



WHITE PAPER



TRACKING CONTENT AND MODULES

Beyond the Web Page

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Version 2.0



1 Tracking Content Modules

SiteCatalyst provides a variety of reporting related to visitors, traffic, conversion, and click-stream analysis. In addition to the standard reports, SiteCatalyst allows users to define visitor segments or create levels of content categorization for tracking within SiteCatalyst as well as pass custom data that may be specific and relevant to a particular site. These custom values are passed to SiteCatalyst in custom insight variables and are the responsibility of the individual development team to collect and pass to the appropriate SiteCatalyst variable.

In a standard deployment, a Web page is the most granular level of reporting. That 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.

Figure 1-A: Pages Report

| Page | Page Views | |
|---|------------|-------|
| 1. showingtimes | 486 | 54.7% |
| 2. comingsoon | 102 | 11.5% |
| 3. apply_page | 82 | 9.2% |
| 4. raffle | 45 | 5.1% |
| 5. contact | 43 | 4.8% |
| 6. application_sent | 33 | 3.7% |
| 7. http://www.watergardenscinema6.net | 17 | 1.9% |
| 8. Kung Fu Panda | 12 | 1.3% |
| 9. The Chronicles of Narnia: Prince Caspian | 11 | 1.2% |
| 10. You Don't Mess With the Zohan | 11 | 1.2% |
| 11. Raffle Entry | 9 | 1.0% |
| 12. Ironman | 8 | 0.9% |
| 13. Indiana Jones and the Kingdom of the Crystal Skull | 6 | 0.7% |
| 14. What Happens in Vegas | 6 | 0.7% |
| 15. raffle: no key | 5 | 0.6% |
| 16. http://www.watergardenscinema6.net/apply.php | 3 | 0.3% |

The pages listed above are the lowest level container or content level in a standard SiteCatalyst deployment. That means that for “showingtimes” (this was the value passed to the pageName variable) there are 386 page views for this reporting period independent of any module, widget, banner, etc. contained within the “showingtimes”. By default, SiteCatalyst is designed for tracking content at the page level. Omniture also recognizes that in some instances a deeper layer of tracking of content may be required. When more detailed information is required about page use, there are several options to explore depending on the business needs and metrics requirements. The following options explore more detailed analysis within the page itself.

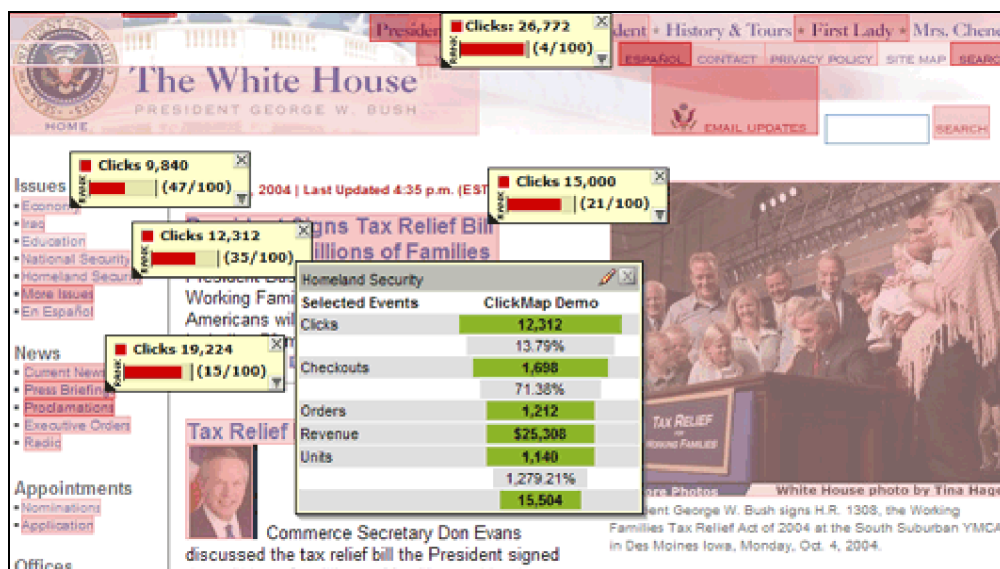
1.1 Click-Through Module Tracking

When the ultimate business question is, “What link did a visitor use to get from page A to page B?”, additional options are available through SiteCatalyst. This assumes that there are multiple links on page A that could drive a visitor to page B.

1.1.1 Using ClickMap

Using SiteCatalyst ClickMap, a user can determine the most popular links on a page. ClickMap overlays each link with a shaded color to represent link activity along with other information as indicated below. Data collection for ClickMap occurs automatically after it is enabled (with the trackInlineStats variable) within the .JS file provided through the Code Generator in the Admin Console.

Figure 1-B: ClickMap



NOTE: The White House is not an Omniture client. The illustration shown above is an example.

1.1.2 Using Custom Link Tracking

For reporting within the SiteCatalyst user interface, or for finer control over SiteCatalyst reports, custom link tracking may be used.

The JavaScript file has been configured to track exit links (defined as any link that does not match the Internal URL filters list), downloads (defined as any link within the specified extensions list), and internal link clicks for ClickMap. The variables to track these links are as follows:

```
s.trackDownloadLinks=true
s.trackExternalLinks=true
s.linkDownloadFileTypes="exe,zip,wav,mp3,mov,mpg,avi,doc,pdf,xls"
s.linkInternalFilters="javascript:,mysite.com,[more filters here]"
s.linkLeaveQueryString=false
```



NOTE: The ".jpg" and ".aspx" links are not included in the list of "download file types" above. Therefore, no clicks on these types of files will be tracked. To access individual links, use the ClickMap plug-in. Links are reported in SiteCatalyst > Site Content > Links.

Implementing a Custom Link

To activate custom links, it is required to edit each link and add an "onClick" JavaScript event, or add JavaScript code to an existing "onClick" event. For example, follow these steps to track the following link My Page or File.

1. Add an "onClick" event to the link, as shown below.

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

2. Add the s_linkType variable (case sensitive) to the onClick. Three possible values are: "o" for Custom Links, "d" to include in the File Downloads report, and "e" to include in the Exit Links report, 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 record the link click, as shown below.

```
<a href="index.html"
onClick='s_linkType="d";s_lnk=s_co(this);s_gs("reportsuiteid")'>My Page</a>;
```



TIP: (Optional) You can add a Link Name or Property at this point. Note that 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)). Add the variables immediately after setting `s_linkType` and before the calls to `s_co()` and `s_gs()`, which must be placed last (and in that order).

```
<a href="index.html" onClick='s_linkType="d";s_linkName="My Download Link";s_prop1="Property os
Link";s_lnk=s_co(this);s_gs("reportsuiteid")'>My Page</a>
```



NOTE: In the link displayed above, `s_linkType` and `s_linkName` are case-sensitive.

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

Passing Custom Variables in Custom Links

By default, no custom variables or events are passed in Download, Exit, or Custom Links. There are two variables in the JavaScript file which control this behavior, "`s_linkTrackVars`" and "`s_linkTrackEvents`". 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 to track no events or variables, as follows:

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

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

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

Measuring Downloads from Akamai



NOTE: Links to documents that are served via Akamai or Speedera may contain directory information that is unique for each link. Multiple links to the same file may be reported as separate files in that case. Contact Omniture Engineering Services about addressing this situation using a VISTA rule, and aggregating all links to the same file.

The example below illustrates a different Akamai path in two links that point to the same file:

```
http://a880.g.akamai.net/7/880/5107/20922590034523/www.yoursite.com/products/01/docs/c
ollateral/myfile023483.pdf
```

```
http://a880.g.akamai.net/7/880/ABCD/837483294787/www.yoursite.com/products/01/docs/co
llateral/myfile023483.pdf
```

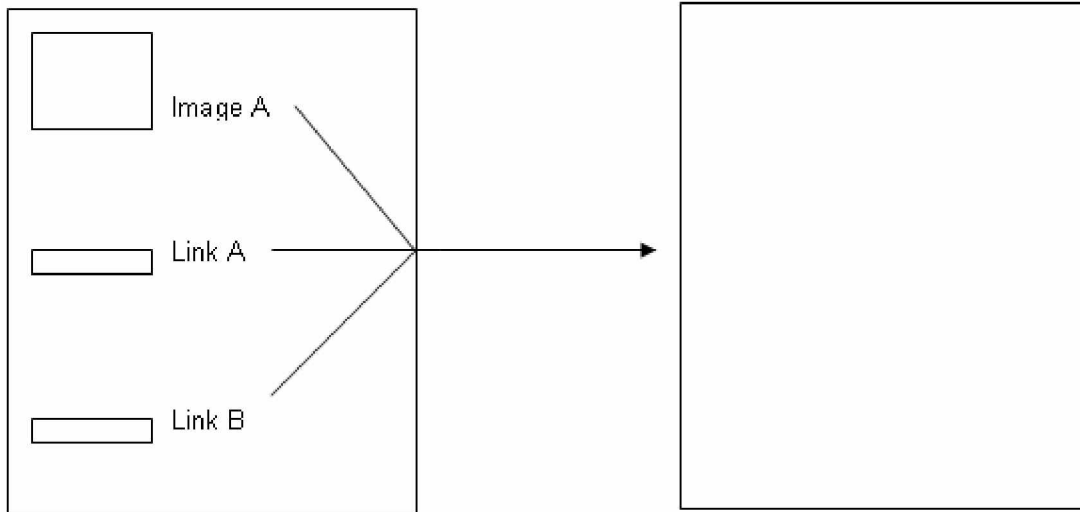
1.1.3 Using URL Parameters

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

Creating URL Parameters

Using URL parameters requires that the destination URL of any particular link be altered to reflect a unique value. SiteCatalyst can be configured to automatically look for the specified parameter and, if a value is found on any given page, place that value into one of the SiteCatalyst variables. Consider the following example.

Figure 1-C: Creating URL Parameters



In the example above there are three different page elements that will drive a visitor to page b. In the HTML code, these links will look similar to this:

```
<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. It will not, in the UI, show which link was used to get the visitor to page B.

By inserting a URL parameter SiteCatalyst could then answer the following question: For all page views for page B – how many came from image A versus link A?

Let's assume that the parameter lid (short for link ID) is used to differentiate multiple links. Using this ID, we would now have code that looked like:

```
<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 a report can now be run that shows for all page views to Page B how many came from Image A, Link A, or Link B?

This same technique could be applied for area based click-through as well. Assign a numeric ID to each area, and use in all links within the area. For instance, a page may contain left navigation, top-feature promo, and bottom navigation areas. Each will be assigned a unique ID for tracking.

Let's 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 reports generated by tagging the links in the way outlined by the examples above would display as follows.

Figure 1-D: Reports Generated by Tagging Links

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



NOTE: The report above shows that the “Omniture Test Page” received 109 page views for the specified time period. Of those 109 page views, 30 originated from Link B, 25 originated from Image A, and only 13 originated from Link A.

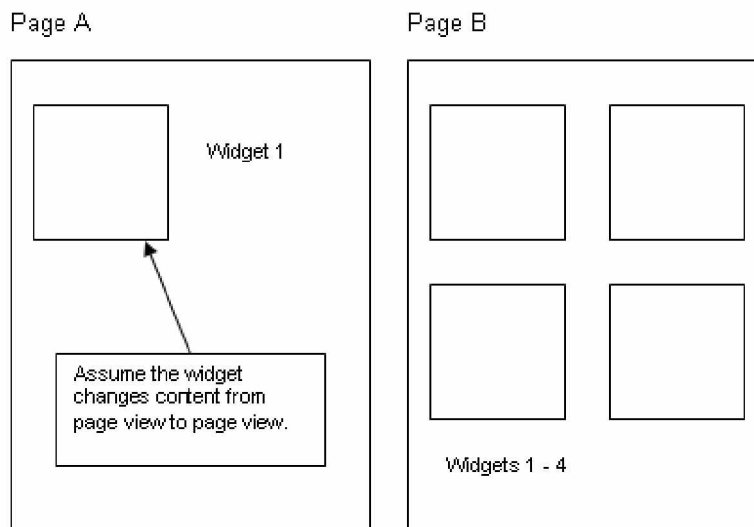
1.2 Impression-Based Module Tracking

SiteCatalyst does not, by default, 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.

1.2.1 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 (in order to populate SiteCatalyst variables). Consider the following examples.

Figure 1-E: Using Custom Insight Variables



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

```
s.prop1="WidgetA"
```

```
s.prop2="WidgetB"
```

If the page contains multiple modules or widgets that need to be tracked, additional customization may be required. This also requires that all module values are known at the time of page load.

Multiple widgets could be passed in a concatenated string to a single property as long as the total character length does not exceed 100 characters. Do not use extra spaces around commas (note that you may use other delimiters than the comma if you first notify your Omniture Implementation Consultant).

```
s.prop1="Widget1,Widget2,Widget3,Widget4"
```

Using SiteCatalyst functionality the list could also be broken out into separate line items. This would cause the string passed in above to show in the reports as the following.

Widget 1 A page views

Widget 2 B page views

Widget 3 C page views

Widget 4 D page views

Discuss this option with your Omniture as there are limitations using this functionality.



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

1.2.2 Custom Options

In addition to the solutions outlined above there may be custom options available depending on circumstance and metric requirements. This may include use of other SiteCatalyst functionality, including VISTA, SAINT, or ASI. For more information on other SiteCatalyst functionality, refer to the *Omniture Suite User Manual* or the *VISTA – Addressing Segmentation Challenges* white paper.



CALL 1.877.722.7088
1.801.722.0139

www.omniture.com
info@omniture.com

550 East Timpanogos Circle
Orem, Utah 84097

