**EVENT TRACKING CODE GUIDE**

**Call the** \_trackEvent() **method** in the source code of a page object, widget, or video.  The specification for the \_trackEvent() method is: \_trackEvent(category, action, opt\_label, opt\_value, opt\_noninteraction)

* + **Category (required)**The name you supply for the group of objects you want to track.
  + **Action (required)** A string that is uniquely paired with each category, and commonly used to define the type of user interaction for the web object.
  + **Label (optional)** An optional string to provide additional dimensions to the event data.
  + **Value (optional)** An integer that you can use to provide numerical data about the user event.
  + **Non-interaction (optional)** A boolean that when set to true, indicates that the event hit will not be used in bounce-rate calculation.

1. **View the reports.** Once event tracking has been set up and working on your site for a day, go to the *Content* section of the reports and view *Event Tracking*.

A simple example illustrates how you might use the Event Tracking method to record user interaction with a video *Play* link on your page.

<a href="#" onClick="\_gaq.push(['\_trackEvent', 'Videos', 'Play', 'Baby\'s First Birthday']);">Play</a>