Google Analytics API Keys Setup Guide

The admin can configure ‘Google Analytics’ keys from System Settings > General Settings > Third-Party API.

<table>
<thead>
<tr>
<th>Google Analytics</th>
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</thead>
<tbody>
<tr>
<td>Client Id</td>
</tr>
<tr>
<td>Secret Key</td>
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</table>

*This Is The Application Client ID Used In Analytics Dashboard.*

*This Is The Application Secret Key Used In Analytics Dashboard.*

*This Is The Google Analytics Id. Ex. Ua-xxxxxxx-xx.*

Please save your settings & [click here](#) to Re-Authenticate settings.

Fig. 1: Google Analytics Settings (Admin-end)

a. Configure Client Id and Secret Key

To collect these keys, the admin must follow the steps provided below:

1. The admin must login into their gmail account by entering their gmail ID and password. If the admin does not have a gmail account, they must first complete their Sign Up process.
2. Once logged in, the admin must visit [https://console.developers.google.com/](https://console.developers.google.com/).
   As shown in figure 2, the dashboard will open on the screen.

**NB:** Nota Bene [Note Well] (N.B., N.b., n.b or NB, Nb, nb) is a Latin phrase, meaning ‘note well’ or ‘take notice’ or ‘please note’. Asterisk (*) next to a form control's label indicates it as 'required'.
3. On the dashboard, the admin must click on ‘Select a Project’ drop-down provided on the top-navigation panel. If no project has been created as shown in figure 3, click on the ‘New Project’ button provided on the top-right corner.

**Fig. 3: Select a Project**

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4. A ‘New Project’ form will appear as shown in figure 4. Admin must:

- **Project Name**: Enter a unique project name.
- **Organization**: Select the organization to which the new project is to be attached. This select cannot be changed later.
- **Location**: Enter the link of the parent organization or folder.

![Fig. 4: Create New Project Form](image)

Once the input fields have been entered, the admin must click on ‘Create’ to add the new project.

5. The admin will be redirected to the ‘Dashboard’ of the newly created project as shown in figure 5.

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The admin must click on the ‘Enable APIs and Services’ button provided on this page. The admin will be redirected to ‘Welcome to the API Library’ page as shown in figure 6.

6. The admin must search ‘Google Analytics API’ in the search bar provided on this page which will provide search results as shown in figure 7.

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Fig. 5: Dashboard of Selected Project

Fig. 6: ‘Welcome to the API Library’ Page
The admin must select the first option as marked in the figure 7.

7. The admin will be redirected to the ‘**Google Analytics API**’ page as shown in figure 8 below.
Admin must click on the 'Enable' button which will redirect them to the 'Overview' page under Google Analytics API as shown in figure 9.

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The admin must click on the 'Create Credentials' button provided on this page as marked in figure 9.

8. Clicking on 'Create Credentials' will redirect the admin to 'Credentials' tab as shown in figure 10. The admin must skip this step by clicking on the 'Cancel' button provided below the form as marked in figure 10.

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![Image of 'Overview' tab under 'Google Analytics API'](image-url)
9. On cancelling the previous step, the admin will be redirected to the ‘Credentials’ page. The admin must click on the ‘Create Credentials’ button provided on the top-navigation bar of this page and then select ‘OAuth Client ID’ from the drop-down list.

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10. The admin will be redirected to the ‘Create OAuth Client ID’ page as shown in figure 12.

The admin must click on ‘Configure Consent Screen’ which will redirect them to ‘OAuth Consent Screen’ as shown in figure 13 (a) and (b) below.

**Fig. 11: Credentials Page**

**Fig. 12: ‘Create OAuth Client ID’ page**

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Fig. 13 (a): OAuth Consent Screen

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Admin must enter the ‘Application Name’ and Dashboard domain to the ‘Authorized Domains’. Admin can also enter the other necessary details and then click on the ‘Save’ button.

11. Admin must then again click on the ‘Create Credentials’ blue plus icon and select ‘OAuth Client ID’ option from the list which will redirect admin to ‘Create OAuth Client ID’ page as shown in figure 14.

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Admin must select the ‘Application Type’ from the drop-down list. Select ‘Web Application’ from the list which will open an extended list as shown in figure 15 that is to be filled by admin. Admin can enter a new name for their client ID.

Admin must add:

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• **Authorizer JavaScript origins:** Add domain name with format – [http://domainname.com](http://domainname.com) or [https://domainname.com](https://domainname.com) (for SSL certificate enabled on server).

• **Authorized Redirect URIs:** Add callback URI on which it will redirect you back and provide merchant account details. The format to be used: 

12. Admin must click on ‘Create’ which will create the **Client ID** and **Secret Key** and display them in a pop-up box as shown in figure 16.

![OAuth client created](image)

**Fig. 16: OAuth Client Created**

13. The keys generated will also appear on the **‘Credentials’** page as shown in figure 17.

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The generated keys must be copied and pasted by the admin into respective input-fields to configure them in their settings as shown in figure 1.

**b. Configure Analytics Id**

Follow the steps given below to get Google Analytics Id-

1. Log into your Google Account (gmail account) and then visit [https://analytics.google.com/](https://analytics.google.com/) which will open the Analytics homepage.

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2. Click on the ‘Start Measuring’ button which will redirect the admin to the Analytics Signup Page. The signup process includes three steps.

3. In the first step which is ‘Account setup’, enter the ‘Account Name’ as shown in the figure 19 below.

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Click on 'Next' to proceed on to the next step.

4. In the second step that is 'Property Setup', enter the 'Property Name' and then click on 'Show Advanced Options' provided in this section, as shown in the figure 20 below.

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Fig. 20: Property Setup

An extended section will be displayed here. Enable the 'Universal Analytics' toggle button provided to the right (as marked in figure 21 below).

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5. Once the UA property is enabled, enter the website URL in the provided input box as shown in the figure 22 below.

![Fig. 22: Website URL section](image)

The admin can select if they want to create **both**, Google Analytics 4 and UA property **or only** the UA property. Once the necessary changes are made, click on ‘Next' to proceed on to the next step.

6. In the third step which is ‘**About Your Business**', select the **Industry Category**, **Business Size** and checkboxes listing options asking **‘How do you intend to use Google Analytics’**. Please refer to the figure 23 below.

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Click on 'Create' to finish the signup process.

7. The Terms and Conditions pop-up form will appear. The admin must click on the two 'I Accept' checkboxes provided and then click on the 'I Accept' button provided at the bottom as shown in figure 24.

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Fig. 24: Service Agreement

8. Now, click on the ‘All Accounts’ tab provided on the top-header of the page which will open a drop-down menu displaying all the accounts created under this Analytics as marked in figure 25.

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9. Select the newly created account from the ‘Analytics Account’ column. The Analytics Id will be displayed in the ‘Properties & Apps’ column with the format **UA-xxxxxxx-x** as marked in the figure 26 below.

**Fig. 26: UA id**

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10. The admin needs to copy this UA id and paste it in the 'Analytics id' input field provided in the admin panel (Figure 1).

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