



Getting Started

Installation and Configuration Guide



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Purpose of This Document

This document is intended to be used by your technical team to deploy Clicklab Web Analytics service on your website. It provides detailed step-by-step instructions and examples for installing Clicklab page tags, configuring Actions and Orders, defining paid traffic sources, and customizing key performance indicators (KPIs).

Clicklab Technology

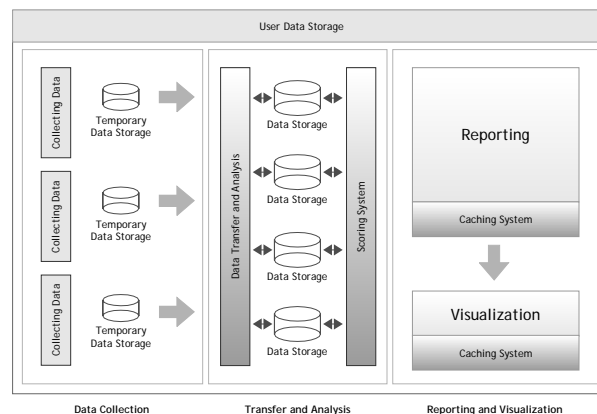
Advanced Web Analytics Platform

The Clicklab Web Analytics and Click Fraud Detection platform consists of two key components: 1) JavaScript page tags inserted into your website HTML pages and 2) hosted server module that performs all analysis and data processing operations. As a hosted service, Clicklab does not require customer investment in any additional software or hardware.

Clicklab's reliable and scalable technology platform is based on the LAMP development standard. LAMP is an open-source development platform that uses Linux as the operating system, Apache as the Web server, MySQL as the Relational Database Management System (RDBMS), and PHP as the object-oriented scripting language. The Clicklab platform also incorporates technologies such as Java, SOAP, XML, XSLT, XSL FO, and Unix shell scripts.

Enterprise-level Technology

Clicklab is comprised of an integrated set of core system components and application modules that work together to deliver an enterprise-class solution. These core system functions include: Data Collection, Data Transfer, Analysis Engine, Click Fraud Scoring System, Data Storage, Reporting, and Visualization:



Performance and Scalability

Clicklab achieves scalability by employing industry-standard technologies and best practices in design and implementation to meet the performance and scalability requirements for collection and processing of massive amount of web analytics data. Each layer of the enterprise-class architecture is designed for optimum performance and scalability.

Features and Benefits

Clicklab Web Analytics provides you with the intelligence necessary to continuously improve the effectiveness of your e-marketing efforts. It is a powerful business tool that allows you to focus on analysis of your online business performance, investigating causes of underperformance and deviations, and developing an understanding of the relationship between traffic, website usability, and revenue.

Features	Benefits
Custom Sets of Key Performance Indicators (KPIs)	Provides different teams, such as marketing, sales, customer service, IT, and web design with performance scorecards and milestones in the context of overall business impact of their efforts.
Drill-down Capabilities and Visitor Segmentation	By breaking down any web metric by any other metric, and segmenting reports by traffic sources, you can gain insights into reasons for underperformance and the nature of interaction of different visitor groups with your website.
Checkout Pipeline Monitoring, Click Path Analysis, Web Site Usability, and Conversion Tracking Tools	Visual representation of website traffic patterns and vital processes, such as checkout funnel, form submissions, and lead generation, enables you to identify traffic leaks, quickly fix conversion problems and improve critical areas for immediate impact on revenue and ROI.
Friendly Policies for Agencies, Consultants, and Resellers	As a marketing firm or consultant, standardizing on a single web analytics platform saves you management time, reduces training investment, and generates extra revenue. With Clicklab, you may track multiple client sites using one master account, and invoice clients at your own price points.
No Additional Hardware, Software, or Programming	Clicklab takes care of hosting the application so you don't need to invest in any software, programming, or additional IT staff. Clicklab starts gathering data immediately after you insert the JavaScript page tags (tracking codes) into the HTML pages of your website.

Installation and configuration checklist

1. Insert Base Page Tags into every HTML page of your site(s).
2. Define Actions and Orders
3. Define paid traffic sources
4. Customize KPI tabs to fit your business objectives

Base Page Tags

Page tags can be found in **Settings > (Site Name) Edit settings > Page Tags**. Each site has its own tracking code with unique ID ("123456" in the example below). Place this code on *all pages* of your website that you wish to track. Copy and paste it between **<body>** and **</body>** tags. If any of the pages are under SSL, use "https" instead of "http":

```
<!-- BEGIN CLICKLAB PAGE TAG -->
<script type="text/javascript" language="JavaScript">var CLICKLAB_ID = 123456</script>
<script type="text/javascript" language="JavaScript"
src="http://roi.clicklab.com/clicklab.js"></script>
<noscript>
<a href="http://www.clicklab.com?click-fraud-web-analytics" title="Clicklab click fraud
detection and web analytics"></a>
</noscript>
<!-- END CLICKLAB PAGE TAG -->
```

Define Visitor Actions and Orders

Clicklab allows you to define certain designated pages, or series of pages on your website as 1-step or multi-step Actions, for example:

Step 1: Contact Form

Step 2: "Thank You" page following the form submission

Step 1: Shopping Cart

Step 2. Sign In

Step 3: Billing and Shipping Information

Step 4: Order Preview

Step 5: "Thank You" page following the successful order (includes Order Amount)

For each Action step, Clicklab will display the charts and data tables showing the number of visitors who reached each step, as well as the number of page reloads at each step. This information allows you to troubleshoot and improve your website conversion processes.

```
CLICKLAB_ACTION_NAME  
CLICKLAB_ACTION_STEP  
CLICKLAB_ACTION_STEP_NAME  
CLICKLAB_ORDER_AMOUNT  
CLICKLAB_ORDER_NUMBER (*)
```

* your internal order number which you can later search by later

Example "Contact Us" Action Page

Place this code on Contact Us page - *above* the Base Tracking Code.

```
<script>  
  var CLICKLAB_ACTION_NAME = "Contact Us"  
</script>
```

Example Two-step Newsletter Subscription

```
<script>
  var CLICKLAB_ACTION_NAME = "Newsletter"
  var CLICKLAB_ACTION_STEP = "1/2"
  var CLICKLAB_ACTION_STEP_NAME = "Signup for Newsletter"
</script>
```

```
<script>
  var CLICKLAB_ACTION_NAME = "Newsletter"
  var CLICKLAB_ACTION_STEP = "2/2"
  var CLICKLAB_ACTION_STEP_NAME = "Thank you"
</script>
```

Example Five-step Checkout

Each of the code snippets below should be placed on the corresponding page of the checkout process:

```
<script>
  var CLICKLAB_ACTION_NAME = "Checkout"
  var CLICKLAB_ACTION_STEP = "1/5"
  var CLICKLAB_ACTION_STEP_NAME = "Shopping Cart"
</script>
```

```
<script>
  var CLICKLAB_ACTION_NAME = "Checkout"
  var CLICKLAB_ACTION_STEP = "2/5"
  var CLICKLAB_ACTION_STEP_NAME = "Sign In"
</script>
```

```
<script>
  var CLICKLAB_ACTION_NAME = "Checkout"
  var CLICKLAB_ACTION_STEP = "3/5"
  var CLICKLAB_ACTION_STEP_NAME = "Billing & Shipping Info"
</script>
```

```
<script>
  var CLICKLAB_ACTION_NAME = "Checkout"
  var CLICKLAB_ACTION_STEP = "4/5"
  var CLICKLAB_ACTION_STEP_NAME = "Order Preview"
</script>
```

```
<script>
  var CLICKLAB_ACTION_NAME = "Checkout"
  var CLICKLAB_ACTION_STEP = "5/5"
  var CLICKLAB_ACTION_STEP_NAME = "Thank You Page"
  var CLICKLAB_ORDER_AMOUNT = "dd.cc"
</script>
```

NOTE: dd.cc placeholder should be dynamically replaced with the actual order amount:

```
<script>
  var CLICKLAB_ORDER_AMOUNT = "99.95"
</script>
```

Tracking Optional Action and Order Parameters

You can pass any number of additional Action and Order parameters by defining them as shown in the examples below. Note that "parameter_name" variable name may not contain commas:

```
var CLICKLAB_ACTION_PARAM = new Array(
    "param_name_1,value_of_param_1",
    "param_name_2,value_of_param_2",
    ...
    "param_name_N,value_of_param_N"
);
```

```
<script>
  var CLICKLAB_ACTION_PARAM = new Array(
    "Customer_name,John Smith",
    "Number_of_items,5",
    "Product_SKU,ABC12345,CDE56789"
  );
</script>
```

Define Paid Traffic Sources

Append the following string to each of the target URLs for all of your paid links:

Before: `http://www.my-domain.com`
 After: `http://www.my-domain.com?source=source-name&kw=keyword+phrase`

Before: `http://www.my-domain.com/dir/index.htm`
 After: `http://www.my-domain.com/dir/index.htm?source=source-name&kw=keyword`

This will allow you to track visitors from the affiliates and search partners of the PPC search engine in question. Once defined, the paid traffic source will appear in the reports as "**source-name [paid]**". You can define custom labels for each traffic source under Site Settings.

***Note:** `&kw=keyword` is optional, but highly recommended. While in many instances Clicklab will be able to identify the keyword used from the referring page URL, some referring sites may not provide the keyword information. Using `&kw=keyword` will enable you to track which keyword was used regardless of the referring site.*

Source	<input checked="" type="checkbox"/> Unique visitors	Returning visitors	Number of orders
Total:	14,416	3,273	26
[direct]	6,384	730	21
Google [paid]	5,839	2,170	5
www.google.com [organic]	985	391	2
web.ask.com [organic]	730	193	0
pagead2.googleadsyndication.com	164	62	0
aolsearch.aol.com [organic]	120	34	0
search.yahoo.com [organic]	86	32	0
www.ask.co.uk	43	3	0
search.netscape.com [organic]	38	12	0

Customize KPI Tabs

Metrics, or Key Performance Indicators, depend on the type of the site you're running, its business objectives, and performance criteria. Clicklab allows you to create custom tabs, each containing its own set of metrics, for each of the functional teams within your online business organization, such as Sales, Marketing, Customer Service, Website Usability, etc.:

