



WHITE PAPER



PAGE NAMING STRATEGIES

Naming Your Pages in SiteCatalyst

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Version 1.1



1 Page Naming

The `pageName` variable is used to identify each page that will be tracked on the web site. If the `pageName` variable is not populated with a defined value (e.g. "Home") then SiteCatalyst will record the URL as the page name. Since the page name is central to your SiteCatalyst reports, make sure that all parties in your organization agree on a strategy before you implement SiteCatalyst.

Depending on the content management system your site uses, it is often helpful to add content elements to your system that can be used to populate SiteCatalyst variables. Many companies find that most SiteCatalyst variables can be populated from existing content management elements.

1.1 Page Naming Strategies

The `pageName` variable should be populated with an easy-to-read, intuitive page identifier. The following methods outline various ways of populating the `pageName` variable.



NOTE: You can determine the best way of populating the `pageName` variable by looking at the structure of your web site.

While the `pageName` variable is central to identifying user behavior, Omniture recommends using multiple variables to indicate page information. The best page naming strategies use a different variable for each level of hierarchy within your site, as shown below.

- The channel variable can be used to indicate the site section.
- The `pageName` variable can be used to show content type.
- A custom insight variable (`prop1`) can be used for detailed content.

Table 1-A: Levels of Detail can Vary by Property

Variable	Level of Detail	Example
Channel	General Section	Electronics
Prop1	Sub Section	Sports : Local Sports
PageName	General Content Description	Loans : Home Mortgage : Rate Comparison
Prop2	Detailed Content Description	Electronics : Notebook PC : Detailed Specs : IBM Thinkpad T20

The more layered your site is, the more variables should be used to identify page content. Companies also find value in allowing for overlap between variables. For example, a more detailed variable may contain information not only about the product being viewed, but also about the site section and sub section, which can be particularly helpful when a product or article may appear in more than one section of the site.

The following page naming strategies describe how to populate the `pageName` variable. While it is tempting to choose the page naming strategy that is easiest to implement, the page naming strategy largely determines the usability of all Path and Page Reports. In short, use caution when deciding how pages will be named.

1.1.1 Unique Name for Each Page

The most valuable method of naming pages is to give each page a unique identifier that is easily understood by all SiteCatalyst users in your organization. Examples of page names include Home Page, Electronics Department Home, and Sports : Local Sports : High School.

Most SiteCatalyst users find that hierarchical page names are useful in both identifying where the page is found on the site, and its purpose. The following table shows some sample page names for various industries.

Table 1-B: Sample Page Names for Various Industries

Conversion	Media	Finance
Home Page	Home Page	Home Page
Electronics	Technology	Home Loans
Electronics : Notebook PCs	Technology : New Gadgets	Home Loans : Rate Compare
Electronics : Notebook PCs : Product Page	Technology : New Gadgets : Article Page	Home Loans : Rate Compare : 10 Year Fixed

1.1.2 File Path (Not the Full URL)

For some sites, the file path is clear and therefore easily read. Therefore, any business user can read a URL and determine the page to which the file path refers. If this is the case for your site, you can use a server-side variable to populate the path to the file into the `pageName` variable, as shown below.

```
s.pageName="<%= file_path %>"
```

Omniture does not recommend leaving the `pageName` blank (which results in using the full URL of the page) even though you may be tempted to do so. The following side effects are caused by leaving the `pageName` variable blank and using the `pageURL` as the page identifier.

- The domain and path of a page may not always be displayed identically. For example, the following four URLs return a single page.
 - `http://www.mysite.com/index.jsp`
 - `http://www.mysite.com`
 - `http://mysite.com/index.jsp`
 - `http://mysite.com/`

If the `pageName` is left blank, each of these page names would show separately in SiteCatalyst.

- Some pages (e.g. forms) post to themselves, thereby erasing any distinction between the original form and the resulting output.
- When your page is translated into another language by search engines or other online tools, the URL of the page is the URL of the search engine (not the URL of your site).

1.1.3 HTML Title (`document.title`)

If you have invested time into making your HTML titles readable and intuitive, you might consider using the same title as the value in the `pageName` variable. However, Omniture recommends using a server-side variable to populate the `pageName` rather than using JavaScript's `document.title` because some browsers will interpret the HTML title differently than others, which may cause SiteCatalyst to receive different page names from different browsers.

The best practice for using the HTML title is to copy the existing titles for each page into a separate variable or content management element. When you decide to make changes to the HTML title for search engine optimization or other purposes, the SiteCatalyst page names will not be affected.



NOTE: If a page name changes in SiteCatalyst, it becomes a new page and is not connected with the old page name, regardless of the associated URL.

1.2 Optimum Path Engine

The Pathing Reports in SiteCatalyst use the value of the pageName variable (or the URL if pageName is blank) to show the paths people take through your site. While path reports are shown for page names by default, you can enable Path Reports for other variables in SiteCatalyst. Thus, you can see path reports by site section, sub section, or detailed content section.

1.3 Changing Page Names in SiteCatalyst

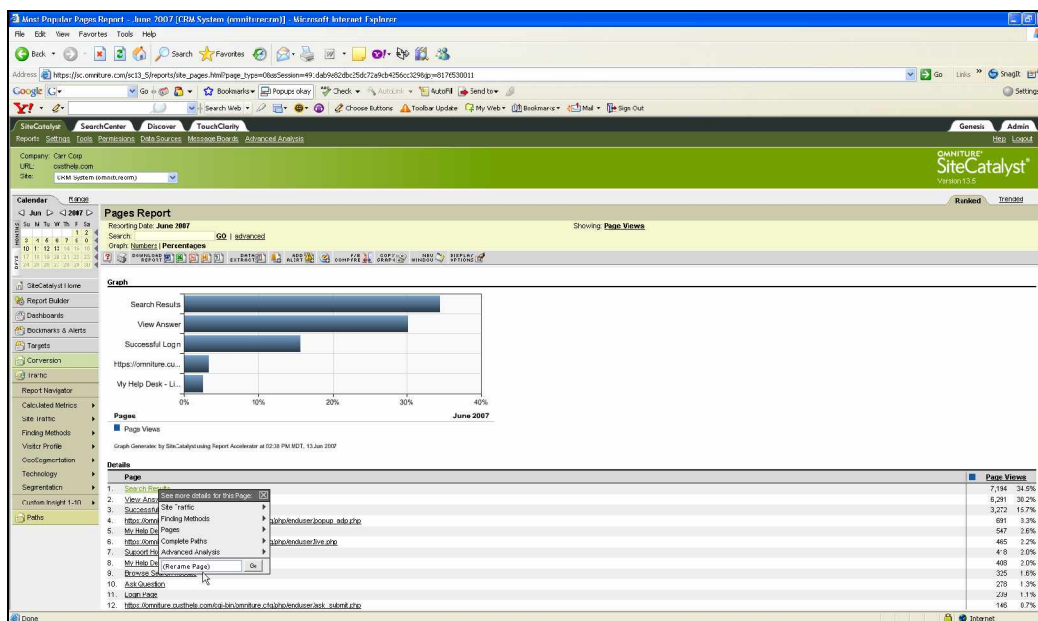
The Page Naming Tool may be used to change page names as they appear in SiteCatalyst, or in other words, to give pages friendlier names. This tool allows you to change the displayed page name rather than the value of the pageName variable in order to improve the readability of your reports. Since most SiteCatalyst users expect the pageName variable to match the value shown in SiteCatalyst reports, using this tool may cause confusion within your organization. Additionally, this tool does not combine pages, even if they are given identical names.



WARNING! If you wish to modify the page name, Omniture **strongly** recommends that you edit the existing page name implementation rather than using this tool. However, if you want to use the PageName Tool, do so with caution, and only after you fully understand the effects of doing so. An Omniture best practice is to create a log of changes to the page name when using the Page Naming Tool.

The Page Naming Tool is most often used from the Most Popular Pages Report. By clicking a page name line item in the Most Popular Pages Report, administrators have the option to rename the page by selecting the text in the text box and typing over it.

Figure 1-A: Page Naming Tool in the Most Popular Pages Report



1.3.1 Using the Name Pages Tool in the Settings Tab

The Name Pages Tool is used to add friendly names to the pages of your web site so that when the page name is displayed in a report, you can view the data and the corresponding web page name in an easy-to-read format.



NOTE: The order that pages appear in the Name Pages Tool is the same order in which they appear in the Most Popular Pages report for the current month.

The format of the Name Pages Tool can be misleading because it directs the user to believe that each page in the system has a unique URL with one associated page name, which is not the case. In fact, you may have multiple URLs associated with a single page name.

Only administrators or groups that have specifically been given access to the Page Naming Tool can use it to rename pages. It is important that only a few people have access to the Page Naming Tool in order to avoid problems with page renaming. If a page is renamed, you may not recognize it in the Pathing or Most Popular Pages Reports.

SiteCatalyst does not record when a user changes a page name, but does record when a user views the Name Pages Tool. You can view the Page Renaming Log by clicking the Permissions Tab and then accessing the Security and Access Log. The Event Type is "Tool Viewed" and the Event is "Name Pages Viewed."

1.3.2 Storing Page Names in SiteCatalyst

Every Page View recorded in SiteCatalyst came from a page with a specific page name, which is either the URL of the page or the value of the pageName variable. Omniture recommends that you use the pageName variable, to name pages because it offers the most flexibility in defining a page.

When SiteCatalyst receives a page view, one of the first steps taken is to update the database table containing the page names. The following example shows the organization of the database table.

Table 1-C: Database Table Organization (The Hash)

Key (Hash)	Page Name	URL
cfe6e34	Home Page	http://mysite.com
d2ed34	http://mysite.com/sitemap.asp	http://mysite.com/sitemap.asp
9a2168	Partial Site Map	http://mysite.com/sitemap.asp?id=35



NOTE: The Key Column in the table above is created from the original page name as it enters SiteCatalyst. The pageName column contains the current page name value, which may be altered via the Page Naming Tool.

1.3.3 Additional Notes

- The only way to "undo" the page renaming is to revert back to original page name sent to SiteCatalyst.
- Keep a log of changed pages in the Notes Section of Most Popular Pages Report.
- Put a reference in the Notes Section of where the log should be kept.

1.4 Unique Value Limits

While SiteCatalyst can easily track millions of products and transactions that happen on the site everyday, Omniture recommends that the number of unique pageName values be kept within a monthly threshold of 250,000 unique page names. If the threshold is maintained in the reports, the interface and data typically respond better.



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