



WHITE PAPER



SEARCHCENTER

Implementing SearchCenter as a Standalone Application

March 25, 2008

Version 2.0



1 Overview

SearchCenter is an integrated keyword bid management and web analytics solution with a single unified interface. Its primary purpose is to enable marketers to define, execute, monitor, and optimize keyword paid-search campaigns based on visitor behavior across multiple search engines.

SearchCenter is most often implemented with SiteCatalyst. By already having your web pages tagged and your JavaScript file available, the SearchCenter implementation is just a matter of having your Omniture Account Manager quickly enable SearchCenter. However, though many customers use SearchCenter in addition to SiteCatalyst, SearchCenter can also be implemented as a standalone application. This document outlines the steps to do just that.

1.1 SearchCenter Implementation

A SearchCenter standalone is implemented by an Omniture Implementation Consultant. The number of hours allocated to a SearchCenter implementation varies based on the size of your web site. The average number of hours for an implementation is ten. The Implementation Consultant will contact you to set up the best time to go over both the implementation process and the action items required by both Omniture and by your organization.

1.1.1 Code to Paste

The traditional code to paste in SiteCatalyst is placed on every page that you want to track. To see a full example of the code to paste for SiteCatalyst, refer to the Omniture *Implementation Manual*. The code to paste used for a SearchCenter standalone implementation is quite different.

```
<!-- SiteCatalyst code version: H.2.
Copyright 1997-2005 Omniture, Inc. More info available at
http://www.omniture.com -->
<script language="JavaScript" src="//INSERT-DOMAIN-AND-PATH-TO-CODE-
HERE/s_code.js"></script>
<script language="JavaScript"><!--
/* You may give each page an identifying name, server, and channel on
the next lines. */
if(!s.campaign) s.campaign=s.getQueryParam('s_kwcid')
s.events=""
/***** DO NOT ALTER ANYTHING BELOW THIS LINE ! *****/
if(s.campaign||s.events){var s_code=s.t();if(s_code)document.write(s_code)}//--
></script>
```

<!-- End SiteCatalyst code version: H.2. --> However, just like the SiteCatalyst code to paste, the SearchCenter code is to be placed within the <BODY> tags, it is a 1x1 transparent pixel image, and you may use a global header/footer.

In both SearchCenter standalone implementations and SiteCatalyst implementations, the code to paste (though different) is to be placed on every page of your site. The difference, however, is that in SiteCatalyst, an image request is fired on every page, whereas in SearchCenter, an image request is only fired if either the campaign or event variable is set, as shown by the following code.

```
if(s.campaign||s.events){var s_code=s.t() }
```

Therefore, if the visitor performs a click-through or completes a particular event such as a purchase or a booking the image request is fired.

1.1.2 JavaScript File

The JavaScript file refers to a base JavaScript file containing most of the tracking code that the SiteCatalyst code to paste will reference. The JavaScript file displays as follows.

```
/* ***** ADDITIONAL FEATURES ***** */
    Plugins
*/
/* ***** CONFIG SECTION ***** */
/* You may add or alter any code config here. */
/* Specify the Report Suite ID(s) to track here */
var s_account="[genericcom]"
/* E-Commerce Config */
s.currencyCode="USD"
s.eVarCFG=""
/* Link Tracking Config */
s.trackDownloadLinks=true
s.trackExternalLinks=true
s.trackInlineStats=true
s.linkDownloadFileTypes="exe,zip,wav,mp3,mov,mpg,avi,wmv,doc,pdf,xls"
s.linkInternalFilters="javascript:[generic.com]"
s.linkLeaveQueryString=false
s.linkTrackVars="None"
s.linkTrackEvents="None"
/* Plugin Config */
s.usePlugins=true
function s_doPlugins(s) {
    /* Add calls to plugins here */
    // External Campaigns
    if(!s.campaign) s.campaign=s.getQueryParam('s_kwcid')
}
s.doPlugins=s_doPlugins

...remainder of JavaScript code...
```

1.2 Additional Configurations

When the code to paste is correctly added to your web pages, you may need to make additional configurations. By default, Omniture uses 's_kwcid' as the query string parameter. If you have another query string parameter type that you want to use, just replace 's_kwcid' in the line below from the code to paste.

```
if(!s.campaign) s.campaign=s.getQueryParam('s_kwcid')
```



WARNING! If you use a query string parameter besides 'kwcid' please make sure that it is unique to any other query string parameters you may be using.

1.3 Setting the Products and Events Variables

When the code to paste and the JavaScript file are complete, the next step is to determine which pages are your success pages, and to tag the products and events variables on those pages, as shown below.

```
s.events="purchase";
s.products=";Flash Voyager 2 GB (SKU 1234);1;134.27";
```

The event name can relate to any event, for example, a registration or a purchase. Since there are several ways in which you can populate the events and products variables, refer to the Appendix in this document for more information on setting the events and products variables. Additionally, refer to the following example for clarification on setting the variables for a commerce site (Example 1) and a lead generation site (Example 2).

1.3.1 Example 1

The following syntax and corresponding example are used for a commerce site. In this case, the events variable is populated with the event name ("purchase") and the products variable is populated with the product, quantity, and price.

Syntax

```
s.events="event_name";
s.products=";Product_or_SKU;qty;price[,;Product;qty;price]";
```

Example

```
/* E-commerce Variables */
s.events="purchase";
s.products=";Flash Voyager 2 GB (SKU 1234);1;134.27";
s.purchaseID="LZ938492039"
```

1.3.2 Example 2

The following examples are used for a lead generation site. In this case, the events variable is populated with the event variable being used

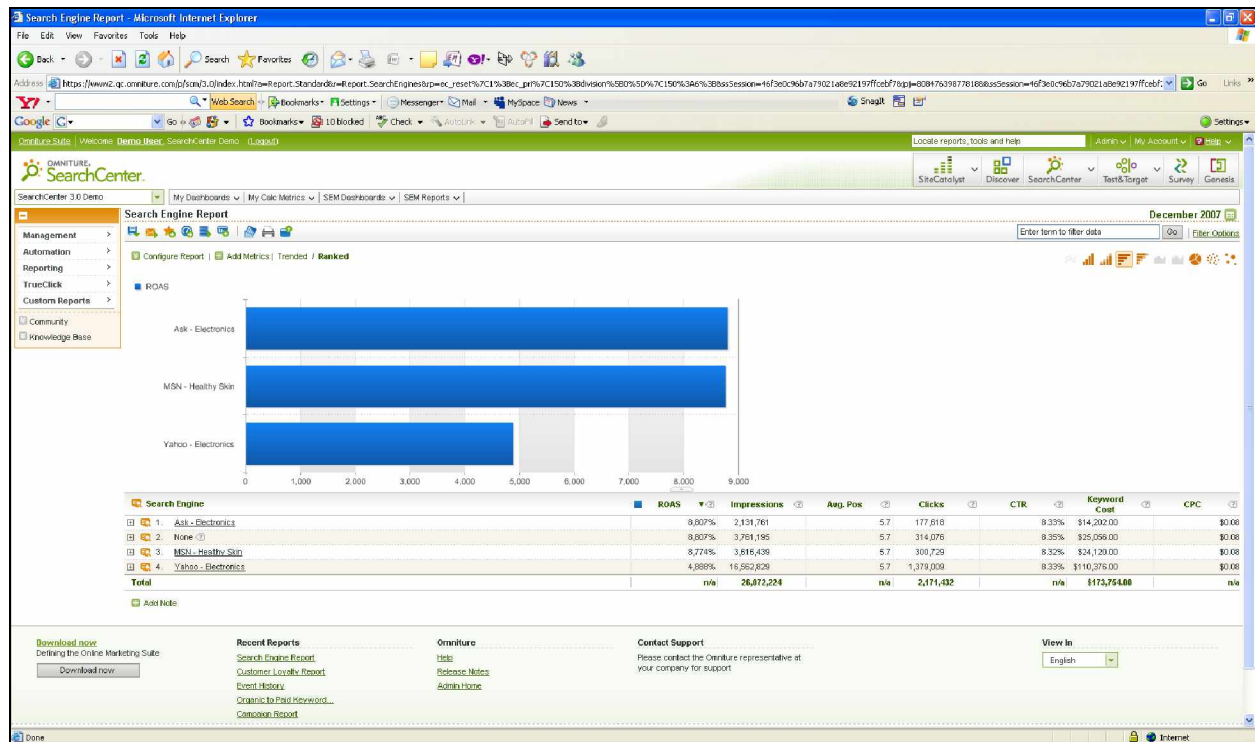
Example

```
s.events="event1";
```



TIP: Events are the columns displayed when you select your reporting metrics, as shown in the SearchCenter report below.

Figure 1-A: SearchCenter Report



2 Appendix

The following sections contain more information about the events and products variables, including how they are implemented and their syntax (with examples).

2.1 Events Variable

The events variable is used to record common shopping cart success events as well as custom success events.

Table 2-A: Configuration Settings

Max Size	Debugger Parameter	Reports Populated	Default Value
No Limit	events	Shopping Cart Events Custom Events	N/A

An event should be considered a "milestone" within a site. Success events are most commonly populated on the final confirmation page of a process such as a registration process or newsletter sign-up. Custom events are defined by populating the events variable with the literal values defined in the Possible Values section below.

By default, success events are configured as "Auto Incrementor" events. Auto Incrementor events simply count the number of times a success event is set (x+1). Events can also be configured as "Custom Incrementors" that allow you to specify the number to increment. For additional information on using Custom Incrementor events, refer to *Products* in this document.

2.1.1 Event Serialization

An event is counted every time the event is set. Event serialization may be used to de-duplicate events. For additional information on using Event Serialization, refer to *Event Serialization* in this document.

Syntax

```
s.events="event1[,event2]"
```

Examples

```
s.events="scAdd"
s.events="scAdd,event1"
```

2.1.2 Possible Values

The following is a list of possible values for the events variable.

Table 2-B: Possible Values

Event	Description	Reports Populated
prodView	Product Views	Products
scOpen	Open / Initialize a new shopping cart	Carts
scAdd	Add item(s) to the shopping cart	Cart Additions

scRemove	Remove item(s) from the shopping cart	Cart Removals
scView	View shopping cart	Cart Views
scCheckout	Beginning of the checkout process	Checkouts
purchase	Completion of a purchase (order)	Orders
event1 – event20	Custom events	Custom Events

2.1.3 Configuring the Variable in SiteCatalyst

Events can be configured as Auto Incrementor events or Custom Incrementor events. This configuration is done by Omniture Live Support.

2.2 Products Variable

The products variable is used for tracking products and product categories as well as purchase quantity and purchase price. The products variable should always be set in conjunction with a success event. Optionally, the products variable can track custom incrementor events and Merchandising Evars.

Table 2-C: Products Variable Parameters

Max Size	Debugger Parameter	Reports Populated	Default Value
No Limit*	products	Products Categories (optional) Revenue (optional) Units (optional) Custom Events (optional)	n/a



NOTE: Although Omniture does not impose a size limit on products, most browsers impose a size limit on the URL of SiteCatalyst image request. Additionally, the "Product" and "Category" sections of products each have a limit of 100 bytes.

The products variable tracks how users interact with products on your site. For instance, the products variable can track how many times a product is viewed, added to the shopping cart, checked out and purchased. It can also track the relative effectiveness of merchandising categories on your site. The scenarios below are common for using products.

2.2.1 Setting products with Non Purchase Events

The products variable must be set in conjunction with a success event.

Syntax

```
s.events="prodView"  
s.products="Category;Product[,Category;Product]"
```

In the examples below, product attributes (category) are separated by semicolons. Multiple products are separated by commas.

Example 1: Single Product

```
s.events="prodView"  
s.products="Running;Shoe"
```

Example 2: Multiple Products

```
s.events="prodView"  
s.products="Running;Shoe,Running;Socks"
```

Example 3: Omitting Category

```
s.events="prodView"  
s.products=";Shoe,;Socks"
```



NOTE: The category/product delimiter (;) is required as a place holder.

2.2.2 Setting products with Purchase Event

The purchase event should be set on the final confirmation ("Thank You!") page of the order process. The product name, category, quantity and price are all captured in the products variable. Although the purchaseID variable is not required, it is strongly recommended in order to prevent duplicate orders.

Syntax

```
s.events="purchase"  
s.products="Category;Product;Quantity;Price[,Category;Product;Quantity;Price]"  
s.purchaseID="1234567890"
```

Example 1: Single Product

```
s.events="purchase"  
s.products="Running;Shoe;1;69.95"  
s.purchaseID="1234567890"
```

Example 2: Multiple Products

```
s.events="purchase"  
s.products="Running;Shoe;1;69.95,Running;Socks;10;29.99"  
s.purchaseID="1234567890"
```



NOTE: Price refers to the total price (unit price x units). For instance, 3 widgets purchased at 19.99 each would equal 59.97 (i.e., "Category;Widget;3;59.97").

Example 3: Omitting Category

```
s.events="purchase"  
s.products=";Shoe;1;69.95,;Socks;10;29.99"  
s.purchaseID="1234567890"
```



NOTE: The category/product delimiter (;) is required as a place holder.

2.2.3 Setting products with Custom Incrementor Events

By default, success events are configured as Auto Incrementor events. Auto Incrementor events simply count the number of times a success event is set. Some success event applications require that an event be incremented by some custom amount.

Syntax

```
s.events="event1"  
s.products="Category;Product;Quantity;Price;eventN=X[|eventN=X] [,Category;Product;Quantity;Price;eventN=X]"
```

Example 1: Single Custom Incrementor Event

```
s.events="purchase,event1"  
s.products="Running;Shoe;1;69.95;event1=7.59"
```



NOTE: Custom Incrementor events require configuration by Omniture Live Support.

Example 2: Multiple Custom Incrementor Events

```
s.events="purchase,event1,event2"  
s.products="Running;Shoe;1;69.95;event1=7.59|event2=19.45"
```

2.2.4 Setting products with Merchandising Evars

For information on Merchandising Evars, refer to the *Merchandising* white paper.

2.2.5 Configuring the Variable in SiteCatalyst

Configuration for Custom Incrementor Events and Merchandising Evars must be done by Omniture Live Support.

2.2.6 Pitfalls, Questions and Tips

- The products variable should always be set in conjunction with a success event (events). If no success event is specified, the default event is prodView.
- Strip all commas and semicolons from product and category names before populating products.
- Strip all HTML characters (registered symbols, trademarks, etc.).
- Strip currency symbols (\$) from price.
- The category represents the "Home" category for the product. The product-category relationship is created when a product is first recorded and persists indefinitely. All subsequent success events recorded for the product will automatically be credited to the product's "Home" category.



CALL 1.877.722.7088
1.801.722.0139

www.omniture.com
info@omniture.com

550 East Timpanogos Circle
Orem, Utah 84097

