

Documentation

Google Analytics for Atlassian Confluence®

Supports Confluence 3.5 - 5.X

Plug and play integration. Light configuration required.

Documentation

- [Install the Integration Plugin and License](#)
- [Information that the Plugin Accesses](#)
- [Storing Google Analytics login credentials](#)
- [Compliance with Google Analytics Terms of Service](#)
- [Configuration Steps - Video](#)
 - [Archival Setup Information](#)
- [Support Questions](#)



This page describes what Google Analytics data **Analytics Plugin** uses, how it's used and, who has access to that data – *as required by Google Analytics Application Gallery Policy*

Install the Integration Plugin and License

1. Download the AppFusions add-on from [Downloads and Notes](#).
2. Go to your Confluence admin panel.
3. Click on "Manage Add-Ons" in left menu.
4. In upper-right, click on "Upload add-on".
5. In the Upload Add-on dialog, select the downloaded add-on file to be uploaded to Confluence.
6. Click on "Google Analytics for Confluence" in the AppFusions Add-Ons left panel.
7. Copy in your AppFusions provided license - no white spaces.
 - Request a license from [here](#), if you do not already have one.

Information that the Plugin Accesses



You must select a site in Google Analytics to track your confluence instance even if you only plan on tracking external sites.

The Analytics Plugin uses the Google Analytics API to query the following reports

- Top Content
- Depth of Visit
- Internal Search
- Browser and OS
- Browser Version
- Screen Resolution
- Network
- City
- All Traffic Sources
- Search Engine Keywords

None of this data is stored locally or cached. It is retrieved each time from Google Analytics using the API

Storing Google Analytics login credentials

The plugin does not store your Google credentials within Confluence. *Previous versions* up to 3.x did store credentials within the BANDANA table in the Confluence database.

From version 4.0 the plugin uses a token based system using OAuth 2 to authorize access to Google Analytics. The access can be revoked at any time from the plugin configuration screen.

Who can see the analytics reports?

This is entirely up to you. Use Confluence page level restrictions to restrict viewing permissions for the page. Or allow all users. You can decide.
Must provide a page that clearly describes what Google Analytics data your application accesses, how it's used and, who has access to that data.

Compliance with Google Analytics Terms of Service

Google Analytics for Confluence is fully compliant with Google Analytics [Terms of Service](#). Of particular note is section 7:

You will not (and will not allow any third party to) use the Service to track, collect or upload any data that personally identifies an individual (such as a name, email address or billing information), or other data which can be reasonably linked to such information by Google.

This plugin *does not* store the user's name, email address or any other information which can be linked back to the user. Instead, a [universally unique identifier](#) is passed to Google Analytics for each user.

Configuration Steps - Video

Archival Setup Information

[How to setup Google Analytics on your Confluence site](#)

Support Questions

- [How do I track search terms used within a space?](#)
- [What does the Google Analytics External macro do? How can I use it?](#)