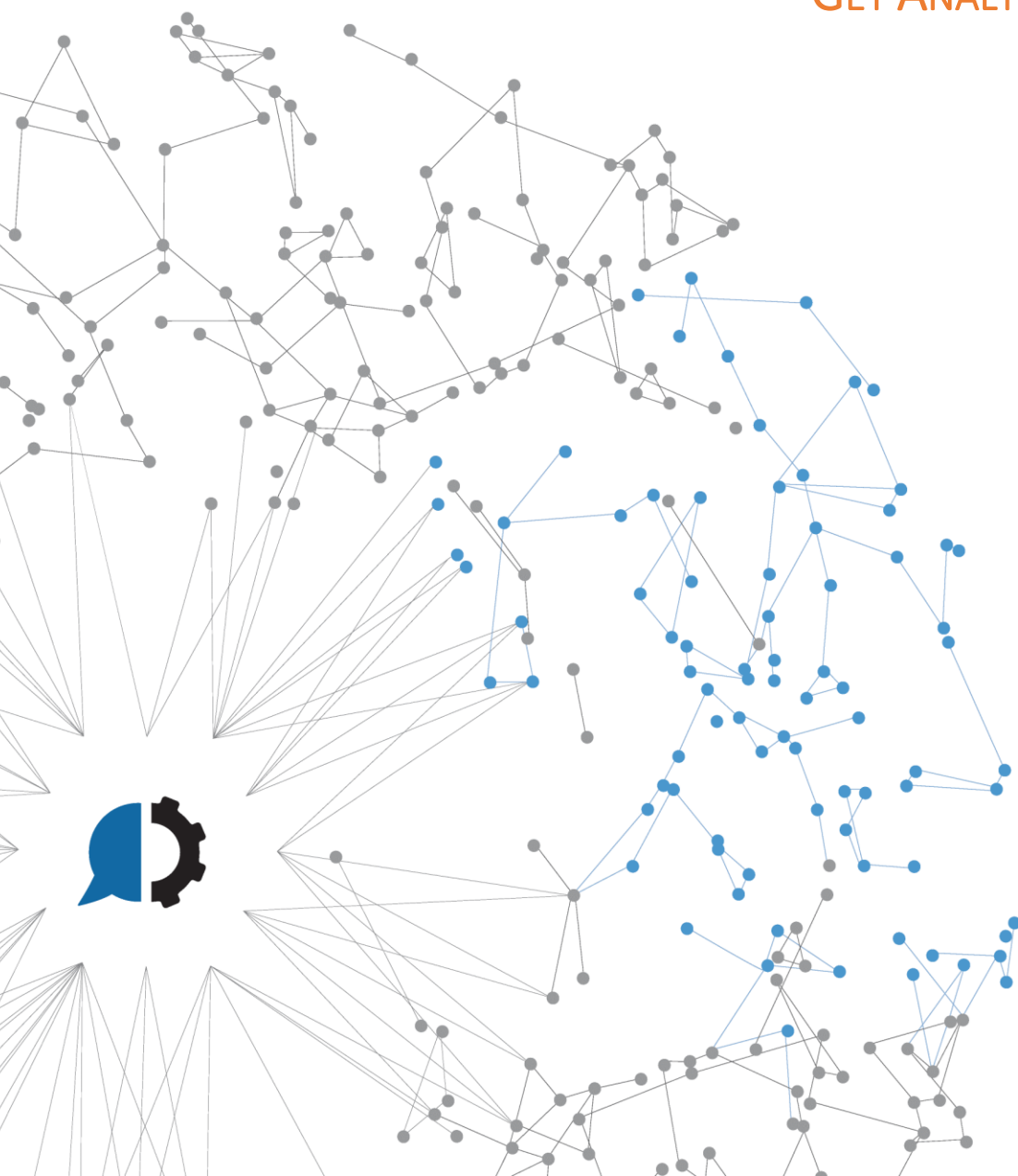




# GOOGLE ANALYTICS BOT

GET ANALYTICS PAGE VIEWS





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## OVERVIEW

This how to guide introduces the *Google Analytics Bot - Get Analytics Page Views*. Instead of spending precious time and resources on repetitive, manual tasks, let Automate go to work and streamline your IT and business processes with robotic process automation. Automate can take over the manual steps which greatly reduces repetitive activities and improves the quality and consistency of the work. The top processes being automated are report generation, file movement, data import and export, and scheduling batch processing.

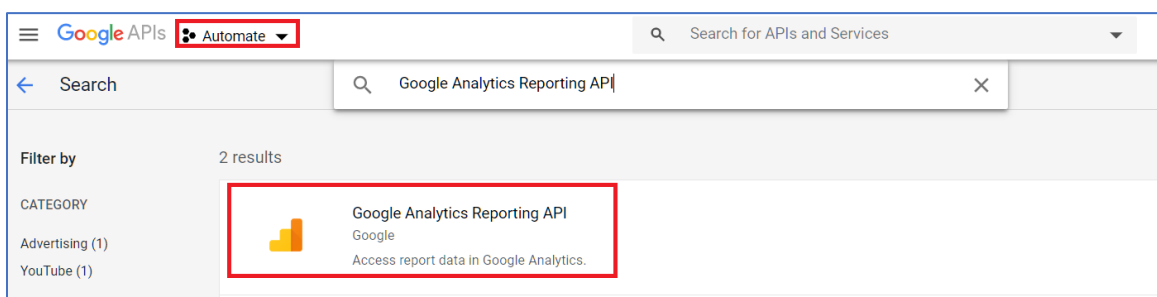
The ***Google Analytics Bot - Get Analytics Page Views*** is based in the **Google Analytics Reporting API**. It gets some of the Page Views related metrics associated with a particular **View ID** in your Google Analytics account by executing the “**reports:batchGet**” HTTP POST method. It creates an Excel file with the resulting page views data grouped by **date** and **page-path** (dimensions) in the task folder. You will be able to set a time range for data retrieval. This bot uses the API Token authentication method to avoid using username and password. The Token is associated to the account used to scope authorization. Carefully check the [PREREQUISITES](#) and the [HOW TO EXECUTE THE GOOGLE ANALYTICS BOT - GET ANALYTICS PAGE VIEWS](#) sections to get detailed information.

There is also a [GOOGLE BOT - GENERATE AND REFRESH TOKEN](#) bot available that will provide an easy way for first creation and refreshing of the Token for this bot to work on a daily basis. By default, the Token expires after 1 hour. This bot is based in the OAuth Authorization Code Workflow.

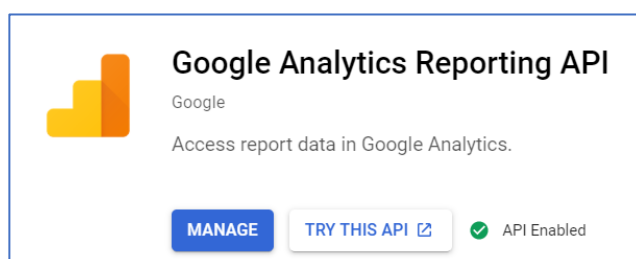


## PREREQUISITES

- **Automate:** The Google Analytics Bot depends on Automate software in order to work. The minimal supported versions are:
  - [Automate Ultimate 11.2](#)
  - [Automate Plus 11.2](#)
  - [Automate Desktop 11.2](#)
- **Automate Markup Language file (.AML):** The primary file type used in Automate which contains the steps of our Google Analytics Bot task
- **Google Analytics Reporting API:** Our minimal requirements are
  - **Enable the Google Analytics Reporting API in your Google account:** In order to be able to connect through API to Google Analytics, you need to enable it within your developer console account. To do so, enter the console with this [link](#). Once logged in and it is the first time you enter, you will be asked to create a project, all your integrations with Google will be associated to a project. In the next image you can see that we named the project “Automate”. Go to API [library](#) menu in the left and look for the Google Analytics Reporting API:



Once enabled the status will be shown as this:





- [Create a Token to connect with the Google Analytics Reporting API](#): Once the API is enabled, follow the procedure provided by Google within this [link](#), to obtain a **OAuth 2.0 Token** with the Scope “*https://www.googleapis.com/auth/analytics.readonly*” to be able to read the Google Analytics Data.

Remember that we also provide in our [BotStore](#) the “**Google Analytics Bot - Generate and Refresh Token**” based on the OAuth2.0 Authorization Code Workflow. This bot will provide you an easy way to maintain the Token and Token-Refresh and be able to execute this bot on a daily basis.

- [Google Analytics Reporting API Version](#): This bot was created using the Google Analytics Reporting API v4

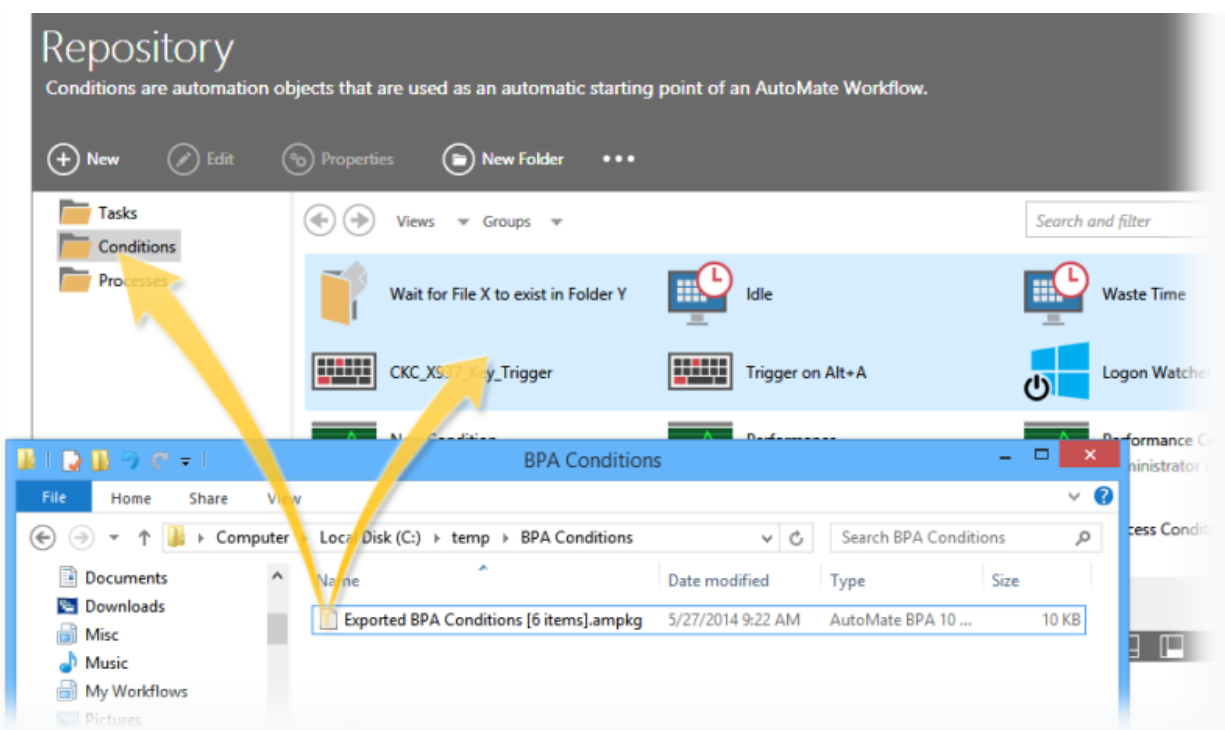


## HOW TO IMPORT AN AUTOMATE TASK

Compatible file types can be imported to the repository via drag-and-drop

From the [Server Management Console](#), navigate to the Repository section

Drag the desired file(s) from its original location and drop them into the folder in the [SMC](#). Files can be dropped into the folder icon or the main panel (as shown below). Imported object(s) are automatically placed into their corresponding repository location.



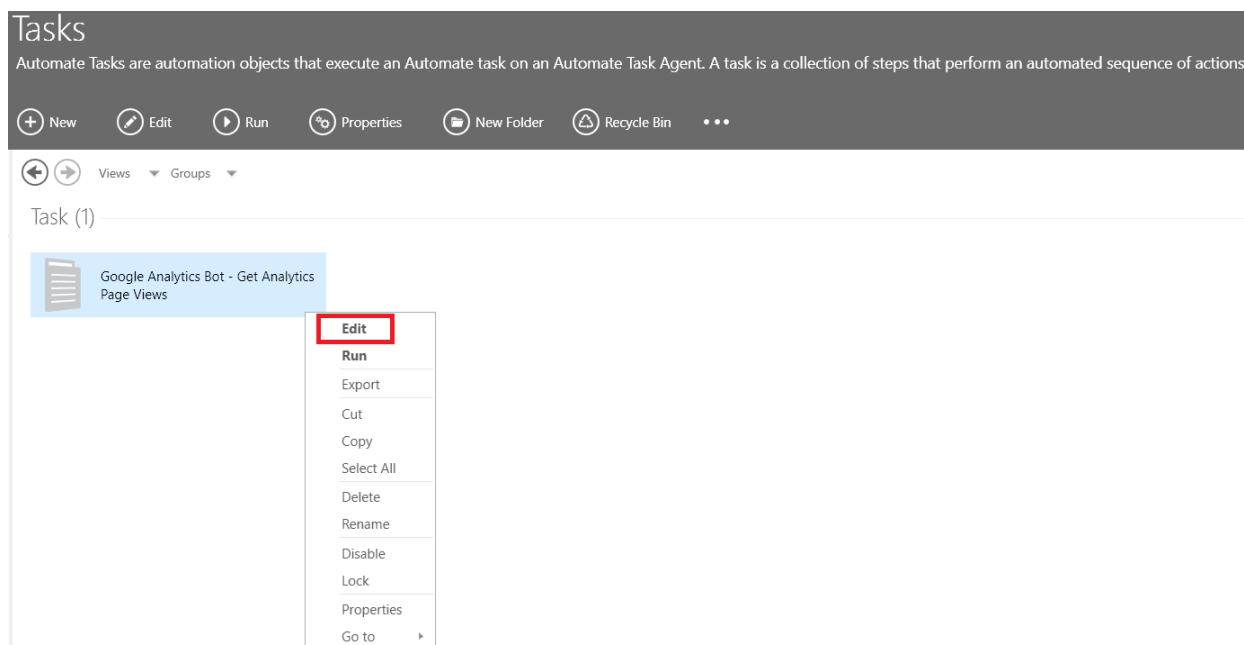


## HOW TO EXECUTE THE GOOGLE ANALYTICS BOT - GET ANALYTICS PAGE VIEWS

If this is the first time running this task, we will need to set some parameters

Open the [Server Management Console](#) and locate the imported task

Edit the imported task by right clicking on the task and selecting [edit](#)



From [step 2](#) edit the next variables according to you desired output:

- **var\_ViewID:** Set your Google Analytics View ID. You can get it by signing into your Google Analytics, go to the Admin section and navigate to view. You will find the ID in Basic Settings.
- **var\_StartDate:** Set the Start Date for data retrieval. Important to set to the Format: yyyy-MM-dd. Example: 2020-07-01.
- **var\_EndDate:** Set the End Date for data retrieval. Important to set to the Format: yyyy-MM-dd. Example: 2020-07-31
- **var\_GoogleAnalyticsToken:** Set your Token for connection (String) or the path of the file with the token information. Remember that the token will be associated to the account we connect with. Google Analytics Token to execute the connection/request with. It can be set to the token value itself or the path in which the .txt file with the token inside is located.

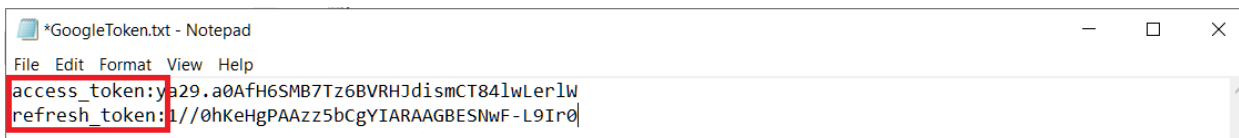
Example: **C:\Automate\GoogleToken.txt**



In the case of using a .txt file, the token must have the next format/structure:

***access\_token:TokenString***

Example of the file:



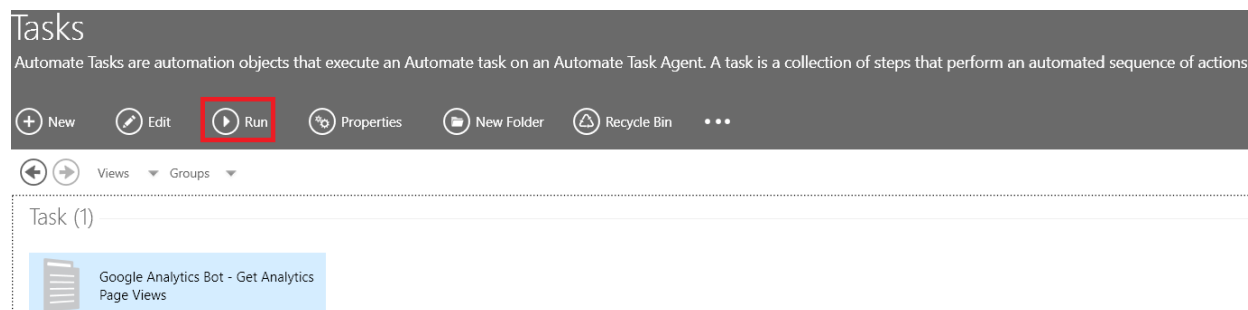
Note that there is a refresh\_token value, this is managed by Google Bot - Generate and Refresh Token

The output file will be automatically generated in the task folder with the next fields:

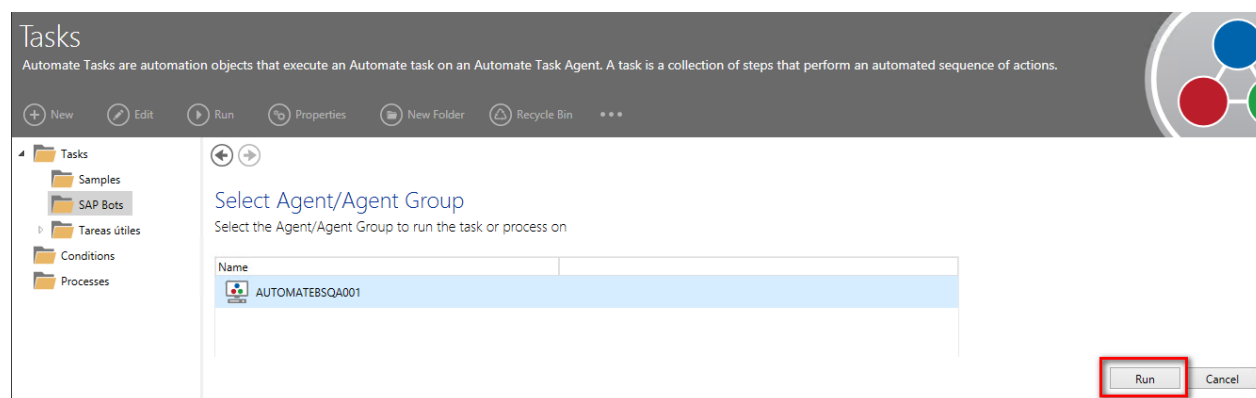
***Date, PagePath, Pageviews, Unique Pageviews, Average Time On Page, Entrances, Bounce Rate and the Exit Rate.*** There will also be presented the **Totals, Maximums and the Minimums** values for each metric.

Save and close the task

Select the task and click on [Run](#)



Select your [Agent](#) and click on [Run](#) again







## APPENDIX A –EXCEL RESULT EXAMPLE WITH GOOGLE ANALYTICS USERS VIEWS

Excel file with results:

A	B	C	D	E	F	G	H
Date	PagePath	Pageviews	Unique Pageviews	Average Time On Page	Entrances	Bounce Rate	Exit Rate
2020-07-13	/	3	2	3	2	50	33,33
2020-07-10	/	26	6	18,17	3		7,69
2020-07-09	/	32	3	44,6	3		6,25
2020-07-07	/	5	1	49	1		
2020-07-06	/	29	3	92,79	2		3,45
2020-07-13	/about	1	1				100
2020-07-10	/about	2	2	5			
2020-07-09	/about	2	2	1,5			
2020-07-06	/about	3	2	1			

J	K	L	M	N	O	P
	Pageviews	Unique Pageviews	Average Time On Page	Entrances	Bounce Rate	Exit Rate
Totals	402	73	77,13	17	17,65	4,23
Maximums	74	6	265	3	100	100
Minimums	1	1				

### **GoogleAnalyticsPagesViews\_14072020\_171908.xlsx**

File naming pattern:

GoogleAnalyticsPagesViews_	Base Name
14072020	Represents the date of execution (ddMMyyyy)
171908	Represents the time of execution (Hmss)

**Note:** The output file will be created in the task folder: C:\Automate\Tasks\<<TASK NAME>>.



## APPENDIX B - TROUBLESHOOTING

- Logs: Each iteration of our bot creates a Log file for troubleshooting. You can locate the log file under C:\Automate\Tasks\<<TASK NAME>>. By default, the task name is *Google Analytics Bot - Get Analytics Page Views*.



### About HelpSystems

Organizations around the world rely on HelpSystems to make IT lives easier and keep business running smoothly. Our software and services monitor and AutoMate processes, encrypt and secure data, and provide easy access to the information people