comment installerle logiciel plausible sur Debian-12

Plausible is an open-source privacy-focused analytics software to track your site's traffic. It is a lightweight alternative to Google Analytics, which lets you track visitors without compromising on privacy. It supports GDPR and doesn't use cookies. You can view the stats in a modern-looking dashboard, and the tracking script it offers is minimal and doesn't slow down your site. You can either self-host Plausible or buy their subscription.

In this guide, we will install Plausible Analytics using Docker on a Debian 12 server.

Prerequisites

- 1. A server running Debian 12.
- 2. A non-root user with sudo privileges
- 3. A fully qualified domain name (FQDN) like <code>plausible.example.com</code> pointing to the server.
- 4. The Uncomplicated Firewall(UFW) is enabled and running.
- 5. Update everything.

\$ sudo apt update && sudo apt upgrade

6. Install essential packages that your system needs. Some of these packages may already be installed on your system.

\$ sudo apt install wget curl nano ufw software-properties-common dirmngr apt-transport-https gnupg2 ca-certificates lsb-release debian-archive-keyring unzip -y

Step 1 - Configure Firewall

The first step is to configure the firewall. Ubuntu comes with ufw (Uncomplicated Firewall) by default.

Check if the firewall is running.
\$ sudo ufw status
You should get the following output.
Status: inactive
Allow SSH port so that the firewall doesn't break the current connection on enabling it.
\$ sudo ufw allow OpenSSH
Allow HTTP and HTTPS ports as well.
\$ sudo ufw allow http \$ sudo ufw allow https
Enable the Firewall
\$ sudo ufw enable Command may disrupt existing ssh connections. Proceed with operation (y/n)? y Firewall is active and enabled on system startup
Check the status of the firewall again.
\$ sudo ufw status
You should see a similar output.
Status: active

Status, active			
То	Action	זות	
		-	
OpenSSH	ALLOW	where	
80/tcp	ALLOW	where	
443	ALLOW	where	
OpenSSH (v6)	ALLOW	nwhere (v6)	
80/tcp (v6)	ALLOW	where (v6)	
443 (v6)	ALLOW	where (v6)	

Step 2 - Install Git

Git is needed to clone the Plausible's official repository. Install Git.

\$ sudo apt install git			
Verify the installation.			
\$ gitversion git version 2.39.2			
Set initial configuration variables.			

\$ git config --global user.name "Your Name" \$ git config --global user.email "email@example.com"

Step 3 - Install Docker and Docker Compose

We will need to install Docker using its official repository. Add Docker's official GPG key.

\$ curl -fsSL https://download.docker.com/linux/debian/gpg | sudo gpg --dearmor -o /usr/share/keyrings/docker.gpg

Add the Docker repository to the system.

\$ echo \
 "deb [arch="\$(dpkg --print-architecture]" signed-by=/usr/share/keyrings/docker.gpg] https://download.docker.com/linux/debian \
 "\$(, /etc/os-release && echo "\$VERSION_CODENAME")" stable" |
 sudo tee /etc/apt/sources.list.d/docker.list > /dev/null

Update the APT repository list and install Docker.

\$ sudo apt update
\$ sudo apt install docker-ce docker-ce-cli containerd.io docker-buildx-plugin docker-compose-plugin

Verify if the Docker engine is installed correctly.

\$ docker --version
Docker version 24.0.6, build ed223bd

Execute the following commands so that you don't need to use sudo to run Docker commands.

\$ sudo usermod -aG docker \${USER}
\$ su - \${USER}

This completes the Docker and Docker compose installation section of the tutorial.

Step 4 - Install Nginx

Debian 12 ships with an older version of Nginx. To install the latest version, you need to download the official Nginx repository.

aport Nginx's signing key.
\$ curl https://nginx.org/keys/nginx_signing.key gpgdearmor \ sudo tee /usr/share/keyrings/nginx-archive-keyring.gpg >/dev/null
dd the repository for Nginx's stable version.
\$ echo "deb [signed-by=/usr/share/keyrings/nginx-archive-keyring.gpg] \ http://nginx.org/packages/debian `lsb_release -cs` nginx" \ / sudo tee /etc/apt/sources.list.d/nginx.list
pdate the system repositories.
\$ sudo apt update
ıstall Nginx.
\$ sudo apt install nginx
erify the installation. On Debian systems, the following command will only work with sudo.
\$ sudo nginx -v nginx version: nginx/1.24.0
tart Nginx.
\$ sudo systemetl start nginx
heck the service status.
<pre>\$ sudo systemctl status nginx 7 nginx.service - nginx - high performance web server Loaded (lib/Systemd/System/nginx.service; enabled; preset: enabled) Active: active (running) since Wed 2023-10-11 01:35:15 UTC; 3s ago Docs: https://nginx.org/nc/docs/ Process: 3598 ExecStart=/usr/sbin/nginx -c /etc/nginx/nginx.conf (code=exited, status=0/SUCCESS) Main PID: 3599 (nginx) Tasks: 3 (lim1:: 4652) Memory: 2M "CGroup: /system.slice/nginx.service CGroup: /system.slice/nginx.service CGroup: /system.slice/nginx.service 773500 "nginx: worker process"</pre>

Oct 11 01:35:15 plausible systemd[1]: Starting nginx.service - nginx - high performance web server. Oct 11 01:35:15 plausible systemd[1]: Started nginx.service - nginx - high performance web server.

Step 5 - Download Plausible

Clone the Plausible Self-Hosting GitHub repository

\$ git clone https://github.com/plausible/hosting

Switch to the downloaded directory.

\$ cd hosting

Step 6 - Configure Plausible

In the downloaded directory, you will see the following files.

- woose.yml This contains the settings for the Docker compose tool to install the Plausible server and everything it needs. Plausible need the PostgreSQL server for the database and the Clickhouse database for stats. It also comes with an option to install an SMTP server to send notifications, password reset, and weekly stats emails plausible-conf.env - This file contains the environment variables to customize your installation.
- The first step is to generate a secret key needed to secure the Plausible app. Run the following command to generate the key.

\$ openssl rand -base64 64 | tr -d '\n' ; echo vPkrzp59aQIYtMcyTCKGuyvpkbQ8PYf+Go2ju+DPV/fZUk2eTGNiwV3CoKEueXzypMVLb5kJNGS7xfq96/wepg==

Copy the key displayed on the terminal. Open the plausible-conf.env file for editing

\$ nano plausible-conf.env

Paste the following key in front of the variable BASE URL.

Add the value for the BASE_URL as https://plausible.example.com or whatever domain you want to install Plausible on. Since we will configure SSL later, make sure you enter the base URL with HTTPS You can also change the port number on which Plausible listens. By default, it uses port 8000.

BASE URL=https://plausible.example.com SECRET KEY_BASE=y0VMmKfhvr/etwTSN/pSUmhAWEXBX7eCKXKAMKV4mrtqzFCA5dgrAnTMx2d520IZ9KulVwa+vl7iGRbJpycYaA== PORT=6000

If you want to disable user registration after the installation, add the following line.

DISABLE REGISTRATION=true

If you are opening registration for other users and want them to verify their email addresses, add the following line. For this to work, you will need to configure SMTP details which we discuss next

ENABLE_EMAIL_VERIFICATION=true

You can also configure your SMTP details with the following data. In our example, we are using the Amazon SES service.

MAILER EMAIL=navjot@example.com MAILER NAME=Howtforge SMTP HOST ADDR=email-smtp.us-west-2.amazonaws.com SMTP HOST PORT=58 SMTP USER NAME=<username> SMTP USER NAME=<username> SMTP_USER_PWD=<password> SMTP_HOST_SSL_ENABLED=1 SMTP_RETRIES=2

You can also configure Plausible to connect with the Google Search Console, which allows it to list the search terms people use to arrive at your site. Configuring this part can be a little tricky.

Visit the <u>Google API console</u> and sign in. Once on the API console, create a new project. Give your project a name. You may see the Organization field if you are using a Google Apps account. In the screenshot, we used a Google personal account. Click **Create** to proceed.

	≡ Google Cloud
	New Project
	You have 22 projects remaining in your quota. Request an increase or delete projects. Learn more [2] MANAGE QUOTAS [2]
	Project name *
	Project ID: plausible-401702. It cannot be changed later. EDIT
	BROWSE
	Parent organization or folder
	CREATE CANCEL
ick Enable APIs and Services on the followi	ng screen.
	≡ Google Cloud
	APIS & Services APIS & Services + ENABLE APIS AND SERVICES
and aliah an the Gooda Second Course	
arch and click on the Google Search Consol	
	RPI API Library Q Google Search Console API
	API Library > "google search console api"
	Visibility Coogle Search Console API
	Public (1) Provides tools for running validation tests against single URLs
ich an Erichle an the following commu	
ick on Enable on the following screen.	
	Google Cloud Plausible V
	 Product details
	Google Search Console API
	Provides tools for running validation tests against single URLs
	ENABLE TRY THIS API
	OVERVIEW DOCUMENTATION RELATED PRODUCTS

Next, you will need credentials to access the API. But first, you will need to configure the consent screen. To do that, visit the **Credentials** option from the left and click on the **Configure Consent Screen** button.

API	APIs & Services	Creden	tials	+ CREATE CREDENTIN	ALS	DELETE	RESTORE DELETED CREDENTIALS
¢	Enabled APIs & services	Create cre	edentials to a	ccess your enabled APIs. L	earn more	2	
ш	Library		Remember	to configure the OAuth con	isent screer	n with inform	nation about your application.
0+	Credentials		CONFIGU	IRE CONSENT SCREEN			

Choose User Type as Internal since we will be accessing it via the code only and click on Create to proceed. If you are using a Google Apps account, you can choose either option as the User Type.

OAuth consent screen
Choose how you want to configure and register your app, including your target users. You can only associate one app with your project.
User Type
O Internal
Only available to users within your organization. You will not need to submit your app for verification. Learn more about user type ${\bf \mathcal{D}}$
External Ø
Available to any test user with a Google Account. Your app will start in testing mode and will only be available to users you add to the list of test users. Once your app is ready to push to production, you may need to we furwar app. I one more about user two FG.

Let us know what you think about our OAuth experience

Set your product name and add the support email and the developer contact email associated with your Google Search Console account. Add your domain name as the **Authorized domains**. If you are installing Plausible at the domain *https://plausible.com* then, add *https://example.com* as the Authorized domain. If you are hosting Plausible as a top-level domain, use that. Click the button **Save and Continue** to proceed to the next screen.

And the answer to severe to a helps and users these who pose are and control in a severe of the severe to the control in the severe of the se	App information	
Market in the stand base is the stand base	his shows in the consent screen, and help	os end users know who you are and contact
Approximation Image: Control of Contr	ou	
The near of the space in the sp	App name *	
here hand and appendix of a contract of a second data of	Prevanine Anterprica	
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Approximation in the specifies and specif	User support email *	•
And you only a helps people receptory any any and an displayed on the column consequence of the second se	For users to contact you with questions abo	ut their consent
	App logo	
stant term. Second and the second and the second point and the second and the sec	This is your logo. It helps people recognize	your app and is displayed on the OAuth
behavious and public	onsent screen.	
Application of the second of	after you upload a logo, you will need to su a configured for internal use only or has a	domit your app for verification unless the app publishing status of "Testing". Learn more [2]
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biobie of a constraint of a second se	Logo file to upload	BROWSE
App domain App domain uses the start about th	Upload an image, not larger than 1ME on the your app. Allowed image formats are JPG, P 120ps by 120ps for the beat results.	e consent screen that will help users recognize NG, and BMP Logos should be square and
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Aquincing may	App domain Fo protect you and your users, Google only Jomains. The following information will be Application home page Provide users a lisk to your home page	allows apps using DAuth to use Authorized shown to your users on the consent screen.
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+ ADD DOMAIN Developer contact information Data addresser •	Apploance of the second	values apps using Glubh to use Authorsed scheme to your users on the consent screen.
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Email addresses *	Apploance in the Molecular Section 2014 Application the Molecular Section 2014 Application theme page Application theme of section 2014	affers ages using clubih to use Authorsed above to your users on the consent screen.
0	App domains The function of the section of the sect	allers appround Glubh to un Auflerand shown to your users on the consent screen.
	App domain The protect you and your cares, dougle only Contact. The Albabaicy information and be deplication from upper Application from you Application Applicati	values appr using Glubih to use Authorsed where to your users on the consent screen.

Skip the next couple of screens and go back to the dashboard. Once at the dashboard, visit the Credentials tab on the left and click on Create credential. Select OAuth Client ID.

OAuth 2.0 Client I	Help me choose Asks a few questions to help you decide which type of credential to use
No API keys to displa	Service account Enables server-to-server, app-level authentication using robot accounts
API Keys	OAuth client ID Requests user consent so your app can access the user's data
Create credentials to ac	API key Identifies your project using a simple API key to check quota and access
Credentials	+ CREATE CREDENTIALS 👕 DELETE 🔊 RESTORE DELETED CREDENTIALS

On the next screen, choose Web Application as the project type. Give it a name and hit Create.

A client II multiple p informati	D is used to identify a single app to Google's OAuth servers. If your app runs o latforms, each will need its own client ID. See <u>Setting up OAuth 2.0</u> [2] for moi on. <u>Learn more</u> [2] about OAuth client types.
Web ap	Plication
Plausib	le-client
The nan console	e of your OAuth 2.0 client. This name is only used to identify the client in the and will not be shown to end users.
0	The domains of the URIs you add below will be automatically added to your OAuth consent screen as <u>authorized domains</u> [2].
For use w	th requests from a browser
+ ADD	th requests from a browser
For use w + ADD Autho For use w	th requests from a browser
For use w + ADC Autho For use w https://	th requests from a browser URI rized redirect URIS th requests from a web server plausible.example.com/auth/google/callback
Autho For use w Autho For use w https://	th requests from a browser IURI rized redirect URIs th requests from a web server plausible example.com/auth/google/callback URI
For use w + ADC Autho For use w https:// + ADC Note: It n	th requests from a browser URI rized redirect URIs th requests from a web server plausible.com/auth/google/callback URI asy take 5 minutes to a few hours for settings to take effect

You need to save your Client ID and Client Secret keys. Copy those values and paste them into the *plausible-conf.env* file. You can also download the JSON file to save the credentials for future use.

OAuth client created

Client secret

Creation date

▲ DOWNLOAD JSON

Status

The client ID and secret can always be accessed from Credentials in APIs & Services

 O
 OAuth access is restricted to the test users [2] listed on your

 OAuth consent screen
 OAuth consent screen

Enabled

Б

ок

October 11, 2023 at 8:48:57 AM GMT+5

GOOGLE_CLIENT_ID=<ID>.apps.googleusercontent.com GOOGLE_CLIENT_SECRET=<secret>

Once you are finished, save the <code>plausible-conf.env</code> file by pressing Ctrl + X and entering Y when prompted.

The app you created with the status *Testing*. The first option is to verify your app with Google which can take 3-5 days. To avoid having to verify with Google, you can enter your Google account as a **Test user**. Go to the **OAuth consent screen**, scroll down to the section **Test users**, and click the **Add Users** button to add your Google account.

API	APIs & Services	OAuth consent screen
	Enabled APIs & services Library	Plausible Analytics
0-	Credentials	Publishing status 🛛 🛛
ÿ	OAuth consent screen	Testing
≡¢	Page usage agreements	PUBLISH APP
		User type
		MAKE INTERNAL
		OAuth user cap While publishing status is set to "Testing", only test users are able to access the app. Allowed user cap prior to app verification is 100, and is counted over the entire lifetime of the app. Learn more B 0 users (0 test, 0 other) / 100 user cap Test users
		+ ADD USERS

Plausible also supports importing your Google Analytics data. To do that, we need to enable the following APIs.

<u>Google Analytics Reporting API</u>
<u>Google Analytics API</u>

Go back to the APIs and Services page and click the Enable APIS and Services button to find and enable the above two APIs.

	Q, Google Analytics	×
20 results		
	Google Analytics Reporting API Google	
	The Google Analytics Reporting API v4 is the most advanced programmatic method to access report data in Google Analytics. With the G Analytics Reporting API, you can build custom dashboards to display Google Analytics data, automate complex reporting tasks to save to integrate your Google Analytics data with other business applications.	ioogle me, and
	Google Analytics API	
••••	Google The Analytics API provides access to Analytics configuration and report data.	

Step 7 - Install Plausible

To install Plausible, run the following docker command.

\$ docker compose up -d

Running this command creates a PostgreSQL database for the data, a Clickhouse database for the stats, migrations on both databases to prepare the schema, creates an administrator account with the details from the env file, and starts the server on port 8000.

Check the status of the containers. You can also use the command docker compose ps for the same.

\$ docker ps						
CONTAINER ID	IMAGE	COMMAND	CREATED	STATUS	PORTS	NAMES
d9d2806a978e	plausible/analytics:v2.0	"/entrypoint.sh sh"	56 seconds ago	Up 54 seconds	0.0.0.0:8000->8000/tcp, :::8000->8000/tcp	hosting-plausible-1
99c9a1afff34	clickhouse/clickhouse-server:23.3.7.5-alpine	"/entrypoint.sh"	56 seconds ago	Up 55 seconds	8123/tcp, 9000/tcp, 9009/tcp	hosting-plausible events db-1
cf408ae32fc3	postgres:14-alpine	"docker-entrypoint.s"	56 seconds ago	Up 55 seconds	5432/tcp	hosting-plausible db-1
a5bae1a9f163	bytemark/smtp	"docker-entrypoint.s"	56 seconds ago	Úp 55 seconds	25/tcp	hosting-mail-1
				.,		

You should be able to access Plausible on http://<yourserverip>:8000 (you will need to open port 8000 using the firewall for this).

Step 8 - Install SSL

Before configuring Nginx as our reverse proxy to host the plausible domain, we need to first set up the SSL certificate.

We need to install Certbot to generate free SSL certificates offered by Let's Encrypt. You can install Certbot using Debian's repository or grab the latest version using the Snapd tool. We will be using the Snapd version.

Debian 12 comes doesn't come with Snapd installed. Install Snapd package.

\$ sudo apt install snapd				
Ensure that your version of Snapd is up to date.				
\$ sudo snap install core \$ sudo snap refresh core				
Install Certbot.				
\$ sudo snap installclassic certbot				
Use the following command to ensure that the Certbot command can be run by creating a symbolic link to the /usr/bin directory.				
\$ sudo ln -s /snap/bin/certbot /usr/bin/certbot				
Verify the installation.				
\$ certbotversion certbot 2.7.1				
Generate an SSL certificate.				
\$ sudo certbot certonlynginxagree-tosno-eff-emailstaple-ocsppreferred-challenges http -m name@example.com -d plausible.example.com				
The above command will download a certificate to the /etc/letsencrypt/live/plausible.example.com directory on your server.				
Generate a Diffie-Hellman group certificate.				
\$ sudo openssl dhparam -dsaparam -out /etc/ssl/certs/dhparam.pem 4096				
Check the Certbot renewal scheduler service.				
\$ sudo systemctl list-timers				
You will find <i>snap.certbot.renew.service</i> as one of the services scheduled to run.				
NEXT LEFT LAST PASSED UNIT ACTIVATES				
Wed 2023-10-11 06:43:59 UTC 2h 57min left Wed 2023-10-11 00:51:05 UTC 2h 55min ago apt-daily.timer Med 2023-10-11 06:55:46 UTC 3h 10min left Wed 2023-10-11 00:51:05 UTC 2h 55min ago apt-daily.timer Med 2023-10-11 07:32:00 UTC 3h 45min left - snap.certbot.renew.timer Snap.certbot.renew.timer				
Do a dry run of the process to check whether the SSL renewal is working fine.				
\$ sudo certbot renewdry-run				

If you see no errors, you are all set. Your certificate will renew automatically.

Step 9 - Configure Nginx as a reverse proxy

Until now, Plausible is running on the local system via port 8000. To run on its domain, we will use Nginx to act as a reverse proxy.

Create a configuration file for Plausible in the /etc/nginx/conf.d/ directory.

\$ sudo nano /etc/nginx/conf.d/plausible.conf

server { listen 80; listen [::]:80; server name plausible.example.com; return 301 https://Shost\$request_uri;
server { server ane plausible.example.com;
listen 443 ssl http2; listen [::]:443 ssl http2;
access log /var/log/nginx/plausible.access.log; error_log /var/log/nginx/plausible.error.log;
ssl_certificate /etc/letsencrypt/live/plausible.example.com/fullchain.pem; ssl_certificate key /etc/letsencrypt/live/plausible.example.com/privkey.pem; ssl_session_timeout 1d; ssl_session_cache shared:MozSSL:10m; ssl_session_tickets off;
ssl protocols TLSv1.2 TLSv1.3; ssl ciphers ECDME-ECDSA-AES128-GCM-SHA256:ECDHE-RSA-AES128-GCM-SHA256:ECDHE-ECDSA-AES256-GCM-SHA384:ECDHE-RSA-AES256-GCM-SHA384:ECDHE-ECDSA-CHACHA20-POLY1305:ECDHE-RSA-CHACHA20-POLY1305:DHE-RSA-AES128-GCM-SHA256:D ssl prefer server ciphers off; ssl ecdh curve X25519:prime256v1:secp384r1:secp521r1;
ssl_stapling on; ssl_stapling verify on; resolver 8.8.8; ssl_dhparam /etc/ssl/certs/dhparam.pem; location / {
proxy_pass http://12/.0.0.1:00000; proxy_set_header X-Forwarded-For \$proxy_add_x_forwarded_for; } }
Save the file by pressing Ctrl + X and entering Y when prompted once finished.
Open the file /etc/nginx.conf for editing.
\$ sudo nano /etc/nginx/nginx.conf
Add the following line before the line include /etc/nginx/conf.d/*.conf;.
server_names_hash_bucket_size 64;
Save the file by pressing Ctrl + X and entering Y when prompted.
Verify the Nginx configuration file syntax.
\$ sudo nginx -t nginx: the configuration file /etc/nginx/nginx.conf syntax is ok nginx: configuration file /etc/nginx/nginx.conf test is successful
Restart the Nginx service to enable the new configuration.

\$ sudo systemctl restart nginx

Step 10 - Add Site and Star Tracking

Launch the domain https://plausible.example.com in your browser, and you should be greeted with the following Plausible registration screen.

Plausible				
Register you Set up privacy	r Plausible Ana /-friendly analytics with j	lytics acco just a few clicks	ount	
Enter your details			Register	
Full name		Ĭ		
			Activate account	
Email			Add site info	
example@email.com			Install snippet	
Password				
Password confirmation				
Create my	account →			
	ount? <u>Log in</u> instead.			

Click the **Create my account** button to proceed.

If you have set the variable ENABLE_EMAIL_VERIFICATION=true then you will be prompted to enter a verification code sent to your email ID. If you have configured the SMTP server, you should receive an email with the code. If you haven't, or if for some reason you don't receive the code, run the following command to verify all the users in the database.

\$ docker compose exec plausible_db psql -U postgres -d plausible_db -c "UPDATE users SET email_verified = true;"

Next, you will be asked to add a site. Enter the domain you want to track and select the Timezone for stats reporting.

Plausible		
Your website details	0	Register
Domain Just the naked domain or subdomain without 'www'	0	Activate account
https:// howtoforge.com	•	
Reporting Timezone To make sure we agree on what 'today' means		Install snippet
(GMT+05:30) Asia/Calcutta v		
Add snippet →		

On the next page, you will be given the JavaScript code to track your website. Copy the code and paste it between the <head>....</head> of your site and click the Start collecting data button to proceed.

Plausible 🗭	
Add JavaScript snippet Paste this snippet in the <head> of your website. <pre>script defer data-domain=""""""""""""""""""""""""""""""""""""</pre></head>	 Register Activate account Add site info Install snippet
Start collecting data →	

Depending on your site traffic, the dashboard should start showing stats for your website soon.



You can import your Google Analytics data or connect to the Google Search Console by visiting your site settings.

Conclusion

This concludes our tutorial on installing and configuring Plausible Analytics on a Debian 12 server. If you have any questions, post them in the comments below.