

ShinyStat Analytics WordPress Plugin

Integration of ShinyStat services in WordPress

ver. 1.0.7 Last updated: Sunday 29 August 2021

ShinyStat S.p.A. - C.F./P.IVA 11407580965 - Corso di Porta Nuova n. 48 - 20121 Milano (MI) - REA: MI-2600151 -Capitale Sociale Euro 100.000,00 i.v. - SDI W7YVJK9

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Document modification list

Changes	Description	Date
First version	Inserted the instructions to show how to register a ShinyStat account and configure the WordPress plugin.	2021-08-05



1. Create a ShinyStat account

The first step to integrate ShinyStat services inside a WordPress website is to create an account on the ShinyStat platform.

Fill the form at the url:

https://www.shinystat.it/en/regfree.html

to register a free account by following the suggestions in the column Note.

Free accounts provide a restricted set of features compared to business version.

	ShinyStat Free Creating new account in progress	
	Sign up to ShinyStat™ Free	
Login information	fields marked with a * are mandatory	Note
*Email ¹ mario.rossi@info.com *Password ² Password	*Repeat the Password Repeat the Password	1. Email: The email cannot be changed unless you contact our support centre. If you have already registered other accounts, use the same mail already used in previous registrations.
		2. New Password: 8 to 30 characters long.
Site Data *URL ³		3. URL: Website address. ex.: www.site.com
*Site Description ⁴		4. Description: the description of your website will be used for the search in ShinyStat Top Sites
		5. Category /

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Report Data	
Language Italiano	-
*Country Italia -	*Time Zone GMT+01:00
Cookie Consent Activate the ShinyStat "Cookie Banner" Service ⁶	
Terms of Use	

Checking "I accept", the user represents to have read and to specifically approve the Terms of Service, available by clicking here.

🗌 *I accept
Pursuant to Articles 1341 and 1342 of the Italian Civil Code, the user represents to have read and to specifically approve the provisions under the following Articles of this agreement: Art. 1 (Information for consumers), Art. 2 (Duration and withdrawal), Art. 6 (Conditions of service), Art. 7 (Indemnification); Art. 8 (Limitation of responsibility) Art. 9 (Limitations on service use), Art. 10 (Force majeure), Art. 13 (Competent authorities).
Privacy
Free
*I consent

6. Cookie Consent:

it allows to automatically show the banner with the cookie consent and ask users the consent to release ShinyStat profiling cookies



When you press on the *subscription* button, you'll receive an e-mail that includes the confirmation link.

In the page you'll be redirected to, you can choose your favorite Counter icon that will be inserted in your pages, if you'd like to show it (See Section 3).

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Analytics	Automation	DMP	Data Consulting	In Shir	nyStat"	Company	Technologies	Shiny Rank	В	log		.OGIN	
	Selezionare il tipo	di contato	re che si vuole utiliz	zare.				_					
	O Classico												
	Skin	Lauri Shi	nyStat InnyStat InnyStat	Laati ShinyStat	Lutti ShinyStat	Lasti Shinyi	Stat	£					
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	Visualizza Pagir		nyStat	Intel ShinyStat	Intel ShinyStat	Lutit ShinySi	at						
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You'll receive then a summary e-mail, including the data required to login in the report pages.

The e-mail also includes the account identifier that it is required later to configure the plugin (See Section 3).

From noreply@shinystat.com	✤ Reply	* Reply All	✓ → Forwa	rd 🖻 Archive	👌 Junk	Delete	More 🗸
Subject ShinyStat - Riepilogo dati registrazione e	codice nuovo a	ccount ShinyStal	Free :Sand	77210			11:38 AM
Dear Customer,							
Thanks you for choos of the requested serv	ing the Shiny rice.	/Stat Free ser	vice, we c	onfirm the ad	ctivation		
Below are the data no	eeded to ma	nage your ac	count:				
Username to access reports	the	Account		URL			
	5-1	10000000000000000000000000000000000000					
To login click here >>							



2. Install the ShinyStat Analytics plugin

Install the ShinyStat Analytics plugin by using the plugin search or by uploading the plugin zip file.

Access the *Plugins* > *Add New* page inside the WordPress admin area of your website. Find the plugin by editing the text inside the search input and press the "Install now" button of the plugin.

🚯 🏠 Test wordpress 5	5.8 😋 6 🛡 0 🕂 New	
🙆 Dashboard		Help 🔻
🖈 Posts 📭 Media	Search Results Beta Testing Featured Popular Recommended	Favorites Keyword y shinystat
Pages		2 items
Comments	\frown	2 none
WooCommerce	ShinyStat Install Now	ShinyStat Widget Install Now
Products	Analytics More Details	WP-ShinyStat is a More Details WordPress plugin that
Analytics	ShinyStat Analytics services	allows a simple integration of ShinyStat counter into
🌪 Marketing	By ShinyStat	your
🔊 Appearance		By Paolo Rossi
🖆 Plugins 2	か合合合合(0) Last Updated: 2 days ago	☆☆☆☆☆ (0) Last Updated: 6 years ago
Installed Plugins	WordPress	2,000+ Active Installations Untested with your version of WordPress
Add New Plugin Editor		2 itams
🕹 Users		2 10113
≁ Tools		
Settings	Thank you for creating with <u>WordPress</u> .	You are using a development version (5.8-RC2). Cool! Please stay updated.

When the installation is completed, the button "Activate" will appear, press it to activate the plugin.



Alternatively use the "Upload Plugin" button in the same page of the admin area.

🚯 🏠 Test wordpress	5.8 😋 6 📮 0 🕂 New	
🚳 Dashboard		
🖈 Posts 93 Media	Search Results Beta Testing Featured Popular Recommended	Favorites Keyword V shinystat
Pages Comments		2 items
WooCommerce Products Analytics Marketing	ShinyStat Analytics Install Now More Details Plugin to activate the ShinyStat Analytics services on your website. By ShinyStat	ShinyStat Widget Install Now WP-ShinyStat is a More Details WordPress plugin that allows a simple integration of ShinyStat counter into your By Paolo Rossi
Appearance Plugins Installed Plugins	Compatible with your version of WordPress	ななななな (0) Last Updated: 6 years ago 2,000+ Active Installations Untested with your version of WordPress
Add New Plugin Editor		2 items
👗 Users		
✤ Toolsษา Settings	Thank you for creating with <u>WordPress</u> .	You are using a development version (5.8-RC2). Cool! Please <u>stay updated</u> .

And choose the zip file you can download from the following link, by using the "Download" button:

https://wordpress.org/plugins/shinystat-analytics

After uploading the zip file, press the button "Install Now" and then the button "Activate Plugin".



۲	省 Test wordpress	5.8 📀 6 📮 0 🕂 New	
42	Dashboard	Add Plugins Upload Plugin	Help 🔻
*	Posts		
91	Media		
L	Pages	If you have a plugin in a .zip format, you may install or update it by uploading it here.	
۰	Comments		
Woo	WooCommerce	Browse shinystat-analytics.1.0.7.zip Install Now	
	Products		
ul	Analytics		
¢	Marketing		
×	Appearance		
1	Plugins 2		

You can also install the plugin manually, by uploading the *shinystat-analytics* directory (extracted from the downloaded zip file) to your server inside the */wp-content/plugins/* directory.

Then, activate the plugin in the admin area *Plugins > Installed Plugins*

ப Dashboard ≁ Posts	you sleep. To get started: activate the Akismet plugin and then go to your Akismet Settings page to set up your API key. Version 4.1.9 By Automattic View details There is a new version of Akismet Anti-Spam available. <u>View version 4.1.10 details</u> or up	date now.
9) Media		
📕 Pages	Hello Dolly This is not just a plugin, it symbolizes the hope and enthusiasm of an	Enable auto-updates
Comments	Activate Delete entire generation summed up in two words sung most ramously by Louis Armstrong: Hello, Dolly. When activated you will randomly see a lyric from Hello, Dolly in the upper right of your admin screen on every	
WooCommerce	page.	
Products	Version 1.7.2 By Matt Mullenweg View details	
Analytics	ShinyStat Analytics Activate the plugin and start to use ShinyStat Web Analytics and On-	Enable auto-updates
🜪 Marketing	Activate Delete site Marketing Automation tools. Version 1.0.7 By ShinyStat View details	
🔊 Appearance	WooCommerce An eCommerce toolkit that helps you sell anything. Beautifully.	Enable auto-updates
🖄 Plugins 2 🔹	Settings Deactivate Version 5.4.1 By Automattic View details Docs API docs	
Installed Plugins	Community support	
Add New	• There is a new version of WooCommerce available. <u>View version 5.5.2 details</u> or <u>update</u>	e now.
Plugin Editor		
🕹 Users	Plugin Description	Automatic Updates
🗲 Tools	Bulk actions	4 items

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3. Configure the Analytics ShinyStat plugin

To configure the ShinyStat Analytics plugin access the Settings admin area by clicking on

Plugins > ShinyStat

here					
🔞 🏠 Test wordpress 5.8	🔁 6 🗭 0	+ New			
📌 Posts		Hello Dolly	This is not just a plugin, it symbolizes the hope and enthusiasm of an entire generation summed	Enable auto-updates	
9; Media		Activate Delete	randomly see a lyric from Hello, Dolly in the upper right of your admin screen on every page.		
📕 Pages			Version 1.7.2 By Matt Mullenweg View details		
Comments		ShinvStat Analytics	Activate the plugin and start to use ShinvStat Web Analytics and On-site Marketing Automation	Enable auto-updates	
WooCommerce		Settings Deactivate	tools.		
Products			Version 1.0.7 By ShinyStat View details		
Analytics					
🐢 Marketing		WooCommerce	An eCommerce toolkit that helps you sell anything. Beautifully.	Enable auto-updates	
🔊 Appearance	General		Version 5.4.1 By Automattic View details Docs API docs Community support		
🖄 Plugins 😰 🛛 🖣	Writing	ere is a new version	of WooCommerce available. <u>View version 5.5.2 details</u> or <u>update now</u> .		
Installed Plugins	Reading				
Add New					
Plugin Editor	Media		Description	Automatic Updates	
🕹 Users	Permalinks				
& Tools		~ Apply			4 items
If Settings	onniyotat				
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The configuration of the ShinyStat Analytics plugin requires to insert the account name received in the summary e-mail and the account type.



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Ø	🏠 Test wordpress 5	.8 😋 6 🛡 0 🕂 New			Hc
*	Posts				
97	Media	ShinyStat Settings			
	Pages	ShinyStat Account			
	Comments				
Woo	WooCommerce	Subscribe an account to access Shiny	Stat services:		
	Products	 On-site Marketing Automation 		Subscribe an account	
al	Analytics				
P	Marketing				
*	Appearance	Account Name	S		
<u>k</u>	Plugins 2	Account Type	Free ~		
*	Users			,	
s	Tools	Conversion Name		0	
Ļţ	Settings				
Ge	neral	Save Changes			
Wr	iting				
Re	ading				
Dis	cussion				
Me	dia				

The last field "Conversion Name" (available for Business accounts) appears if the WooCommerce plugin has been installed and activated. We will see how to configure conversions at the end of this Section.

After clicking on "Save Changes" button and completing successfully the operation, you will see a message related to the insertion of the Counter Widget.

🔞 者 Test wordpress 5.8 📀 6 🕊 0 🕂 New						
🍘 Dashboard	ShinyStat Settings					
🖈 Posts	Free accounts require to insert t	Free accounts require to insert the ShinyStat Analytics widget. Go to the widget page.				
93 Media						
📕 Pages	Pages ShinyStat Account					
Comments						
WooCommerce	Subscribe an account to access ShinyStat services:					
	✓ Web Analytics	✓ Web Analytics				
Floducts	✓ On-site Marketing Automation Subscribe an account					
Analytics						
🐢 Marketing	Account Name					
🔊 Appearance	Account Name					
🖌 Plugins 2	Account Type	Free v				
🕹 Users						
🖋 Tools	Conversion Name	0				
↓† Settings						



Click on the link "Go to the Widget page" to access directly to the Widget admin area:

Appearance > Widget

add the ShinyStat Widget to an element of the pages of your website (footer, header ...) .



And press the "Update" button.

Test wordpress	5.8 😋 6 루 0 🕂 1	New	/		
Comments	Widgets +	6 ∂ Ξ	(Update 🗘	:
WooCommerce					
Products		Add label			
Analytics			Add button text		
🐢 Marketing			Add Button text		
🔊 Appearance					
Themes					
Customize		ShinvStat Analytics			
Widgets					
Menus		There are no options for this widget.			
Background					
Theme Editor					
🖌 Plugins 😰					



At this point you will see the Counter Widget in the pages of your website.

ADD TO CART	ADD TO CART	ADD TO CART E ADD TO CART
Search	Search	Control Shiny Stat [™] Online 3 P viste tot 60403
Recent Comments	Archives	Categories
A WordPress Commenter	July 2021	Uncategorized

And now you can see in real-time the traffic to your WordPress website in the ShinyStat dashboards, reachable at the page:

https://report.shinystat.com





Business accounts can also see statistics about the monetary conversions. To define the conversion name in the ShinyStat platform, click the menu item *Account management* and then *Settings*.

In the panel reached by clicking

Features > Conversions

you can choose a *conversion name* and copy it in the plugin settings.

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в		Settings / Conversio	ons					
	max page views/month 2.500.000				Ĩ			
*	Home		Monetary Con	versions		Non Monetary	Conversions	
L	User information	+ Configure a new m	ionetary convers	ion				
[Ð]	Billing	Search Conversion list						
	Preferences			Active	~	Filter		
1	Icons and Counters	Conversion Points	Туре	State	Description		Actions	»
8	Features ×	shop_conv	Monetary		label assigned to	collect conversions	C ()	C) D
Exte	rnal links							
Con Carr	versions							

	ShinyStat Account						
🔊 Appearance							
🖌 Plugins 😰	Subscribe an account to access ShinyStat services:						
👗 Users	✓ Web Analytics						
🖉 Tools	On-site Marketing Automation Subscribe an account						
∔† Settings							
General	Account Name	S	0				
Writing							
Reading	Account Type	Business 🗸					
Discussion							
Media	Conversion Name	shop conv	0				
Permalinks	Conversion Maine						
Privacy							
ShinyStat	Save Changes						



After the configuration has been saved, when a visitor complete a monetary conversion, you can see the collected information in the dedicated report pages.

