



WHITE PAPER



BEYOND THE PAGE NAME

More Granular Tracking Methods

April 23, 2008









Version 3.0



1 More Granular Tracking Methods

In a standard deployment, the page itself is the most granular level of reporting, which means that the value passed to the `pageName` variable will reflect the lowest level of reporting or categorization. In a Pages Report, for example, you may see the following pages.

Figure 1-A: Pages Report

	Page	Page Views
1.	 Home Page	22,860 19.7%
2.	 Add Product To Cart	11,521 9.9%
3.	 Category - Computers	5,208 4.5%
4.	 Former Cataqory - Games	5,149 4.4%
5.	 Category - Accessories	4,533 3.9%
6.	 Category - Monitors	4,422 3.8%
7.	 Buy Process - Customer Information	4,045 3.5%
8.	 Category - PDAs	4,010 3.5%

The pages listed above are considered the lowest content level in a standard SiteCatalyst deployment. For example, the first line item, Home Page, is the value passed to the `pageName` variable. The Page Views metric for Home Page shows 22,860 instances for the reporting period and is independent of any module, widget, or banner contained in the Home Page.

SiteCatalyst is designed for tracking at the page level. Omniture recognizes that in some instances a deeper layer of granularity may be required. When more detailed information is required about page use, you have several options to explore depending on your business needs and metrics requirements. The following options explore more detailed analysis within the page itself.

- Click-Through Module Tracking
- Impression-Based Module Tracking

2 Click-Through Module Tracking

What link did your visitors use to get from page A to page B? When it comes to online business, this question is frequently left unanswered, assuming the page contains multiple links to drive visitors from page A to page B.

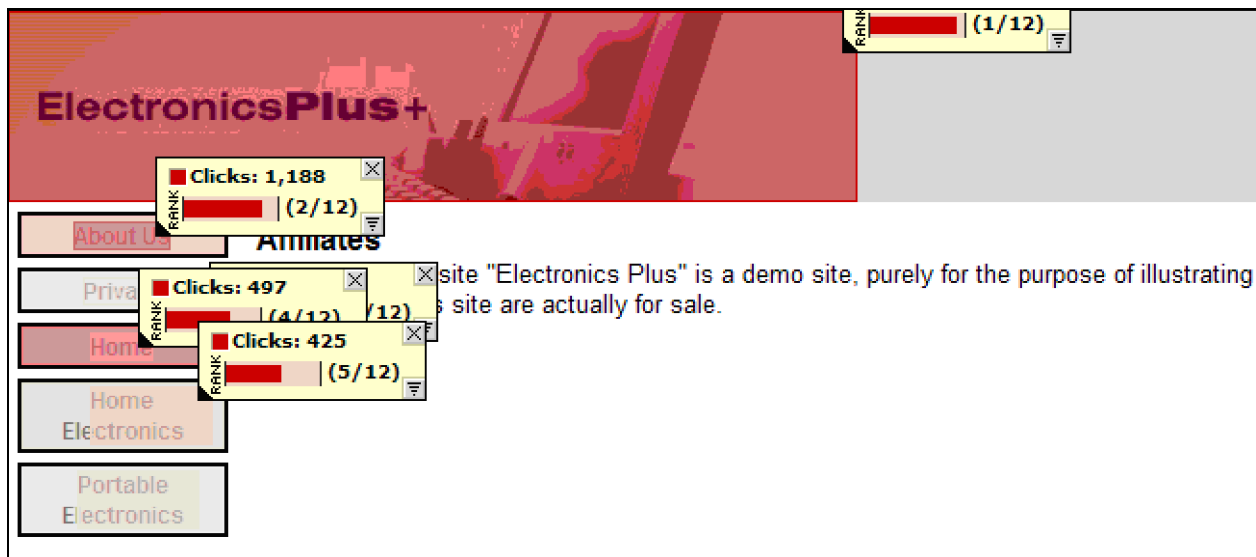
2.1 Using ClickMap

With SiteCatalyst ClickMap, you can determine the most popular links on a website page. ClickMap overlays each link with a shaded color to represent link activity along with other helpful information as shown below.



NOTE: ClickMap is used on the actual pages of the site and does not appear as a report within SiteCatalyst.

Figure 2-A: ClickMap



For more information on ClickMap, refer to the [ClickMap User Guide](#).

2.2 Using Custom Link Tracking

Custom link tracking enables you to gain additional control over click-throughs or other metrics. For example, you can tag a selected link on your web page to track revenue (or other metrics) generated from the link, and then you can view the associated data in SiteCatalyst.

2.2.1 Activating Custom Link Tracking

To activate custom links, edit each link and add an onClick JavaScript call, or edit the existing onClick call. For example, to track `My Page or File` follow the steps below.



NOTE: If you don't want to add populated custom variables in an onClick, you don't have to make changes to the JS file. They can also be declared on the custom link itself.

1. Add an OnClick event handler, so the link would display as shown below.

```
<a href="index.html" onClick=' ' >My Page or File</a>
```

2. Add the linkType variable to the onClick. The three options include "o" for Custom Links, "d" to include in the File Downloads Report, and "e" to include in the Exit Links Report. The link will display as shown below.

```
<a href="index.html" onClick='s_linkType="d"'>My Page</a>
```

3. Add JavaScript function calls to gather information about the clicked link and to record the link click. The final link displays as shown below.

```
<a href="index.html" onClick="
var s=s_gi('rsid'); **see note below on the rsid**
s.tl(this,'o','Link Name');
">My Page</a>
```

4. (Optional) You can add a Link Name or Property at this point. Add the variables immediately after setting linkType as shown below.

```
<a href="index.html" onClick="
var s=s_gi('rsid'); **see note below on the rsid**
s.prop1='value';
s.linkTrackVars='prop1';
s.tl(this,'o','MyCustomLink');
">My Page</a>
```



NOTE: Without a Link Name, the link will be reported by URL ([http://www.\[generic.com\]/directory/page.asp](http://www.[generic.com]/directory/page.asp)). Additionally, linkType and linkName are case-sensitive.

As the name implies, custom links are very specific to your web site. The links you would like to track must be modified with the code as specified above.

2.2.2 Passing Custom Variables in Custom Links

By default, no custom variables or events are passed in Download, Exit, or Custom Links. The linkTrackVars and linkTrackEvents variables in the JavaScript file control this behavior. These variables are set globally to allow (or disallow) a variable from being passed into SiteCatalyst when a link event occurs. The standard setting is “None” so no events or variables are tracked, as follows.

```
var s.linkTrackVars="None"
var s.linkTrackEvents="None"
```



NOTE: Replace var s_ with s. for H code.

The linkTrackVars variable must include a list of all variables that you wish to track (other than linkType and linkName), including any prop, eVar, or event. You cannot track pageName within a link event. The linkTrackEvents variable contains any events you want to track, including pre-defined events; i.e., scOpen, scAdd, purchase, scCheckout, event1, event2, etc. To track prop1, eVar1, and event1, set the variables as follows.



NOTE: Replace var s_ with s. for H code.

```
var s.linkTrackVars="prop1,eVar1,events"
var s.linkTrackEvents="event1"
```

2.2.3 Measuring Downloads from Akamai

Links to documents that are served via Akamai or Speedera may contain directory information that is unique for each link. Additionally, multiple links to the same file may be reported as separate files in that case. Contact your Omniture Implementation Consultant about using a VISTA rule to address this situation, which could result in aggregating all links to the same file. The following example illustrates a different Akamai path in two links that point to the same file.

```
http://a880.g.akamai.net/7/880/5107/20922590034523/www.[generic.com]/products/01/docs/collateral/myfile023483.pdf
```

```
http://a880.g.akamai.net/7/880/ABCD/837483294787/www.[generic.com]/products/01/docs/collateral/myfile023483.pdf
```



NOTE: Custom link tracking initiates a unique and separate server call and adds to the overall billable server calls (page views) for the site.

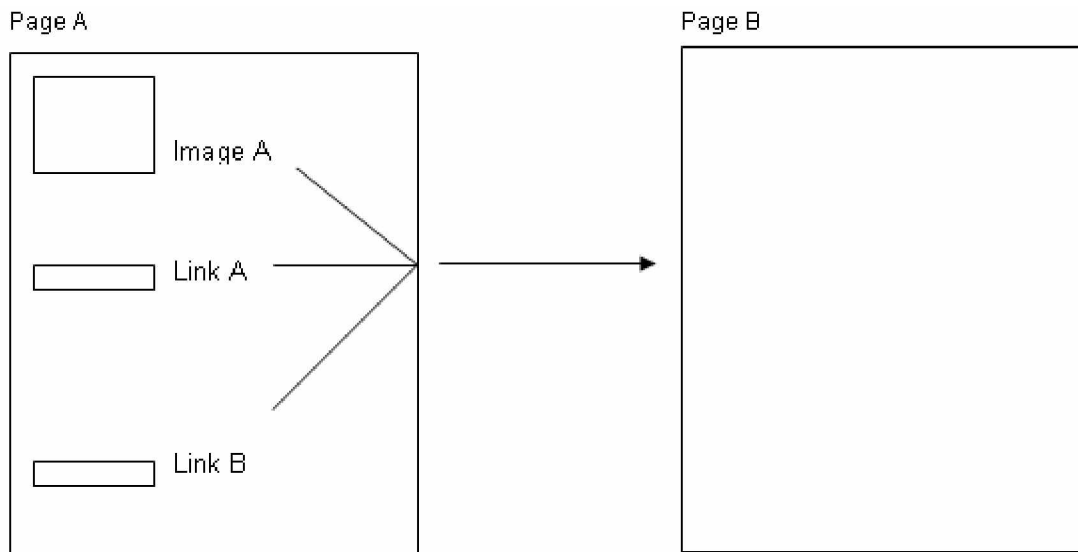
2.3 Using URL Parameters

To avoid the extra cost of custom link tracking, URL parameters may be used to differentiate between links where the parameter value is passed along in the image request of the landing page rather than at the time the link is clicked.

2.3.1 Creating URL Parameters

Using URL parameters requires that the destination URL of any particular link be altered to reflect a unique value. Working with your Omniture Implementation Consultant, you can configure SiteCatalyst to automatically look for the specified parameter and, if a value is found on any given page, pull that value to one of the SiteCatalyst variables as shown in the following example.

Figure 2-B: URL Parameters



In the example above, three different page elements will drive a visitor to page B. In the HTML code the links may display as follows.

```
<a href="pageb.htm">Image A</a>  
<a href="pageb.htm">Link A</a>
```

```
<a href="pageb.htm">Link B</a>
```

SiteCatalyst will, in a standard deployment, provide the total number of visitors who viewed page A and then clicked over to page B. However, the user interface will not show which link was used to get the visitor to page B. By inserting a URL parameter, SiteCatalyst could then help you determine the number of visitors that came to page B from image A versus link A.

Next, assume that the parameter lid (link ID) is used to differentiate multiple links. Using this ID, the code would display as shown below.

```
<a href="pageb.htm?lid=imageA"> Image A</a>
<a href="pageb.htm?lid=linkA"> Link A</a>
<a href="pageb.htm?lid=linkB"> Link B</a>
```

By passing the lid value to one of the custom insight variables, you can run a report that shows the number of visitors that came to page B from image A, link A, or link B.

The same technique could be applied for area-based click-throughs as well. If a page contains multiple links that click-through to the same page, you could assign an ID to each link to determine not only the amount of traffic going through the links, but also which links are more successful than others.

In the example below, assume the parameter pid is used (short for position ID) and the following values are assigned.

- Left Navigation = 1
- Promo Area = 2
- Bottom Navigation = 3

The links found in each area would then be tagged accordingly.

```
<a href="pageB.htm?pid=1"> Link 1 </a>
<a href="pageB.htm?pid=2"> Link 2 </a>
<a href="pageB.htm?pid=3"> Link 3 </a>
```

The SiteCatalyst reports generated by tagging the links in the way outlined by the examples above would display as shown below.



NOTE: The report below shows that the Omniture Test Page received 109 total page views for the specified time period. Of the total page views, 30 visitors accessed the Omniture Test Page by clicking Link B, while 25 visitors accessed the page by clicking Image A, and 13 accessed the page by clicking Link A.

Figure 2-C: Omniture Test Page Example

Details		Total Page Views	
Correlation Filter			
Page Name = <u>Omniture Test Page</u>		109	100.00%
Link Type		■ Page Views	
1.	<u>Link B</u>	30	27.5%
2.	<u>Image A</u>	25	22.9%
3.	<u>Link A</u>	13	11.9%



NOTE: To provide this type of report, data correlation must be enabled between the page name variable and the variable to which the link value is passed. For more information on data correlation, refer to the *Data Relationships – Correlations and Subrelations* white paper.

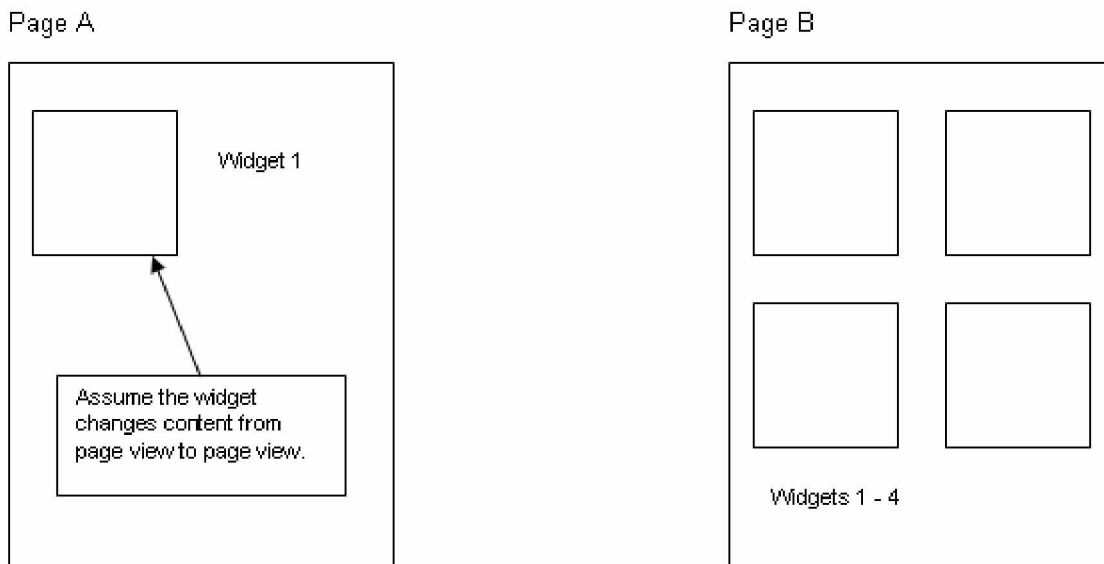
3 Impression-Based Module Tracking

SiteCatalyst does not, in a standard deployment, track individual impressions for elements found within a page. However, if a specific widget is run on a page and the widget ID and/or name is known at the time the page loads, a custom insight variable may be used to provide this information.

3.1 Using Custom Insight Variables

The use of custom insight variables passed along in the original image request relies upon the module or widget information being known at the time the page loads (prior to sending off the SiteCatalyst code), as shown in the following example.

Figure 3-A: Custom Insight Variables



If the page only contains a single widget, simply pass the widget value to one of the custom insight variables.

```
var s.prop1="WidgetA"
var s.prop2="WidgetB"
```

If the page contains multiple modules or widgets that need to be tracked, additional customization may be required, and all module values must be known when the page loads. Multiple widgets could be passed in a concatenated string to a single property as long as the string does not exceed 100 bytes.

```
s.prop1="Widget1 | Widget2 | Widget 3 | Widget 4"
```

Using SiteCatalyst functionality, the list could also be broken out into separate line items, which would cause the string above to be displayed in SiteCatalyst as shown below.

- Widget1 A page views
- Widget 2 B page views
- Widget 3 C page views
- Widget 4 D page views



NOTE: Options above may require data correlation to be enabled for widget by page analysis.



3.2 Custom Options

In addition to the solutions outlined above, custom options may be available depending on circumstance and metric requirements, which may include the use of other SiteCatalyst functionality including VISTA, SAINT, or ASI. For more information, contact your Omniture Implementation Consultant.



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