

## Simple JQuery Google Analytics tracking object

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Each time I build a new project I find myself adding in several common objects from a variety of languages. One of those objects is a JavaScript based Google Analytics tracking object.

Rather than embedding individual page tracking or event tracking within each element I prefer to create a JQuery listener to pick up any predefined classes or Id's and action them according to rules contained in the object.

This means I don't have a load of inline analytics code to maintain and I only have one place to create and manage tracking rules.

The object I have evolved over several projects uses a simple JQuery selector to pick up any hyperlinks with a specific identifier ('\_tracker'). It then reads the full ID attribute and splits it into a JavaScript Array using a hyphen delimiter.

After that I simply stuff it into a Google Asynchronous analytics call.

```
$(document).ready(function(){  
    $('a[id|="_tracker"]').click(function() {  
        try {  
            var selectedidname = $(this).attr('id');  
            var splitelem      = selectedidname.split("-");  
            var category       = splitelem[1];  
            var action         = 'click';  
            var label          = splitelem[2];  
            //alert(category);  
            //alert(action);  
            //alert(label);  
            _gaq.push(['_trackEvent', category, action, label]);  
        }  
    });  
});
```

```
        catch(err)
        {
            // any errors?
            console.log('error = ' + err);
        }

    });

});
```

The corresponding hyperlink looks like this.

```
twitter.com/account" id="_tracker-social_links-follow_us_on_twitter">my twitter ac
```