Simple JQuery Google Analytics tracking object

Posted At : 11 January 2012 09:07 | Posted By : Shaun McCran Related Categories: JQuery, Google, Javascript

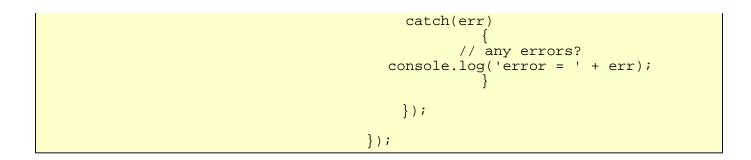
Each time I build a new project I find myself adding in several common objects from a variety of languages. One of those objects is a JavaScript based Google Analytics tracking object.

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.



The corresponding hyperlink looks like this.

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