Google for CAP Websites

Is a Google Account right for your Unit?

This document goes over

- Advantages to having a Google Account

- Setting up Google Analytics

- Embedding a Google Calendar on your CAP.gov website

Advantages to a Google account for your Unit:

Google Analytics – used to see how many people and from where are accessing your website.
.
Google Calendar – can be embedded into a web page and edits can be done by someone that does not have access to the edit the SiteViz website. Edits to the Google Calendar are live edits and show automatically on the embedded calendar.

If you use the SiteViz calendar only people who can edit SiteViz can edit the calendar and the person in charge of the website may not be the one in charge of the calendar.

Google Email Address – can be accessed by several members instead of just going to one person's account so that someone that is emailing the Unit gets a quick response. Staff can be added/removed/replaced when needed.

Google Docs/Forms – Files can be stored in Google Docs and multiple members can have access to different docs. In forms you can create a form that can be linked to on the website, and someone can submit requests to the account. Can include Uniform Request, Information Request, Attendance Forms, and many others.

Permissions – you can grant specific people permissions to specific folders if you have members that need access to a folder but not the whole account. Permissions can be changed at any time.

SCCS – All of the Command Staff has access to the shared Google account and can answer emails, change calendar items, and check the traffic of the website. We have specific files that specific staff members have access to but also the Command Staff. Staff can be added/removed/replaced when needed.
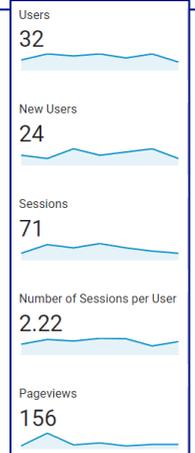
Google Analytics – used to see how many people and from where are accessing your website.

You can glean a lot of information through an analytics program. A sample of a few of the statistics that you can see when linking a Google Analytics account to your website is below – the stats are from the St Cloud Composite Squadron.
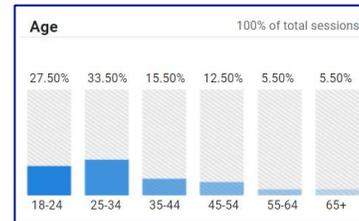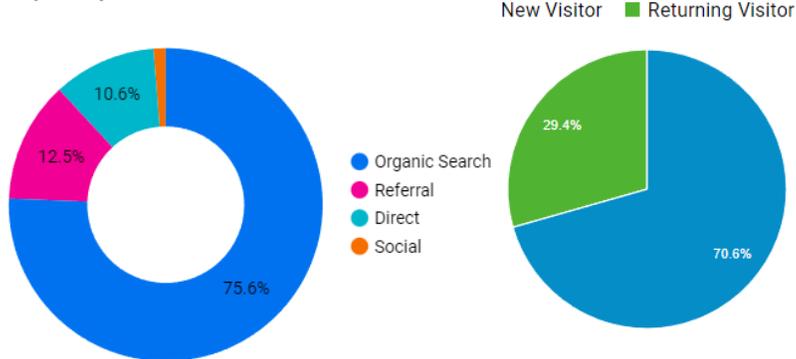
First you must register for a google account.

Get started with Analytics

Set up Google Analytics for the first time.

1. Create an Analytics account. Go to google.com/analytics. To create an account, click Start for free. If you already have a Google Analytics account, click Sign into Analytics.
2. Set up Analytics on your website and/or app.

Optional activities

- Explore the Google Analytics 4 interface.
- Add users who need access to Analytics and set permissions for them.
- Learn about events, the building blocks of your data.
- Mark your key events as conversions.
- Link to your Google Ads account. Export your Analytics audiences and conversion-event data to Google Ads. See Google Ads campaign data in your Analytics Behavior reports.

How To Find Google Analytics Tracking ID

1. Open Google Analytics.
2. Click the 'Admin' tab.
3. In the left-hand column, click Tracking Info.
4. Click 'Tracking Code'
5. Your code will be available here. For Universal Analytics users, the codes start with "UA."

Google Calendar

A Google calendar can be embedded into a web page and edits can be done by someone that does not have access to the website. Edits to the Google Calendar are live edits and show automatically on the embedded calendar. You can grant multiple members access to the account to edit the Google calendar on their end and it will appear automatically on the website. You can change permissions for who has access to the Google account at any time.

When adding a google calendar to your website you will go into your page and click on the "Source" icon. Unless you have done coding before it is recommended that you embed what you want to embed on a blank page and then add any additional wording or pictures so as to be working with a blank page instead of trying to insert the coding into an existing stream of code. Below is an example of entering the code for a Google calendar and then adding some text below.
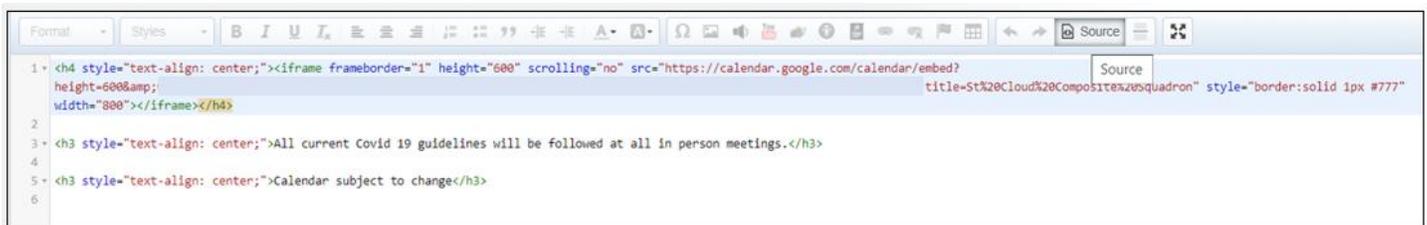
Add a Google calendar to your website

You can add an interactive version of your calendar to your website and add buttons for your website visitors to save your calendar events.

Embed a calendar on your website

1. On a computer, open Google Calendar. You can only get the code to embed in your website from a computer, not the Google Calendar app.
2. In the top right, click Settings ⚙ ❯ Settings.
3. On the left side of the screen, click the name of the calendar you want to embed.
4. In the "Integrate calendar" section, copy the iframe code displayed.
5. Under the embed code, click Customize.
6. Choose your options, then copy the HTML code displayed.

Your embedded calendar will only be visible to people you've shared it with. To allow all visitors to see your calendar, you'll need to make it public.

Let site visitors save a calendar event

You can add a Google Calendar button to your website so visitors can quickly save your event on their own Google Calendars. To let someone save your calendar event, you'll need to make your calendar public.

1. On a computer, open Google Calendar. You can only make changes to your calendar visibility from a computer, not the mobile app.
2. On a public calendar, create or edit an event.
3. Click More actions ❯ Publish event
4. In the "Publish event" window, copy the HTML code displayed.
5. Open your website editor, then paste this code where you want the event button to display.

Example of St Cloud Composite Squadron's calendar

CALENDAR

MEMBERS

- **Calendar**
- Chain of Command
- Stripes to Diamonds
- Squadron Newsletter
- Cadet Resources
- Senior Resources
- Pilots & Aircrew
- Aerospace Education
- Emergency Services
- Communications
- Color Guard

St Cloud Composite Squadron

Today ◀ ▶ April 2022 ▼   🖶 Print | Week | **Month** | Agenda ▼

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28 CAP Meeting 1900	29	30	31	Apr 1 CTW - Camp Ripley - Minnesota National Guard, 15000 MN-115, Little F	2
3 CTW - Camp Ripley	4 CAP Meeting 1900	5	6	7	8	9
10	11 CAP Meeting 1900	12	13	14	15	16
17	18 CAP Meeting 1900	19	20	21	22 Minnesota/North Central Region Joint (	23
24 Minnesota/North	25 CAP Meeting 1900	26	27	28	29 Encampment Preparatory School - Ca	30

Events shown in time zone: Central Time - Chicago   ➕ Google Calendar

All current Covid 19 guidelines will be followed at all in person meetings.

Calendar subject to change

CTW - Camp Ripley - Minnesota National Guard, 15000 MN-115, Little F

CTW   ☒

When	Mar 31 – Apr 3, 2022
Where	Camp Ripley - Minnesota National Guard, 15000 MN-115, Little Falls, MN 56345, USA (map)
Description	Minnesota Encampment Cadre Training Weekend

more details» copy to my calendar»

Minnesota/North Central Region Joint Conference   ☒

When	Apr 22 – 24, 2022
Description	Held at Cragun's Resort

more details» copy to my calendar»

Minnesota/North Central Region Joint (

You can have base information or go into more detail about the event. There are spots to link to for more details and, if set up, people can add it directly to their calendar.

Encampment Preparatory School

When	Apr 29 – May 1, 2022
Where	Camp Ripley - Minnesota National Guard, 15000 MN-115, Little Falls, MN 56345, USA (map)
Description	Minnesota Encampment Preparatory School - for those age 12 up to the age of 14 it is a requirement prior to going to Minnesota Encampment.

more details» copy to my calendar»

Encampment Preparatory School - Cam

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Website used – St Cloud Composite Squadron https://stcloud.cap.gov/