

Google Analytics

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Configuration | Before going live

The **Google Analytics** setting integrates a clinic's Google Analytics measurement ID or tracking code with the FrontOffice+ web scheduler. It tracks user behavior and scheduling events, including appointment scheduling, to help monitor conversion funnels and marketing campaign performance.

Configuration

1. Enter the Google Analytics measurement ID or tracking code in the **Google Analytics ID** field. For GA4, use a value such as `G-XXXXXXXXXX`.
2. Confirm that the code entered in **Google Analytics ID** matches the active measurement ID in the Google Analytics property.
3. Perform a test booking and check the **Realtime** report in Google Analytics to confirm that data is being received.
4. Make sure you comply with healthcare data privacy laws and regulations regarding web tracking and analytics cookies.

The web scheduler sends the following event actions to Google Analytics when users interact with it:

Event Action	Sent When
visit	The scheduler page is loaded.
view-provider	The appointment profile is selected.
view-calendar	The provider is selected.
view-form	The appointment date and time are selected.
scheduled	The appointment is scheduled.

Before going live

Confirm:

- **ID formatting:** Verify that the code entered in **Google Analytics ID** matches the active measurement ID in your Google Analytics property.
- **Real-time testing:** Perform a test booking and check the **Realtime** report in Google Analytics to confirm data is being received.
- **Privacy compliance:** Make sure you comply with healthcare data privacy laws and regulations regarding web tracking and analytics cookies.



If you require further assistance, contact our Customer Support team via in-app chat, email us at support@drchrono.com, or call us at (844) 569-8628.

