



Integrating the Tsuseki Tracking SystemTM into
your website.

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1 Requirements

For the usage of Tsuiseki™, the following conditions must be met:

- The website in which Tsuiseki™ is going to be included must not have any javascript errors!
- A css class must be added to the links that should be tracked when clicked. Possible html elements are: `< a >`, `< input >`, `< button >` or a `< a >` within a `< div >`.
- An html id attribute has to be added to the tracked links to determine the click type (see section 3).
- All tracking information is read from the url. Therefore your urls must either obey a certain scheme (described in section 2.1) or you have to adapt the settings of the tracking module to your url scheme (see section 2.2).
- The tracking data is stored within the users session therefore session cookies should be enabled.

2 Usage of url parameters

Like any other tracking system Tsuiseki™ extracts information from the url. The default url parameters used are described in the following section.

2.1 Default url parameters

The safest way to use Tsuiseki™ is to stick with the default url parameters. Three different informations are extracted this way: search query, network id and network partner id.

2.1.1 Search query

The search query (often called keyword) can be passed through in one of the following parameters:

- `qe`

```
http://www.example.com/?qe=keyword
```

- `query`

```
http://www.example.com/?query=keyword
```

- `target-passthrough`

```
http://www.example.com/?target-passthrough=keyword
```

The maximum allowed length for the parameter's value is 64 characters!

2.1.2 Network ID

The traffic network where you buy traffic can be named by using one of these parameters:

- site

```
http://www.example.com/?site=network1
```

The maximum allowed length for the parameter's value is 254 characters!

2.1.3 Network partner ID

If the network from which you buy traffic provides partner informations you can pass through the network partners ids by using one of the following parameters:

- ref

```
http://www.example.com/?ref=partner1
```

- quelle

```
http://www.example.com/?quelle=partner1
```

Attention! If you use both parameters their values will be concatenated this way:

ref-quelle

Thus the following url

```
http://www.example.com?ref=foo&quelle=bar
```

becomes

foo-bar

The maximum allowed length for the parameter's value is 254 characters!

2.2 Using non default url parameters

You can easily adapt the source code of the tracking system module at your website to use you own url parameters.

2.2.1 Drupal

The following functions within the drupal module can be modified to reflect your changes.

`_tsuiseki_tracking_get_network_names()`

Returns an array with parameter names that can hold the name of the traffic network.

`_tsuiseki_tracking_get_partner_id_names()`

Returns an array with parameter names that can hold the name of a traffic network partner.

`_tsuiseki_tracking_get_query_names()`

Returns an array with parameter names that can hold the search query.

2.2.2 Wordpress

The following functions within the wordpress plugin can be modified to reflect your changes.

`_tsuiseki_tracking_get_network_names()`

Returns an array with parameter names that can hold the name of the traffic network.

`_tsuiseki_tracking_get_partner_id_names()`

Returns an array with parameter names that can hold the name of a traffic network partner.

`_tsuiseki_tracking_get_query_names()`

Returns an array with parameter names that can hold the search query.

2.2.3 Customized PHP and Xajax tracking

The following functions within the file `tsuiseki.inc.php` can be modified to reflect your changes.

`_tsuiseki_tracking_get_network_names()`

Returns an array with parameter names that can hold the name of the traffic network.

`_tsuiseki_tracking_get_partner_id_names()`

Returns an array with parameter names that can hold the name of a traffic network partner.

`_tsuiseki_tracking_get_query_names()`

Returns an array with parameter names that can hold the search query.

3 Click types

Click types are used by the Tsuiseki Data Analysis™ system to distinguish between different types of clicks. By setting the html id attribute of the links you want to track you will be able to see them in the analysis interface. Thus you are able to tell how much of your visitors clicked on which link. Furthermore you are not dependent on the pages you link to to know how many visitors you have sent them.

4 Configuration of the tracking module

For the tracking module to work there are some configuration steps required.

Tracking key

At least the tracking key has to be defined or the tracking module will not work.

CSS class

Customize the css class to determine which clicks you want to track. You may leave the default setting and change your website templates accordingly which is usually more effort.

Excluded uris

Define a list of paths on your website that will not be tracked. Use this to exclude some uris from the tracking e.g. admin pages. For optimal usage the webserver and the website should be configured to support clean urls.

Some of the integration method require that you set the variable `TSUISEKI_TRACKER_HMAC_KEY` in the appropriate source code file. Please ensure that you set this to a sane value if required. The hmac key is used to **verify the integrity of the tracking data** that is stored within the user's session cookie.

4.1 Drupal

Download the drupal module and extract it into the modules directory of your drupal installation which is usually `sites/all/modules`. Afterwards you can activate the module by logging on as administrator and enabling it under *Administer* \Rightarrow *Site building* \Rightarrow *Modules*.

If the module was enabled you can configure it at *Administer* \Rightarrow *Site configuration* \Rightarrow *Tsuiseki*.

Please note that any configuration option you set there can be overridden by setting it directly in the configuration file!

4.2 Wordpress

Install the wordpress plugin via the wordpress plugin panel. Now you should see a new menu entry labeled *Tsuiseki Settings*. There you can adjust your settings.

Please note that any configuration option you set there can be overridden by setting it directly in the configuration file!

Be sure to set the `TSUISEKI_TRACKER_HMAC_KEY` in the source code!

4.3 Customized PHP and Xajax tracking

Download the example integration from our website and integrate it into your website. Within the source code you have to define the following variables:

- `TSUISEKI_TRACKER_KEY`
- `TSUISEKI_TRACKER_CSS_CLASS`
- `TSUISEKI_TRACKER_HMAC_KEY`

Be sure to set the `TSUISEKI_TRACKER_HMAC_KEY` in the source code!

5 Known issues

5.1 CSS classes

5.1.1 Multiple css classes

You are able to specify multiple comma separated css classes e.g. define something like `a.foo,a.bar,img.baz` but keep in mind that this will very likely work like expected but is completely unsupported by us.

5.1.2 Non link classes

You can use certain HTML elements to incorporate the tracking on your website. If you install the tracking, you can track the following items with Tsuiseki: `< a >`, `< button >`, `< input >` and a `< a >` within a `< div >`.

5.2 Javascript

The tracking module relies on javascript and ajax technologies so it is essential that there are no javascript errors on your website. Furthermore the click tracking makes use of the `onclick` method of javascript so it is advised that you should not use the same method on your site. Otherwise we cannot guarantee that the tracking will be functional.

5.3 Slow websites

If your website is slow you may experience variations in tracking results. This is due to the fact that the TsuisekiTMtracking module is loaded **after** the page is fully loaded. Thus the user may have already clicked and left the site before the tracking code is loaded.

5.4 Weird network or partner names

Sometimes it is possible that you see network or partner names in the analysis gui that will have names like `network1#top` or something completely unreadable. This is usually caused by the traffic networks using broken redirectors or typos. Occasionally your website causes this when using html anchor links. If the tracking system reads a value from the url and the user clicks on an anchor link a url that was before

```
http://www.example.com/search?qe=foo&site=bar&ref=baz
```

becomes

```
http://www.example.com/search?qe=foo&site=bar&ref=baz#anchor
```

and the value of the parameter `ref` changes from `baz` to `baz#anchor`.

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