Capturing WIFI Statistics with Google Analytics

Google analytics can be used to collect connection information and user statistics for a website. We can use this as a tool capturing unique user connections to a particular page and create a report of wireless usage with the intention of satisfying the State Aid Report. This solution is for those libraries with existing wireless that does not provide statistics gathering. Examples are: Cisco Aironet, Linksys or home style wireless routers.

This solution uses a hardware appliance, such as a m0n0wall. This physical device directs all wireless connections to the internet to a splash page or policy acceptance page. Upon clicking Accept, the user gets sent to a zero second redirect webpage which then places them on the library’s home page. Google analytics code will track the user’s connection to the zero second redirect webpage. This information is stored in Google Analytics and a custom report can be created to display all unique connections to this page coming from the library’s wireless network.

(These instructions assume that a “m0n0wall” or equivalent hardware appliance has been configured and is in place. It must have a splash screen configured and setup to send the wireless user to the zero second redirect webpage upon clicking Accept. Below describe how to sign up for Google Analytics, create the zero second webpage on your website and create a report to collect statistics for your wireless connection.)

Instructions for setting up Google Analytics:

In order to use Google Analytics you will first need to create a free Google account or use an existing one. [http://www.google.com/analytics/](http://www.google.com/analytics/)

Once you’re signed in, and go to Google Analytics you will be asked to sign up by clicking the “Sign Up” button.

For “What would you like to track?”, Select “website”.

For “Select a tracking method”, Select “Classic Analytics”.


For “Setting up your web property”, fill out the information about your website. Set an Account Name and choose from the optional Data Sharing Settings.

Click “Get Tracking ID”.

Click “I Accept”.

This “Admin” shown next has the tracking code that will go into the page used for capturing stats.

This concludes the initial setup for Google Analytics.

Create a “Zero Second Redirect” webpage:
Next we will need to create a page users will get redirected to and that page will include the tracking code and a website redirect which will be your website’s home page by default.

For creating the target page do the following:

Connect to your website using FTP. Use Filezilla, WinSCP or something equivalent.

Create a new folder called stats.

Open Notepad on your PC. With this, we will create the HTML page for the redirect and it will also be the location for the Google Analytics Code.

Type the following:

```html
<html>
<head>
</head>
<body>

</body>
</html>
```

Between the HEAD tag, `<head></head>`, place your Google Analytics code. It should start with `<script` and ending `</script`. It should look like the following. The main code is removed, however.

```javascript
<script type="text/javascript">
(function (i, s, o, g, r, a, m) {
    i['GoogleAnalyticsObject']
```
The zero second redirect needs to go between the script tags as well. And will look like this:

```javascript
function delayer(){
    window.location = "http://www.mylibrary.com"
}
```

You can replace `http://www.mylibrary.com` with the address of your website.

In the top body tag, `<body>`, will need to have the redirect command in it:

```html
<body onLoad="setTimeout('delayer()', 1000)">
```

So, when you are done you will end up with a page that looks like this:

```html
<html>
<head>
<script type="text/javascript">
(function (i, s, o, g, r, a, m) {
    i['GoogleAnalyticsObject'] = r; i[r] = i[r] || function () {
        (i[r].q = i[r].q || []).push(arguments)
    }, i[r].l = 1 * new Date(); a = s.createElement(o),
    m = s.getElementsByTagName(o)[0]; a.async = 1; a.src = g; m.parentNode.insertBefore(a, m)
})(window, document, 'script', '//www.google-analytics.com/analytics.js', 'ga');

ga('create', 'UA-42414668-1', 'tln.lib.mi.us');
ga('send', 'pageview');

function delayer(){
    window.location = "http://tln.lib.mi.us"
}
```

```html
</script>
</head>
<body onLoad="setTimeout('delayer()', 0)">
<p>Redirecting Shortly</p>
</body>
</html>
```
A message on the page while waiting for the redirect to occur is optional. If the time is set to zero, they will not see any text.

Now that the code is inserted into the website the page needs to be secured so that only connections to the page can be made from your library. This will have to be done by your webmaster. Security in Windows IIS and Apache are different.

Once the page has the code and is locked out from unwanted connections the Google Analytics report has to be created.

Go back into your Google Analytics account.

   Click the Customization tab.

   Click New Custom Report.

   Give the report a title, ie. Wifi Statistics.

   Report tab should be the default tab.

   Name the tab, or leave the name the default “Report Tab”.

   Type should be Explorer.

In metric Group, click +add metric.

   Click the twisty next to Visitors and click “Pageviews”.

In Dimension Drilldowns, click +add dimension.

   Click the twisty next to Other and click Date.

Under Filters, Click +add filter.

   Click the twisty next to Destination Page.

   Next to Exact type /stats/

   Click Save.

This report should list all hits for the page from the IP of your library.