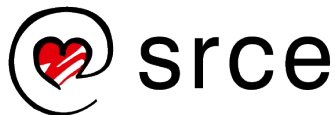


Piwik

Analitika weba otvorenog koda

Predrag Vujasinović



Sveučilište u Zagrebu
Sveučilišni računski centar



srce
otvoreni pristup

Uvodna riječ

- Predstavljanje
- Motivacija
- Trajanje
- Sadržaj



Sadržaj

- Zašto piwik
- Instalacija
- Mogućnosti
- Podešavanje
- Primjeri
- Pitanja / Kraj



Zašto piwik

- Slobodan software
- Analiza logova – povijesnih
- Integracija
- Podrška zajednice
- Neograničena količina podataka



Instalacija

- Zahtjevi
- Preporuke
- Priprema
- Debian instalacija



Zahtjevi

- Web poslužitelj, Apache, Ngix, itd
- Php verzije 5.3.3. ili viša
- Mysql verzije 4.1 ili viša
- Php ekstenzije pdo i pdo_mysql
- Druga polovica 2015, piwik 3.0.0, php 5.4 na više
- Mysql korisnik privilegije GRANT SELECT, INSERT, UPDATE, DELETE, CREATE, DROP, ALTER, CREATE TEMPORARY TABLES, LOCK TABLES

Preporuke

- php 5.5, efikasnost korištenja memorije
- Php-gd upravljanje grafikom
- Php-curl linijski url parser
- Php-geoip geografski podaci o ip-ovima



Priprema

- Kreiranje mysql korisnika:
- `mysql -u adminusername -p`
- `mysql> CREATE DATABASE piwik_db_name_here;`
- `mysql> CREATE USER 'piwik'@'localhost' IDENTIFIED BY 'password';`
- `mysql> GRANT SELECT, INSERT, UPDATE, DELETE, CREATE, DROP, ALTER, CREATE TEMPORARY TABLES, LOCK TABLES ON piwik_db_name_here.* TO 'piwik'@'localhost';`

Debian instalacija

- Upute na <http://debian.piwik.org>
- Skidanje GPG ključa repozitorija

```
wget https://debian.piwik.org/repository.gpg -qO piwik-repository.gpg
```

- Verifikacija

```
sha256sum --binary piwik-repository.gpg
```

- Instalacija ključa

```
cat piwik-repository.gpg | sudo apt-key add -
```

- Dodavanje repo u `/etc/apt/sources.list.d/piwik.list`

```
deb http://debian.piwik.org/ piwik main
```

```
deb-src http://debian.piwik.org/ piwik main
```

Debian instalacija

- Instalacija paketa

`apt-get update && apt-get install piwik`

- Dodavanje aliasa u datoteku virtual host-a

Alias `/piwik /usr/share/piwik` unutar `/etc/apache2/conf.d/piwik.conf`

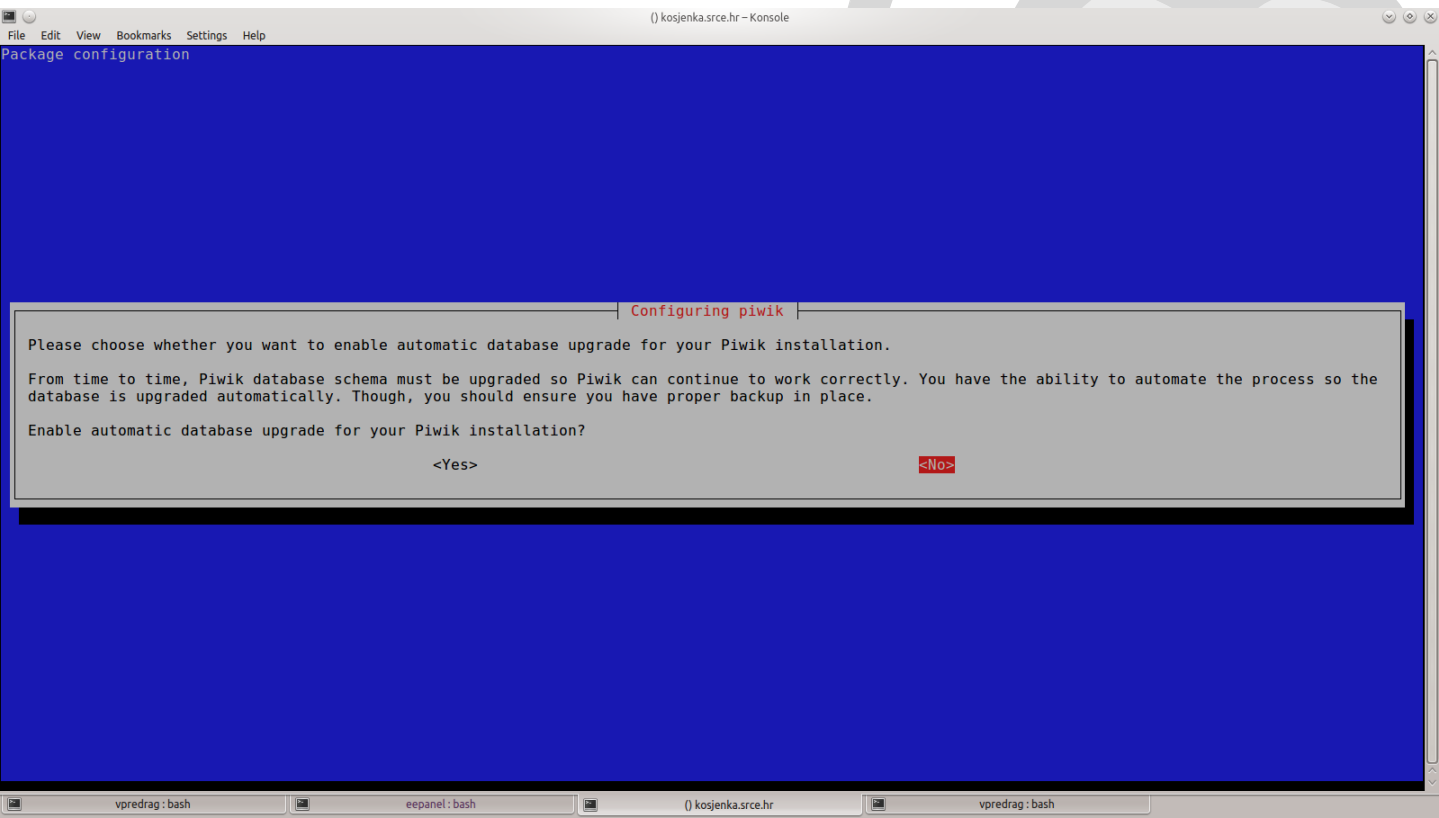
- Završiti instalaciju kroz web

- `http://ime.hosta.hr/piwik`

- Upisati mysql host i korisnika

- Dodati administratora

Debian instalacija



```
File Edit View Bookmarks Settings Help
() kosjenka.srce.hr - Konsole
Package configuration

Configuring piwik

Please choose whether you want to enable automatic database upgrade for your Piwik installation.

From time to time, Piwik database schema must be upgraded so Piwik can continue to work correctly. You have the ability to automate the process so the database is upgraded automatically. Though, you should ensure you have proper backup in place.

Enable automatic database upgrade for your Piwik installation?

<Yes> <No>
```

Debian instalacija - GUI

Piwik - Installation - Mozilla Firefox

neumijko.srce.hr/piwik/

PIWIK English
free/libre analytics platform

INSTALLATION STATUS 0%

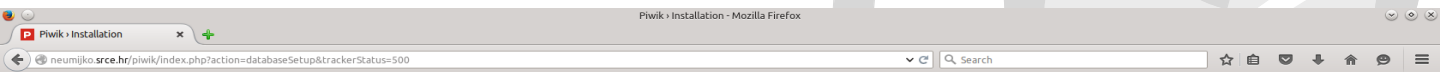
1. Welcome!
2. System Check
3. Database Setup
4. Creating the Tables
5. Super User
6. Setup a Website
7. JavaScript Tracking Code
8. Congratulations

Welcome!

Piwik is a free/libre web analytics software that makes it easy to get the information you want from your visitors. This process is split up into 8 easy steps and will take around 5 minutes.

[Next >](#)

Debian instalacija - GUI



PIWIK
free/libre analytics platform

English ▾

INSTALLATION STATUS 20%

- 1. Welcome!
- 2. System Check
- 3. Database Setup**
- 4. Creating the Tables
- 5. Super User
- 6. Setup a Website
- 7. JavaScript Tracking Code
- 8. Congratulations

Database Setup

Database Server

Login

Password

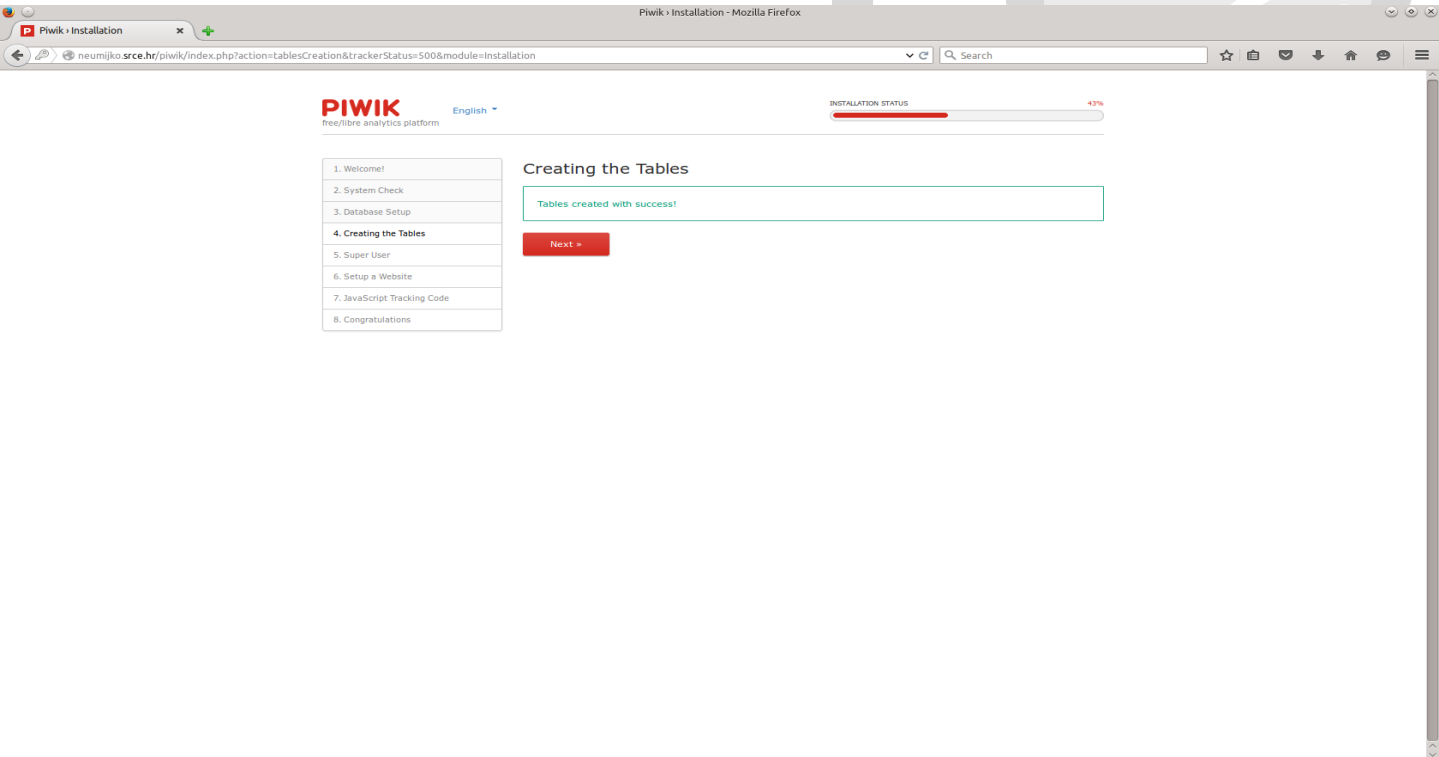
Database Name

Table Prefix

Adapter

Next >

Debian instalacija - GUI



The screenshot shows the Piwik installation interface in a Mozilla Firefox browser. The browser's address bar contains the URL: `neumijko.srce.hr/piwik/index.php?action=tablesCreation&trackerStatus=500&module=Installation`. The Piwik logo and the text "free/libre analytics platform" are visible in the top left. The language is set to "English". The installation progress bar shows "INSTALLATION STATUS" at 43%. A sidebar on the left lists the installation steps: 1. Welcome!, 2. System Check, 3. Database Setup, 4. Creating the Tables (highlighted), 5. Super User, 6. Setup a Website, 7. JavaScript Tracking Code, and 8. Congratulations. The main content area displays "Creating the Tables" with a green-bordered box containing the message "Tables created with success!". Below this message is a red button labeled "Next >".

Debian instalacija - GUI

PIWIK free/libre analytics platform English

INSTALLATION STATUS 57%

1. Welcome!
2. System Check
3. Database Setup
4. Creating the Tables
- 5. Super User**
6. Setup a Website
7. JavaScript Tracking Code
8. Congratulations

Super User

Super user login

Password

Password (repeat)

Email

email me with major Piwik community updates

send me information on [Piwik PRO](#) services and offers

[Next >](#)

Debian instalacija - GUI

Piwik - Installation - Mozilla Firefox

neumijko.srce.hr/piwik/index.php?action=firstWebsiteSetup&trackerStatus=500&module=installation

PIWIK English
free/libre analytics platform

INSTALLATION STATUS 71%

- Welcome!
- System Check
- Database Setup
- Creating the Tables
- Super User
- 6. Setup a Website**
- JavaScript Tracking Code
- Congratulations

Setup a Website

Super User created successfully!

Please setup the first website you would like to track and analyse with Piwik:

Website name
neumijko.srce.hr

Website URL
http://neumijko.srce.hr

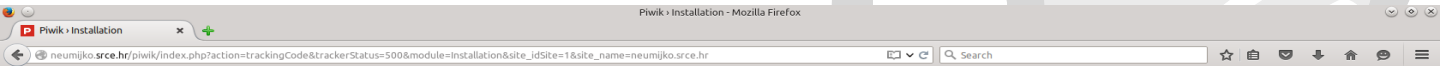
Website time zone
Zagreb

Ecommerce
Not an Ecommerce site

Next >

Note: once the Piwik Install is finished, you will be able to add more Websites to track!

Debian instalacija - GUI



- 1. Welcome!
- 2. System Check
- 3. Database Setup
- 4. Creating the Tables
- 5. Super User
- 6. Setup a Website
- 7. JavaScript Tracking Code**
- 8. Congratulations

Website neumijko.srce.hr created successfully!

Tracking code for neumijko.srce.hr

To track your web traffic with Piwik you need to make sure some extra code is added to each of your webpages. In most websites, blogs, CMS, etc. you can use a pre-made plugin to do the technical work for you. (See our [list of plugins used to integrate Piwik](#).) If no plugin exists you can edit your website templates and add this code in the "Footer" file.

JavaScript Tracking Code

Make sure this code is on every page of your website before the </body> tag.

```
<!-- Piwik -->
<script type="text/javascript">
var _paq = _paq || [];
  _paq.push(['trackPageView']);
  _paq.push(['enableLinkTracking']);
(function() {
  var u="//neumijko.srce.hr/piwik/";
  _paq.push(['setTrackerUrl', u+'piwik.php']);
  _paq.push(['setSiteId', 1]);
  var d=document, g=d.createElement('script'), s=d.getElementsByTagName('script')[0];
  g.type='text/javascript'; g.async=true; g.defer=true; g.src=u+'piwik.js'; s.parentNode.insertBefore(g,s);
})();
</script>
<noscript>
<script>
</script>
</noscript>
<!-- End Piwik Code -->
```

If you want to do more than track page views, please check out the [Piwik JavaScript Tracking documentation](#) for the list of available functions. Using these functions you can track goals, custom variables, ecommerce orders, abandoned carts and more.

Note: After the installation process, you can generate customized tracking code in the *Tracking Code* admin section.

Help for users with high traffic websites

For medium and high traffic websites there are certain optimizations that should be made to help Piwik run faster (such as [setting up auto-archiving](#)).

[Read this to learn more.](#)

Next >



Debian instalacija - GUI

Piwik - Installation - Mozilla Firefox

neumijko.srce.hr/piwik/index.php?action=finished&trackerStatus=500&module=installation&site_idSite=1&site_name=neumijko.srce.hr

PIWIK
free/libre analytics platform

English

INSTALLATION STATUS 100%

1. Welcome!
2. System Check
3. Database Setup
4. Creating the Tables
5. Super User
6. Setup a Website
7. JavaScript Tracking Code
8. Congratulations

Congratulations

Congratulations! Your Piwik installation is complete.
Make sure your JavaScript code is entered on your pages, and wait for your first visitors!

Welcome to the Piwik community!

Piwik is a collaborative project, built with love by people from all over the world.
If you like what you see, you can [get involved](#). Maybe you would like to [help us improve the Piwik translations?](#)
We hope you will enjoy using Piwik as much as we enjoy making it.
Happy analysing!

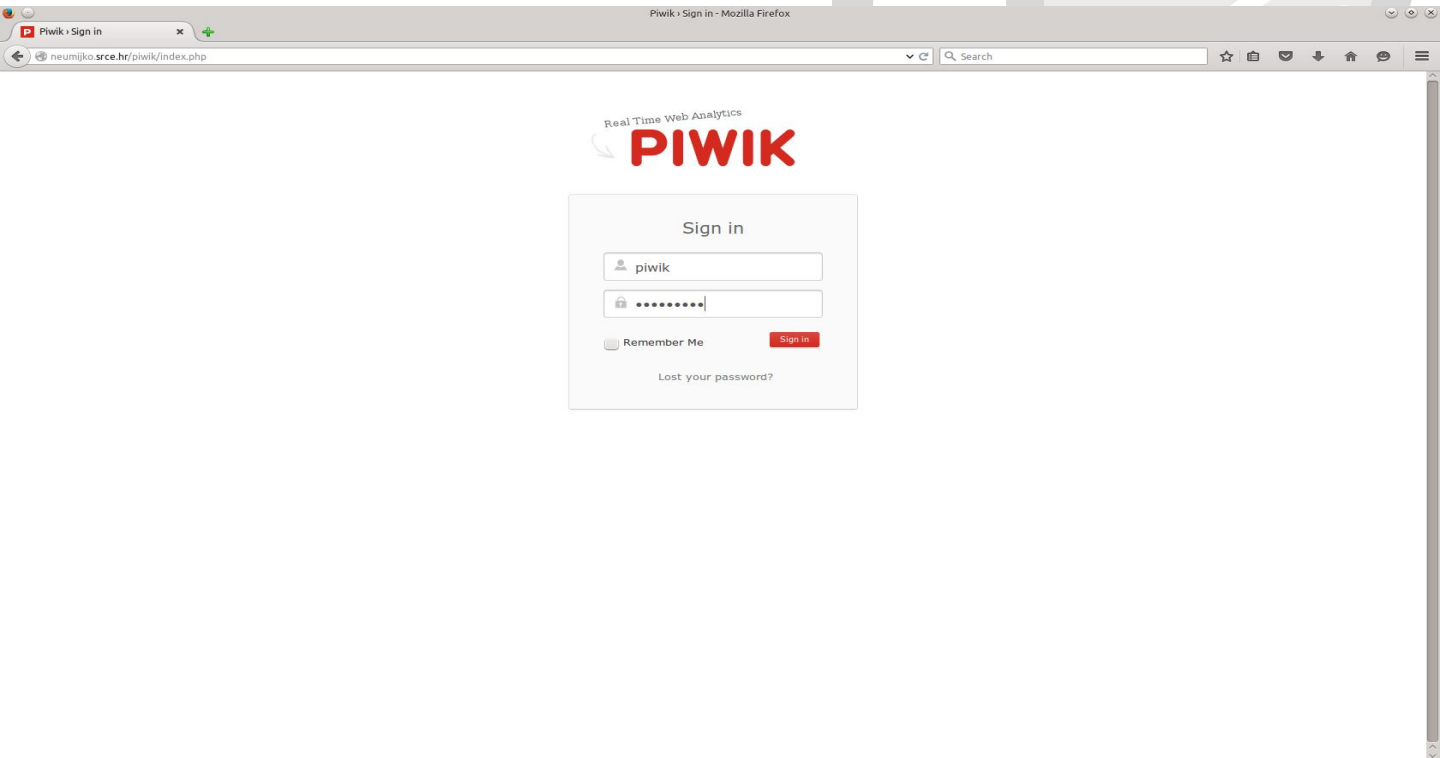
Default Piwik settings

Piwik comes with default settings. You can customize them now or do so later in the admin screen.

- Enable Do Not Track support**
When users have set their web browser to "I do not want to be tracked" (DoNotTrack is enabled) then Piwik will not track these visits.
- Anonymize the last byte(s) of visitors IP addresses to comply with your local privacy laws/guidelines.**
When users visit your website, Piwik will not use the full IP address (such as 213.34.51.91) but instead Piwik will anonymise it first (to 213.34.0.0). IP address anonymisation is one of the requirements set by the privacy laws in some countries such as Germany.

[Continue to Piwik >](#)

Debian instalacija - GUI



Mogućnosti

- piwik.org/features/
 - **Administration Options**
 - Manage [unlimited users](#)
 - Set user access to multiple websites
 - Manage [unlimited websites](#)
 - [Exclude IPs and IP ranges](#)
 - [Exclude URL parameters](#)
 - [Timezone support](#), for each website
 - Supports [100+ currencies](#)
 - Powerful [options to White Label Piwik](#) are available, ideal for large agencies or when you need a clean, branded Piwik interface
 - [Upload your custom logo](#) for UI and email reports
 - [Automatically delete old logs and old data reports](#) to keep your database size small
 - [Integrates](#) with more than 40 CMS, web frameworks or Ecommerce shops
 - **More Goodness!**
 - [Official Piwik Mobile app](#) for Android and iOS smartphones
 - [Free community support forums](#)
 - [Professional consultation services](#)
 - [50+ languages available](#)
 - Let your customers and clients [sign up to your Piwik](#)
 - [100% FREE Software](#) (Open Source, GPL license), yet [compatible with commercial uses](#)
- neumijko.srce.hr/piwik

Podešavanje

- Dodavanje novog sjedišta (site)
- Podešavanje uvoza logova
- Dodavanje GeoIP baze
- Arhiviranje logova/izvještaja



Dodavanje novog sjedišta

Piwik Administration - Mozilla Firefox <2>

neumijko.srce.hr/piwik/index.php?module=SitesManager&action=index&idSite=1&period=day&date=yesterday

PIWIK

Administration | All Websites | Administration | Help | piwik | Sign out

Administration

Manage Websites CHECK FOR UPDATES

Your Web Analytics reports need Websites! Add, update, delete Websites, and show the JavaScript to insert in your pages. You currently have access to **1** websites. A user with Super User access can also [specify global settings](#) for new websites.

[Add a new website](#)

neumijko.srce.hr ID: 1	TIME ZONE: Europe/Zagreb CURRENCY: USD SITE SEARCH: YES	URLS: http://neumijko.srce.hr	Edit Delete View Tracking code
----------------------------------	---	-------------------------------	--

[Add a new website](#)

Global websites settings

Global list of Excluded IPs

The IPs below will be excluded from being tracked on all websites.

Enter the list of IPs, one per line, that you wish to exclude from being tracked by Piwik. You can use wildcards, eg. 1.2.3.* or 1.2.*.*
Your current IP address is 161.53.254.209

Global list of Query URL parameters to exclude

The Query URL parameters below will be excluded from URLs on all websites.

Enter the list of URL Query Parameters, one per line, to exclude from the Page URLs reports.
Piwik will automatically exclude the common session parameters (phpsessid, sessionId, ...).

Global list of user agents to exclude

If the visitor's user agent string contains any of the strings you specify, the visitor will be excluded from Piwik.

Enter the list of user agents to exclude from being tracked by Piwik.

Taskbar: Firefox, piwik-gui17.png - 1680x1050, vpredrag : bash - Konsole, Inbox - vpredrag@srce.hr - Mo, Wine, Session timeout

System tray: 08:26, Zagreb

Dodavanje novog sjedišta

PIWIK Administration - Mozilla Firefox <2>

neumijko.srce.hr/piwik/Index.php?module=SitesManager&action=index&idSite=1&period=day&date=yesterday

Dashboard | All Websites | Administration | Help | piwik | Sign out

Administration

Manage Websites

[CHECK FOR UPDATES](#)

Your Web Analytics reports need Websites! Add, update, delete Websites, and show the JavaScript to insert in your pages. You currently have access to 1 websites. A user with Super User access can also [specify global settings](#) for new websites.

Name

URLs

Keep Page URL fragments when tracking Page URLs

Excluded IPs

Enter the list of IPs, one per line, that you wish to exclude from being tracked by Piwik. You can use wildcards, eg. 1.2.3.* or 1.2.*.*
Your current IP address is 161.53.254.209

Excluded Parameters

Enter the list of URL Query Parameters, one per line, to exclude from the Page URLs reports.
Piwik will automatically exclude the common session parameters (phpsessid, sessionid, ...).

Site Search

You can use Piwik to track and report what visitors are searching in your website's internal search engine.

Dodavanje GeoIP baze

PIWIK Administration - Mozilla Firefox

neumijko.srce.hr/piwik/index.php?module=UserCountry&action=adminindex&idSite=1&period=day&date=yesterday

Dashboard | All Websites | Administration | Help | piwik | Sign out

Geolocation

On this page you can change how Piwik determines visitor locations.

Location Provider	Description	Info for 161.53.254.209
<input type="radio"/> Default <i>Installed</i>	The default location provider guesses a visitor's country based on the language they use. This is not very accurate, so we recommend installing and using GeoIP . How do I get the GeoIP databases?	According to this provider, your current location is: United States Org: Unknown ISP: Unknown Refresh
<input checked="" type="radio"/> GeoIP (PhP) <i>Not Installed</i>	This location provider is the most simple to install as it does not require server configuration (ideal for shared hosting!). It uses a GeoIP database and MaxMind's PHP API to accurately determine the location of your visitors. If your website gets a lot of traffic, you may find that this location provider is too slow. In this case, you should install the PECL extension or a server module . How do I get the GeoIP databases?	Note: This GeoIP implementation has access to the following types of databases: -
<input checked="" type="radio"/> GeoIP (PECL) <i>Installed</i>	This location provider uses a GeoIP database and a PECL module to accurately and efficiently determine the location of your visitors. There are no limitations with this provider, so it is the one we recommend using.	According to this provider, your current location is: Croatia Org: Unknown ISP: Unknown Refresh Note: The 'geoip_custom_directory' PHP ini option is set to '..'. This GeoIP implementation has access to the following types of databases: Country .
<input checked="" type="radio"/> GeoIP (Apache) <i>Not Installed</i>	This location provider uses the GeoIP module that has been installed in your HTTP server. This provider is fast and accurate, but can only be used with normal browser tracking . <i>Note: IP anonymization has no effect on the locations reported by this provider. Before using it with IP anonymization, make sure this does not violate any privacy laws you may be subject to.</i> If you have to import log files or do something else that requires setting IP addresses, use the PECL GeoIP implementation (recommended) or the PHP GeoIP implementation . How do I install the GeoIP module for Apache?	Note: Piwik found the following Apache modules: <ul style="list-style-type: none">coremod_log_configmod_logiomod_versionpreforkhttp_coremod_somod_aliasmod_auth_basicmod_auth_memcache

Dodavanje GeolP baze

- Pecl instalacija
- http://piwik.org/faq/how-to/faq_164/
- apt-get install php5-geoip php5-dev libgeoip-dev
- pecl install geoip
- Dodaj u php.ini
 - extension=geoip.so
 - geoip.custom_directory=/path/to/piwik/misc
- Skinuti bazu u misc direktorij
 - Wget <http://geolite.maxmind.com/download/geoip/database/GeoLiteCity.dat.gz>
 - Preimenovati u GeolPCity.dat

Arhiviranje logova/izvještaja

- `5 * * * * www-data /usr/bin/php5 /path/to/piwik/console core:archive --url=http://example.org/piwik/ > /home/example/piwik-archive.log`
- Crontab dođe u debian paketu
- `5 * * * * www-data /usr/bin/php5 /usr/share/piwik/console core:archive --url=http://marun.srce.hr/piwik/ >/dev/null 2>&1`

Primjeri

- Uvoz povijesnih podataka
- Uvoz podataka kroz apache direktive
- Uvoz podataka kroz syslog



Uvoz povijesnih podataka

```
root@neumijko: /usr/share/piwik/misc# python /usr/share/piwik/misc/log-analytics/import_logs.py --url=http://neumijko.srce.hr --idsite=1234 --recorders=4 --enable-http-errors --enable-http-redirects --enable-static --enable-bots /var/log/apache2/access.log.1
```

Uvoz povijesnih podataka

```
File Edit View Bookmarks Settings Help
() kosjenka.srce.hr - Konsole

10782 lines parsed, 8150 lines recorded, 135 records/sec (avg), 0 records/sec (current)
10782 lines parsed, 8923 lines recorded, 146 records/sec (avg), 773 records/sec (current)
10782 lines parsed, 8923 lines recorded, 143 records/sec (avg), 0 records/sec (current)
10782 lines parsed, 8923 lines recorded, 141 records/sec (avg), 0 records/sec (current)
10782 lines parsed, 8923 lines recorded, 139 records/sec (avg), 0 records/sec (current)
10782 lines parsed, 9673 lines recorded, 148 records/sec (avg), 750 records/sec (current)
10782 lines parsed, 9673 lines recorded, 146 records/sec (avg), 0 records/sec (current)
10782 lines parsed, 9673 lines recorded, 144 records/sec (avg), 0 records/sec (current)
10782 lines parsed, 10423 lines recorded, 153 records/sec (avg), 750 records/sec (current)
10782 lines parsed, 10423 lines recorded, 150 records/sec (avg), 0 records/sec (current)

Logs import summary
-----

10763 requests imported successfully
0 requests were downloads
19 requests ignored:
  0 HTTP errors
  0 HTTP redirects
  19 invalid log lines
  0 requests did not match any known site
  0 requests did not match any --hostname
  0 requests done by bots, search engines...
  0 requests to static resources (css, js, images, ico, ttf...)
  0 requests to file downloads did not match any --download-extensions

Website import summary
-----

10763 requests imported to 1 sites
  1 sites already existed
  0 sites were created:

0 distinct hostnames did not match any existing site:

Performance summary
-----

Total time: 69 seconds
Requests imported per second: 154.58 requests per second

Processing your log data
-----

In order for your logs to be processed by Piwik, you may need to run the following command:
./console core:archive --force-all-websites --force-all-periods=315576000 --force-date-last-n=1000 --url='http://neumijko.srce.hr/piwik'

You have new mail in /var/mail/root
root@neumijko:~/usr/share/piwik/misc#
```

Uvoz povijesnih podataka

```
File Edit View Bookmarks Settings Help
() kosjenka.srce.hr - Konsole
INFO [2015-09-11 11:08:24] -----
INFO [2015-09-11 11:08:24] NOTES
INFO [2015-09-11 11:08:24] - If you execute this script at least once per hour (or more often) in a crontab, you may disable 'Browser trigger archiving' in Piwik UI > Settings > General Settings.
INFO [2015-09-11 11:08:24] - See the doc at: http://piwik.org/docs/setup-auto-archiving/
INFO [2015-09-11 11:08:24] - Reports for today will be processed at most every 150 seconds. You can change this value in Piwik UI > Settings > General Settings.
INFO [2015-09-11 11:08:24] - Reports for the current week/month/year will be refreshed at most every 3600 seconds.
INFO [2015-09-11 11:08:24] Will invalidate archived reports for 2015-08-30 for following siteIds: 1
INFO [2015-09-11 11:08:24] Will invalidate archived reports for 2015-08-31 for following siteIds: 1
INFO [2015-09-11 11:08:24] Will invalidate archived reports for 2015-09-01 for following siteIds: 1
INFO [2015-09-11 11:08:24] Will invalidate archived reports for 2015-09-02 for following siteIds: 1
INFO [2015-09-11 11:08:24] Will invalidate archived reports for 2015-09-03 for following siteIds: 1
INFO [2015-09-11 11:08:24] Will invalidate archived reports for 2015-09-04 for following siteIds: 1
INFO [2015-09-11 11:08:24] Will invalidate archived reports for 2015-09-05 for following siteIds: 1
INFO [2015-09-11 11:08:24] Will invalidate archived reports for 2015-09-06 for following siteIds: 1
INFO [2015-09-11 11:08:24] - Will process all 1 websites
INFO [2015-09-11 11:08:24] -----
INFO [2015-09-11 11:08:24] START
INFO [2015-09-11 11:08:24] Starting Piwik reports archiving...
INFO [2015-09-11 11:08:24] Will pre-process for website id = 1, period = day, date = last1000
INFO [2015-09-11 11:08:24] - pre-processing all visits
INFO [2015-09-11 11:08:37] Archived website id = 1, period = day, 0 segments, 0 visits in last last1000 days, 0 visits today, Time elapsed: 0.001s
INFO [2015-09-11 11:08:37] Will pre-process for website id = 1, period = week, date = last1000
INFO [2015-09-11 11:08:37] - pre-processing all visits
INFO [2015-09-11 11:08:47] Archived website id = 1, period = week, 0 segments, 16 visits in last last1000 weeks, 0 visits this week, Time elapsed: 9.161s
INFO [2015-09-11 11:08:47] Will pre-process for website id = 1, period = month, date = last1000
INFO [2015-09-11 11:08:47] - pre-processing all visits
INFO [2015-09-11 11:08:50] Archived website id = 1, period = month, 0 segments, 16 visits in last last1000 months, 12 visits this month, Time elapsed: 3.623s
INFO [2015-09-11 11:08:50] Will pre-process for website id = 1, period = year, date = last1000
INFO [2015-09-11 11:08:50] - pre-processing all visits
INFO [2015-09-11 11:08:52] Archived website id = 1, period = year, 0 segments, 16 visits in last last1000 years, 16 visits this year, Time elapsed: 1.628s
INFO [2015-09-11 11:08:52] Done archiving!
INFO [2015-09-11 11:08:52] -----
INFO [2015-09-11 11:08:52] SUMMARY
INFO [2015-09-11 11:08:52] Total visits for today across archived websites: 0
INFO [2015-09-11 11:08:52] Archived today's reports for 1 websites
INFO [2015-09-11 11:08:52] Archived week/month/year for 1 websites
INFO [2015-09-11 11:08:52] Skipped 0 websites: no new visit since the last script execution
INFO [2015-09-11 11:08:52] Skipped 0 websites day archiving: existing daily reports are less than 150 seconds old
INFO [2015-09-11 11:08:52] Skipped 0 websites week/month/year archiving: existing periods reports are less than 3600 seconds old
INFO [2015-09-11 11:08:52] Total API requests: 4
INFO [2015-09-11 11:08:52] done: 1/1 100%, 0 wtoday, 1 wperiods, 4 req, 27719 ms, no error
INFO [2015-09-11 11:08:52] Time elapsed: 27.729s
INFO [2015-09-11 11:08:52] -----
INFO [2015-09-11 11:08:52] SCHEDULED TASKS
INFO [2015-09-11 11:08:52] Starting Scheduled tasks...
INFO [2015-09-11 11:08:52] done
INFO [2015-09-11 11:08:52] -----
You have new mail in /var/mail/root
root@neumijko:~/usr/share/piwik/misc#
```

Pitanja?

Hvala na dolasku!



Sveučilište u Zagrebu
Sveučilišni računski centar

www.srce.unizg.hr

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Srce politikom otvorenog pristupa široj javnosti osigurava dostupnost i korištenje svih rezultata rada Srca, a prvenstveno obrazovnih i stručnih informacija i sadržaja nastalih djelovanjem i radom Srca.

www.srce.unizg.hr/otvoreni-pristup

