Technical Support

Conversion Analyst FAQ's

Questions

1. What is "Tagging" and why should I use it? Will the tag slow down my website?

2. If the tag doesn't work will my website wait to load or will it error out? If a visitor has JavaScript turned off will they get an error?

3. How do I tag an HTML page, a dynamic page, and my shopping cart (HTTPS and SSL)?

4. What are "Actions"?

5. What does "Tracking" mean? Can I customize my tracking?

6. How do I track my revenue?

7. How do I manage my campaigns?

8. How can I test the code installation?

9. What will the reports tell me?

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If you have a question that is not covered in the FAQ's, please contact our technical support team at 1-888-283-0882 or via e-mail at support@engineready.com.

Answers

1. All About Tagging

Tagging is when you cut and paste our small JavaScript into the code (HTML) of your web page. Once you have done this, your page has been tagged and you will be able to track your conversions. When a visitor comes to one of your web pages that has been tagged the JavaScript will send information about their visit to your Conversion Analyst account.

When tagging a web page it is important that you put the code within the HTML <BODY> tags. If you place the script in the <HEAD> tags it will not work. We highly recommend that you place the code directly after the opening <BODY> tag, before any other HTML code. If the script is at the top of the page, before any other code, it will run first. If the code is placed at the bottom of the HTML by the </BODY> closing tag, you take the chance that the script may not run. This could happen if someone bounced from your website quickly, or hit stop.

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Tag Script Load Time

The JavaScript tags are very small and will not slow down your website.

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2. No JavaScript Errors

If the script isn't working your site will load as usual. Your visitor will not receive any JavaScript errors.

Browsers With JavaScript Turned Off

If a visitor has turned off JavaScript in their browser they will not receive an error. We have developed a separate script to run in that instance. This script won't get as much information as the main Conversion Analyst JavaScript, but it will still tell you the OS, screen resolution, location, etc.

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3. Tagging Pages

Tagging HTML Pages

1. *Login* to Conversion Analyst
2. *Click the report icon* to the left of the URL that you want to tag
3. *Click the "Installation" link* located in the top navigation bar
4. *Click "Next"*
5. *Save tracking.js* to your local website root directory
6. *Copy the Tracking Code* that is displayed
   Note: The Tracking Code used to track plain HTML pages is different than the code used to track, HTTPS and SSL pages.
7. *Upload tracking.js* to your live www directory
8. *Paste the tracking code* in each of your pages after the <body> tag

Tip 1: To do a global search and replace, search the HTML for the <body> tag and insert the script after it.
Tip 2: You may want to add the tracking code to your template so that you don't have to remember to add the code to every new web page.

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Tagging Dynamic Pages (PHP, CGI/Perl, CFM, ASP, etc.)

1. *Login* to Conversion Analyst
2. *Click the report icon* to the left of the URL that you want to tag
3. *Click the "Installation" link* located in the top navigation bar
4. *Click "Next"*
5. *Save tracking.js* to your local website root directory
6. *Copy the tracking code* that is displayed
7. *Upload tracking.js* to your live www directory
8. *Paste the tracking code in each of your pages* after the <body> tag.

If your website uses a template that grabs information from a database or through the URL, use a print statement to print the JavaScript code within the body tag.

Tip 1: You may want to add the tracking code to your template so that you don't have to remember to add the code to every new web page.

Tagging Shopping Cart Pages (HTTPS and SSL)

1. *Login* to Conversion Analyst
2. *Click the report icon* to the left of the URL that you want to tag
3. *Click the "Installation" link* located in the top navigation bar
4. *Click "I need a tracking code for HTTPS / SSL pages."*
5. *Click "Next"*
6. *Save tracking_ssl.js* to your local website root directory
7. *Copy the SSL tracking code* that is displayed
8. *Upload tracking_ssl.js to the root directory of the secure area on your website*
9. *Paste the secure tracking code in each of your shopping cart pages, right after the <body> tag.*

If your pages are not tracking properly check to make sure that you pasted the code between the <body> tags not between the <head> tags.

Tip 1: If you use a single dynamic page for your shopping cart simply paste the secure code into each step of your shopping cart process.
Tip 2: You may want to add the tracking code to your template so that you don't have to remember to add the the code to every new web page.

4. Actions

Actions are the results of what you are tracking; the information that you want to follow such as sale confirmation, form submittal confirmation, error, thank you, special offer pages, etc. We highly recommend that you do not put an action on your home page. Remember that the action is the most wanted response from your visitor while they are at your website.

5. Tracking

Tracking is the successful implementation and execution of the Conversion Analyst JavaScript as it runs while a visitor goes from page to page. Each visitor session is tracked individually. In order to have pages tracked, you have to tag them. (See answer 1 for more information about "Tagging".)

Customized Tracking for Pages by DOCUMENTGROUP, DOCUMENTNAME, and Actions

Configuring the DOCUMENTNAME for static HTML pages

1. *Open the index page* of the root directory of your website
2. *Find the tracking script within the page*
3. *Remove the leading "//" from the var DOCUMENTNAME*
4. *Type index* between the single quotes " ' ' " - Your code should look like this: *var DOCUMENTNAME='Index';*
5. *Customize remaining static HTML pages in the same manner*, i.e. your contact page should look like this: *var DOCUMENTNAME='Contact Page';*

Configuring the DOCUMENTNAME for dynamic pages

1. *Open the template* for your dynamic page
2. *Find the tracking script* within the code
3. *Remove the leading "//" from the var DOCUMENTNAME*
4. *Between the single quotes " ' ' " print a variable* that accurately describes the page for each template.
   Note: The variable to define the title tag is most commonly used.
5. *Upload your template page and test it* to make sure that an accurate description is being printed for each template
6. *Continue this process for each template page*

Configuring DOCUMENTGROUP for static HTML pages and dynamic pages

1. Customizing DOCUMENTGROUP is done in the same manner as customizing DOCUMENTNAME. With the exception that DOCUMENTGROUP refers to a group of common pages rather than each individual page.

Example: If you're an online store that sells shoes you could group all of your shoe pages by size. This would allow you to determine what sort of inventory you should carry to keep your inventory at a minimum.

Configuring Action for static HTML pages and dynamic pages

The Action variable is only defined on pages in which a conversion has been verified (i.e. a thank-you page after a lead form submission, or the receipt page of a shopping cart)

1. *Login to Conversion Analyst*
2. *Select the report icon* next to the URL of the page you want to tag
3. On the left hand navigation *select "Marketing, Conversion, Conversion by search phrases"*
4. A Define Action window will pop open
5. *Click on "Customize Actions"*
   Note: Action 01 can not be redefined. Always use Action 01 for a confirmed sale page
6. *Define an Action* with an appropriate description i.e. if your site tracks Sales conversions, but generates leads redefine ACTION #02 as "Lead".
7. *Click "Update"*
8. *Launch your web editing application*
9. *Open the document* (be it thank-you page or receipt page) with the tracking script installed
10. *View the source code and find the tracking script*
11. *Remove the leading "//" from the var ACTION* between the single quotes " ' ' " and type the corresponding Action
    Your code should look like this on a Shopping cart receipt page:
    var ACTION='01';

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6. Revenue Tracking Requirements

Important: Whoever implements your Tracking needs to know how to get around in the programming language that your shopping cart was written in. If you have questions, please have your programmer contact us.

1. You must be able to customize the HTML in every page of your shopping cart that is used in the checkout process.
2. You must be able to pass the subtotal variable via a "post" or "get" method to the "thank-you" or "confirmation of sale" page of your shopping cart.
3. You must have a full understanding of how your shopping cart program works, and be able to code in the language it was written in.
4. Once these three requirements have been met, you assign the value of var AMOUNT with the variable that is passed from the previous page.

e.g. in PHP the server side code would look like this:

```
var AMOUNT ='$sTotal';
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Where $sTotal is the variable that contains the subtotal. After your code is parsed when you view the source on your "receipt page" sTotal should be replaced with the subtotal amount. var AMOUNT ='500.00'; If the test order subtotal was $500.00.

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7. Setting Up Campaign Management

1. Under the "Settings" tab, *click on "Campaigns & PPC Tracking"*.
2. *Choose a campaign type:* banner, e-mail, pay per click, affiliate, or referral campaign. Overture is an example of a pay per click campaign. You must *tag all of the URL's inside your Overture account with a unique query string*. For example *?source =overture* or *?s=o*. If you haven't used many query strings, you can think of them as a sort of "sticky-note" where you add something to the URL.
3. Inside the Campaign Management section of Conversion Analyst Software you must *specify that if a visitor comes from an entry page containing the query string "?source =overture" or "?s=o", that visitor will show up in your Overture Campaign Statistics*. This way you can track how many visitors come from your Overture listings and measure the return on investment from that search engine.

ℹ If you already have a query string and you need to add tracking to it, don't use another "=" use a "&" instead.

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8. Testing Your Code Installation

How to determine if your page is tagged correctly

1. *Login to Conversion Analyst*
2. *Click the "Installation" link* located in the top navigation bar
3. *Fill out the form* as appropriate and *click "Next"*
4. *Click "Next" again*
5. You will be at the *"Check Tracking"* page, *type in your URL and click "Check"*

ℹ If you block your IP or Browser you will have to temporarily unblock to test your own test sales and leads.

9. Reporting Features

To review a list of reporting options click on the "Reports" tab in the upper left hand side of your screen.

Conversion by Search Engines

This report shows how many visitors came from a particular search engine and how many of those visitors completed a sale or some other action. Sitenet does not do e-commerce so they are tracking conversion from visitors to leads; however, depending on the types of transactions that take place on your website, you can track sales, downloads, contact forms, referring domains, referring URL's, banner ads, e-mail campaigns, and pay per click search engines, etc.

1. *Choose "Marketing" and scroll over "Conversions"*
2. *Click on the 5th option down "Conversion by Search Engines"*
3. When the define action box appears, *choose which action you would like the software to display the conversion ratio for*.
4. *Click "Next"*

Tip: Scroll over the plus sign (+) then the search engine and click on "Show Search Phrases". This report drills down to display the breakdown of how many visitors and sales each key phrase receives from a particular search engine.

Conversion by Search Phrase

This report gives the user an overall look at every keyword and key-phrase that bring unique visitors to the website from pay per click and non–pay per click search engines.

1. *Choose "Marketing" and scroll over "Conversions"*
2. *Click on the 6th option down "Conversion by Search Phrases"*

Campaign Management

For those users who rely on Pay Per click search engine traffic from such search engines as Overture, Findwhat, Google Adwords, 7Search, Kanoodle, Ah-ha, Sprinks, Epilot etc., Campaign Management will track how many clicks are received, how many sales take place and how much revenue is produced from those sales. Campaign Management is also useful for tracking sales conversion from email campaigns, banner ads and referring domains. (See answer 7 for more information about setting up "Campaign Management".)

1. *Choose "Marketing" and scroll over "Conversions"*
2. *Click on the 2nd one down, Conversion by Campaigns.*

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Visitor Path

This Visitor Path report shows the path that every visitor takes when they enter and navigate through your website. This includes which search engine and keyword were used to find the website, which pages were viewed and what actions were taken, if any.

1. *Scroll over "Visitors" and click on "Last Visitor Details"*

Conversion Summary

This report displays a summary of every action that was taken on the website.

1. *Choose "Marketing" and scroll over "Conversions"*
2. *Click on the 1st one down "Conversion Summary"*