The final step before you can gather information on your call traffic is to connect your SwitchboardFREE account with your analytics account which we have made as easy and painless as possible and should take just a couple of minutes, all we need to know is your analytics profile ID.

Login to your SwitchboardFree account and go to the settings page for the number you wish to set up Analytics for. At the bottom of that page you will see a series of options as displayed in the screenshot below.
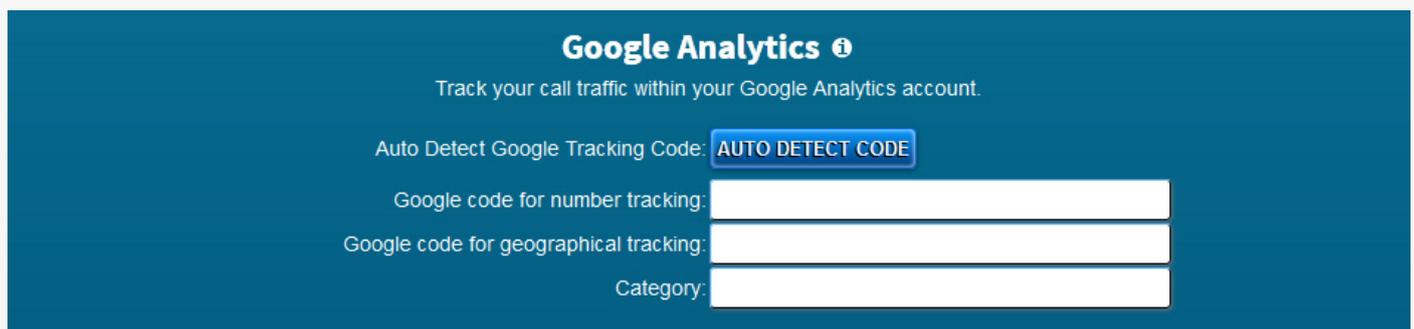
The blue 'Auto Detect Code' button is optional. If you press it you will be prompted to enter your website URL and we will get the corresponding UA code for you.

The next two text boxes are for you to place your UA codes for each type of tracking. You can use one or both if you wish. We advise that when using both types of tracking that you use different UA codes for each. This will prevent totals within your Analytics profile being doubled.

Finally you need to group your numbers together into a category. This is how they will be grouped together in your analytics account making statistical comparison much easier.

Finally click the green 'Save Changes' button.

From now on whenever a call is received to that number we will post the information about that call to your Google Analytics account which can then be used to produce powerful statistics and reports on your call traffic.