



WHITE PAPER



CLICKMAP CHECKLIST

Items Affecting ClickMap Reporting



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Version 2.0





1 Items Affecting ClickMap Reporting

The following table summarizes items that may affect ClickMap reporting.

<p>ClickMap Requirements</p>	<p>Browser Plug-in</p> <ul style="list-style-type: none"> ▪ Microsoft Windows 98 or new (XP or 2000 recommended) ▪ Internet Explorer 5.5 or greater (6.0 recommended) ▪ Administrator rights within Windows ▪ "Download signed ActiveX controls" (Tools > Internet Options > Security Tab) ▪ JavaScript enabled
<p>Report Suite Selection</p>	<p>The report suite selected in ClickMap must match the report suite of the first image tag in the current page.</p> <p> NOTE: If multi-suite tagging is used (more than one report suite specified), either report suite may be selected in ClickMap.</p>
<p>Page Implemented</p>	<p>The current page must be implemented (the image/tag in place) in order to view ClickMap data for the page because ClickMap uses the report suite and other information contained in the current page's tag to determine what data to display.</p> <p> NOTE: If a page does not currently have a tag, or if the tag is turned off via software "switch," ClickMap cannot be displayed.</p> <p>The JavaScript Debugger can be used to view the image tag for the current page in order to ensure the page is implemented. For more information on the JavaScript Debugger, refer to the <i>JavaScript Debugger</i> white paper.</p>
<p>Page Name</p>	<p>If the page name is defined, it will be used to identify which set of links are identified with the current page. If there is no Page Name, the URL will be used instead (generally, without the query string). If the page name changes for a page, it will "split up" the set of links by each page name ("Page A" will have a set of links and "Page B" will have a different set of links even if those pages represent the same content).</p>
<p>URLs</p>	<p>Frequently, a site may be loaded either by typing "http://www.sitename.com/" or "http://sitename.com/". There are two cases where this action will affect ClickMap. First, if the page name is not used, the pages are identified by the URL. The traffic is divided between the two page versions, and links for each are reported separately. You can use the page name to correct this issue. Refer to <i>Relative Links</i> below for the second issue.</p>

<p>Relative Links</p>	<p>Relative links in the HTML document are converted to absolute URLs. If the URL changes (refer to <i>URLs</i> above), the links are considered different. Examples of both relative and absolute links are shown below.</p> <pre>Relative Link</pre> <pre>Absolute Link</pre> <p>As a result, any relative links will be split between the various domains under which the page can be loaded. Note that this separates all the links for <code>http://site.com/file.html</code> and <code>http://www.site.com/file.html</code>, as well as for any secondary domains; i.e., <code>mysite.com</code>, <code>my-site.com</code>, <code>mysite.org</code>, etc.</p>
<p>Dynamic Content</p>	<p>Pages with highly dynamic content can shift links on the page. The position of the links is one method of identifying links in a page (in combination with <code>pageName</code>, URL, and related information), so when links move on the page more than eight "items" away, the Search Intensity Setting needs to be increased. By default, it is set to eight items.</p>
<p>Dynamic Menus</p>	<p>The position of links is measured when the click action occurs. When dynamic menus are used, this may result in overlaying of a page with links that aren't visible (the overlay is displayed, but the menu isn't visible).</p> <p> NOTE: Dynamic menus can also count as dynamic content, and can move links below them on the page.</p>
<p>"Foolproof" Link Tracking</p>	<p>Using <code>s_objectID</code> in the <code>onClick</code> event of a link will uniquely identify the link. As long as the URL or <code>pageName</code> is not changing (see above), this practice is the best way to identify a link. Even changes to the page will not affect the ability of ClickMap to identify and report on a link, as shown below.</p> <pre>Some Site Link</pre> <p> NOTE: Any links using the same <code>s_objectID</code> will be aggregated as a single link, regardless of location or URL.</p>
<p>Internal Domain or Unimplemented Pages</p>	<p> NOTE: Omniture recommends that all pages of the web site should be implemented with SiteCatalyst.</p> <p>If a link's URL matches the list of internal domains, but the destination page is not implemented, the link data may not be sent correctly. Ensure that all links to unimplemented pages are designated as "external" by using the <code>linkInternalFilters</code> variable in the JavaScript file to define which domains are internal, as shown below.</p> <pre>var s_linkInternalFilters (or s.linkInternalFilters in H code)="javascript:,domain1.com,domain2.com"</pre> <p> NOTE: replace <code>var s_</code> with <code>s.</code> for H Code.</p>

<p>Link Positioning</p>	<p>ClickMap overlays links based on the link position information provided by Internet Explorer. In some cases, especially when the link is lengthy and wraps onto other lines or dynamically wraps around images in the text, Internet Explorer may report an incorrect position for the link; i.e., the overlay will be displayed in the wrong location.</p>
<p>Browser Type</p>	<p>Data is collected for all browsers. Only data collected from Internet Explorer, Netscape, Safari, and Opera is currently reported due to limited information on links from other browsers (positioning, etc.). Using the s_objectID variable allows ClickMap to report traffic from all browsers.</p> <p> NOTE: Mozilla 1.75 and Safari 1.3 do NOT support the JavaScript sourceIndex function, thereby rendering our location tracking inoperable.</p>
<p>Old Pages</p>	<p>If an old version of a page is measured against current data, or if a current page is compared against older data, the links may have changed too significantly. Saving copies of pages and viewing them under ClickMap (with the appropriate time frame selected) is fully supported.</p> <p> NOTE: Do not save link sources only. Links must be fully specified (absolute links).</p>
<p>Back/Forward Buttons</p>	<p>The browser's built-in Back/Forward buttons are not currently reported by ClickMap (browsers do not allow those events to be captured).</p>
<p>Reload/Refresh Buttons</p>	<p>The browser's built-in Reload/Refresh buttons are not currently reported by ClickMap (browsers do not allow those events to be captured).</p>
<p>Macromedia Flash</p>	<p>ClickMap report clicks within Macromedia Flash objects as long as the objects contain ClickMap-specific Flash code. Custom link tracking within Macromedia Flash is supported by SiteCatalyst.</p>
<p>Frames</p>	<p>ClickMap will search each frame in the frames collection starting from frame 0 until it finds the first frame with the SiteCatalyst tracking code and a matching Report Suite ID. This is the only frame within the frameset that will display the ClickMap data overlay.</p>
<p>VISTA Rules</p>	<p>VISTA rules that change the pageName affect ClickMap reporting. For more information on workarounds for this scenario, contact Omniture ClientCare.</p>

2 Frequently Asked Questions

Why do the clicks on a link not match the page views for that page or URL?

Page views (as opposed to "Clicks") are measured when a page loads or reloads, and may include additional page views not accounted for by ClickMap, such as loading the page from a bookmark, typing in the URL, etc. There are also ways to move between pages without clicking a link, such as the Back and Forward Buttons. Finally, ClickMap may not report users not using Internet Explorer, depending on your implementation.

If custom variables are used to track internal campaigns, why do the ClickMap click-through metrics ("Clicks") not match?

This is very similar to the question above except that a custom variable is used instead of the page name. The page may be reloaded, or a visitor may navigate to the page with the variable by using Back and Forward buttons. The Enter Key may also be used to move to other pages (if a form is on the page) in lieu of Submit Button or link, which is not measured by ClickMap.

Why are overlays being displayed on pages without links?

Dynamic links (DHTML) and pop-up menus may cause overlays to be drawn in the wrong location, or over locations on the page where dynamic menus appear.

Why is ClickMap not collecting data?

If you have successfully installed ClickMap, but it is not collecting data, some common elements that you might want to check are listed below.

- Make sure ClickMap tracking is enabled.
 - `s.trackInlineStats=true;`
- Make sure the Omniture code is contained in the <BODY> tag.
 - If the SiteCatalyst code is placed in the <HEAD> tag, custom link, ClickMap, and Flash tracking will not work because the body has not been created for Omniture to add the click tracking to and we will not be able to create the anchor image in the document that we use to make all the image requests. Additionally, the code relies on having a valid document and body for many of the other things it tracks (Home Page, Connection Type, Browser Width and Height, et cetera). If the body tag has not opened, the document and body are invalid. Omniture recommends that you place the SiteCatalyst code in the <BODY> tag.
- Make sure your plug-ins are compatible with your configuration.
 - The `getQueryParam` plug-in should be updated to version 2.1 or later if you are using H.10 code or higher in order for ClickMap data to be properly collected.



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