Urchin Software from Google: Install Guide for Windows

Overview of Installation Steps

- Install the desired database server on the Urchin system or add Urchin's database to an existing server. Currently supported database engines:
    - MySQL 4.1.22 or later
    - PostgreSQL 8.2.5 or later
- Create the Urchin database and user in on the database server and grant access permissions
- Unpack the Urchin distribution in a temporary folder
- Run the MSI installer
- License the Urchin installation

Option 1: Using MySQL with Urchin

- If you don't already have a MySQL server set up on your system, you can obtain a distribution from http://dev.mysql.com/downloads/. The Windows Essentials package contains all necessary components needed for Urchin usage.
- Install the MySQL server per the instructions on the MySQL site
- Make sure that you know the MySQL database administrator login (e.g. `root`) and password
- Choose the database name, local MySQL user and password you will use with Urchin. Save this information, as you'll need it later during the Urchin installation. The example below creates a database named **`urchin`** and a MySQL user name **`urchin`** with password **`urchinpassword`** (but you should obviously choose your own password!)
- Start the MySQL Command Line Client using Start -> Programs -> MySQL -> MySQL Server -> MySQL Command Line Client
- In the MySQL Command Line Client window, create the Urchin database, user and permissions with the following commands:

```
mysql> create database urchin character set utf8;
mysql> GRANT ALL ON urchin.* to 'urchin'@'localhost' IDENTIFIED BY
'urchinpassword';
```

Option 2: Using PostgreSQL with Urchin

- If you don't already have a PostgreSQL server set up on your system, you can obtain a distribution from http://www.postgresql.org
- Install the PostgreSQL server per the instructions on the PostgreSQL site
- Make sure you know the PostgreSQL database administrator login (e.g. `postgres`) and password
- Choose the database name, local PostgreSQL user and password you will use with Urchin. Save this information, as you'll need it later during the Urchin installation.

The example below creates a database named **urchin** and a PostgreSQL user name **urchin** with password **urchinpassword** (but you should obviously choose your own password!)

- Start the PostgreSQL Command Line Client using Start -> Programs -> PostgreSQL 8.2 -> psql to 'postgres'
- In the PostgreSQL Command Line Client window, create the Urchin database, user and permissions with the following commands:

```
postgres=# CREATE DATABASE urchin WITH ENCODING 'UTF8';
postgres=# CREATE USER urchin WITH PASSWORD 'urchinpass';
postgres=# GRANT ALL ON DATABASE urchin TO urchin;
postgres=# \connect urchin;
postgres=# CREATE LANGUAGE 'PLPGSQL';
```

Installing Urchin

- Unpack the Urchin distribution ZIP archive into a temporary folder
- Make sure that you have the Urchin database name, user and password for either MySQL or PostgreSQL that you selected above
- **Important!** You should choose to do a new installation of Urchin 6 rather than upgrading a previous version of Urchin 6. A fresh install is the only way to ensure that Urchin will work properly.. To remove Urchin, follow these steps:
    - Start -> Programs -> Urchin 6 -> Disable Urchin Services
    - Start -> Settings -> Control Panel -> Add/Remove Programs
    - Click on "Urchin Software from Google" and choose Remove
    - Once Urchin has been removed, rename the C:\Program Files\Urchin6 folder to Urchin6-OLD
- Now run the Urchin MSI installer and follow the interactive prompts by double-clicking on the **urchin6400_windows_installer.msi** file. **Note:** If you had a previous version of Urchin 6 installed and wish to preserve your configuration, be sure that the "Delete and recreate Urchin specific database tables if they exist" option is **unchecked**.
- You should now have a running version of Urchin on your system. To finish the setup, point your favorite web browser at this URL:

    `http://yourserver:<port>`

  where <port> is the network port you chose during the installation (default is 9999).
- If you wish to restore your profile reporting data from an older version of Urchin 6, copy the `history` and `reports` folders from C:\Program Files\Urchin6-OLD\data to C:\Program Files\Urchin6
- Click on the **Obtain Demo License** link and follow the licensing steps to enable Urchin and perform the initial setup steps

Configuring Tracking

Once Urchin is installed, there may be additional steps required to set up tracking on your website depending on your use case below.

Case 1: Using Urchin with IP-UserAgent Tracking

No additional configuration is necessary. When adding profiles to Urchin, be sure to specify IP+UserAgent as the Visitor Tracking Method.

Case 2: Using Urchin with UTM Tracking

To use Urchin with UTM tracking, it is necessary to install a small piece of javascript tracking code on each of your website's pages. Here are the steps:

- Copy the `urchin.js` and `__utm.gif` files from the `util\utm` directory of the Urchin distribution to the document root of your website (e.g. the top level directory of your content)
- On each page of your website, place the following tracking code right after the any META tags in the HEAD section:

```
<script src="/urchin.js" type="text/javascript">
</script>
<script type="text/javascript">
  _userv=0;
  urchinTracker();
</script>
```

- When adding profiles to Urchin, be sure to specify Urchin Traffic Monitor (UTM) as the Visitor Tracking Method

Case 3: Using Urchin concurrently with Google Analytics

Please note that the new tracking features in the Google Analytics "ga.js" tracking code are not backward compatible with Urchin 6. If you wish to track your website with both Google Analytics and Urchin Software, you will need to continue to use the urchin.js-based tracking code as shown below.

To use Urchin with a website that is already being tracked with Google Analytics, you just need to make a slight modification to the existing tracking code for Google Analytics. Here are the steps:

- Copy only the `__utm.gif` file from the `util` directory of the Urchin distribution to the document root of your website (e.g. the top level directory of your content).
- Add the line shown in **bold** below to the existing tracking code on your website pages. Be sure not to modify any other parts of the existing tracking code!

```
<script src="http://www.google-analytics.com/urchin.js"
type="text/javascript">
<script type="text/javascript">
  _userv=2;
  _uacct="UA-XXXXXXX-Y";
  urchinTracker();
</script>
```

- When adding profiles to Urchin, be sure to specify Urchin Traffic Monitor (UTM) as the Visitor Tracking Method