

Hall Internet Marketing Announces Google Universal Analytics Addition to WooCommerce Plugin

June 24, 2014

Portland, Maine – Hall Internet Marketing, Maine’s largest fully interactive marketing agency, is pleased to announce a major update to the WooCommerce Google Analytics Integration plug-in for WordPress. This new update provides support for Google Universal Analytics. Prior to this release, WooCommerce — one of the most popular ecommerce plugins on WordPress — was limited to using Classic Google Analytics for site tracking.

“We wanted Universal Analytics in WooCommerce. Since it wasn’t implemented yet, we implemented it ourselves and released the changes to the public. That is the beauty of open source software,” states Matt Harrison, Vice President of Technology.

Developed by Hall’s in-house team of technology experts and responsive web designers, this new update allows WooCommerce users to easily upgrade to Google Universal Analytics. The update also provides support for Google’s Display Advertising features. Google Universal Analytics introduces a set of features that change the way data is collected and organized within a Google Analytics account. Google recommends that all websites who use Google Analytics be upgraded to Universal Analytics.

About Hall Internet Marketing

[Hall Internet Marketing](#) is a 15 year old agency that combines technology and expert services to drive cost-effective internet marketing strategies to improve website performance. Hall helps some of the largest employers in Maine, well known Fortune 100 companies and innovative technology businesses to drive more sales online.

For more information, visit: <http://www.hallme.com/press/>