

Website Intercept: Tracking When Survey is Offered and Clicked in Google Analytics

Website Intercept is available as an add-on. If you are interested in Website Intercept, please [contact us](#) for additional information.

If you're using our [Website Intercept](#) feature to survey your website visitors you will likely want to track how often the survey is offered and clicked. You can track this information and push it to Google Analytics by adding some additional code to your Website Intercept beacon code.

To get started, if you are not already using Google Analytics, you will need to set up a property and include the tracking code on your website; [sign Up for Google Analytics](#)

Next, add/modify your beacon code. The highlighted portions of the code below can be copied and pasted into your beacon code. You can modify the 'Survey Offered' and 'Survey Clicked' text to whatever you wish to call the event in Google Analytics. Learn more about [Google Analytics Event Tracking](#) .

Use Google Tag Assistant for Testing!

Now you're ready to test that the events are sending! Use the [Google Tag Assistant](#) plugin for Chrome. This handy little tool makes testing your pageviews and events super easy!

The image shows a browser window with the Google Tag Assistant extension open. The extension interface is centered, displaying the 'Metadata' tab for a Google Analytics tag. The background shows a webpage with a sidebar containing navigation links like 'Message Sign-Up', 'Survey. Learn how to set up survey settings.', 'Settings (2)', 'Question Settings', 'Header Textbox', 'Row Headers to', 'Text Field to Questions Text', 'Settings (32)', 'Survey Title', 'Survey', 'Survey from the Homepage', and 'Survey to Close'. The main content area of the page includes 'Practices and Pitfalls to Avoid' and 'Foster Workplace Engagement with an'.

Google Tag Assistant

Google Analytics | 1/1

| Metadata | Code Snippet | Cookies |
|-------------------------|--------------|---------|
| Web Property ID | | |
| Code Version/Syntax | Universal | |
| Protocol version number | 1 | |

1 Events 1 Pageview Requests

Disable Record VIEW RECORDINGS

Related Articles