FirstSpirit™

Unlock Your Content

FirstSpirit™ WebControlling

FirstSpirit Version 4.2R4, 5.0

Version	**1.0.4**
Status	**RELEASED**
Datum	**2012-10-22**
Abteilung	Product Management
Copyright	2012 e-Spirit AG
Dateiname	WEBC424EN_FirstSpirit_Modules_WebControlling

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1   Introduction

The *WebControlling* module described in this document extends the functionality of FirstSpirit's JavaClient to include analysis of individual pages with the help of the WebControlling tool "E-Tracker". This document explains how to install and configure the WebControlling module. Equally, the analysis options provided by E-Tracker and its use from FirstSpirit are described.

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1.1   Functional scope

The extension described here provides the following functions for an editor in FirstSpirit JavaClient:

- Checking the individual pages for number of visitors

- Checking the frequency of clicks on specific links

- Various display options for the frequency of clicks

- Checking click behavior via click paths

- View of all functions and statistics of the complete E-Tracker web analysis suite

1.2   Function

To use E-Tracker through FirstSpirit you will need at least a "Web Analytics Unlimited" E-Tracker account, which can be set up using the corresponding form on the E-Tracker homepage.

(http://www.etracker.com). Additional costs will be incurred for use of "Web Analytics Unlimited".

Furthermore, the FirstSpirit project must be extended to include the templates described in section 3.1. Scripts start and stop the E-Tracker function, which is carried out in FirstSpirit's preview. Further scripts are used to switch between the different views provided by E-Tracker. The E-Tracker function is integrated in the pages via a format template, in which a further script is used to select the page title.

2 Installation

2.1 Components required

Before installing the WebControlling module the following preparations should be made on the server:

2.1.1 FirstSpirit Server

The following versions are required to use the module

WebControlling version	FirstSpirit version
1.0	>= 4.2.336

Detailed information on installing a FirstSpirit server is given in the *FirstSpirit Installation Guide*.

2.1.2 E-Tracker account

At least one valid E-Tracker "Web Analytics Unlimited" account is required to use the WebControlling module in FirstSpirit. Further, the token received on registering and the developer email assigned to the account is also required.

The account can be ordered on the homepage http://www.etracker.com.

2.2 Installing and configuring the WebControlling module in FirstSpirit

The WebControlling module must be installed on the FirstSpirit server with the help of the WebControlling-<VERSIONNUMBER>.fsm file supplied and added to the project, in order to be able to make the necessary project-specific configuration.

2.2.1 Installation

To install the module, open the Server and Project Configuration and select the "Modules" area

of the server properties.
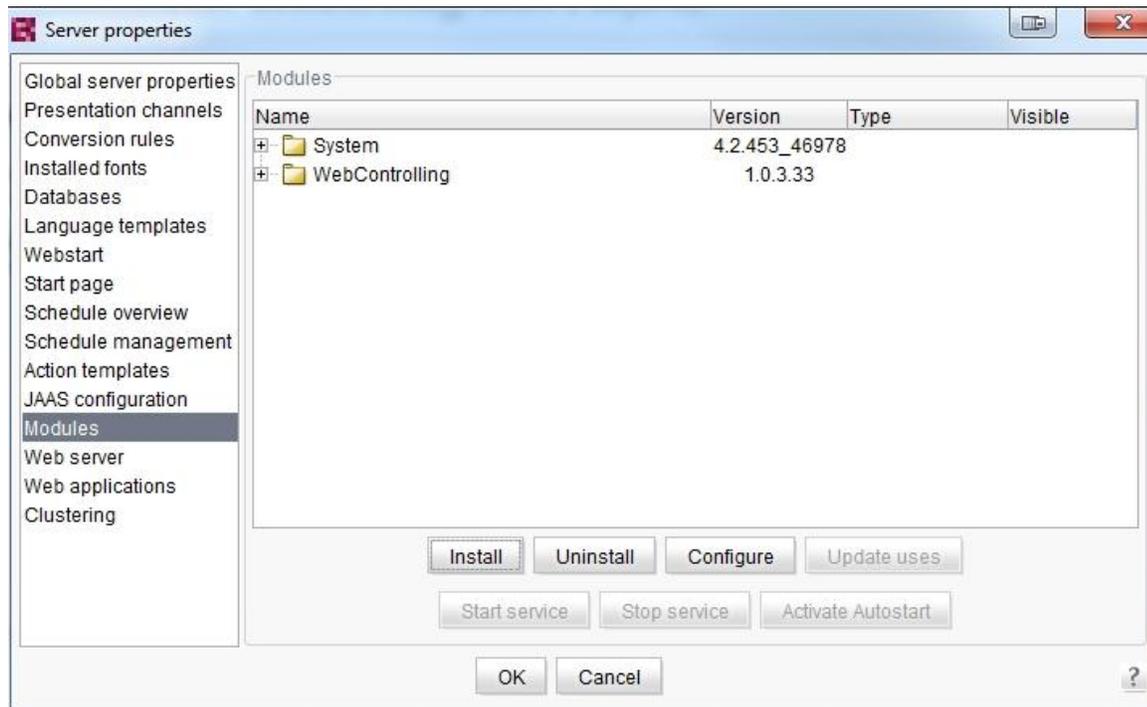
Figure 2-1 Module list in the server properties

The main panel contains a list of the modules installed on the server. After clicking "Install", select the *WebControlling-<VERSIONNUMBER>.fsm* supplied and confirm with "Open". After the installation has been completed, a new "WebControlling" folder should have been added in the module overview. Now click "OK" to close the server properties.

The module must first be added to the project, which you would like to extend to include the E-Tracker function, before the project-specific configuration is possible. To do this, open the project configuration by double-clicking the relevant project in the project overview.
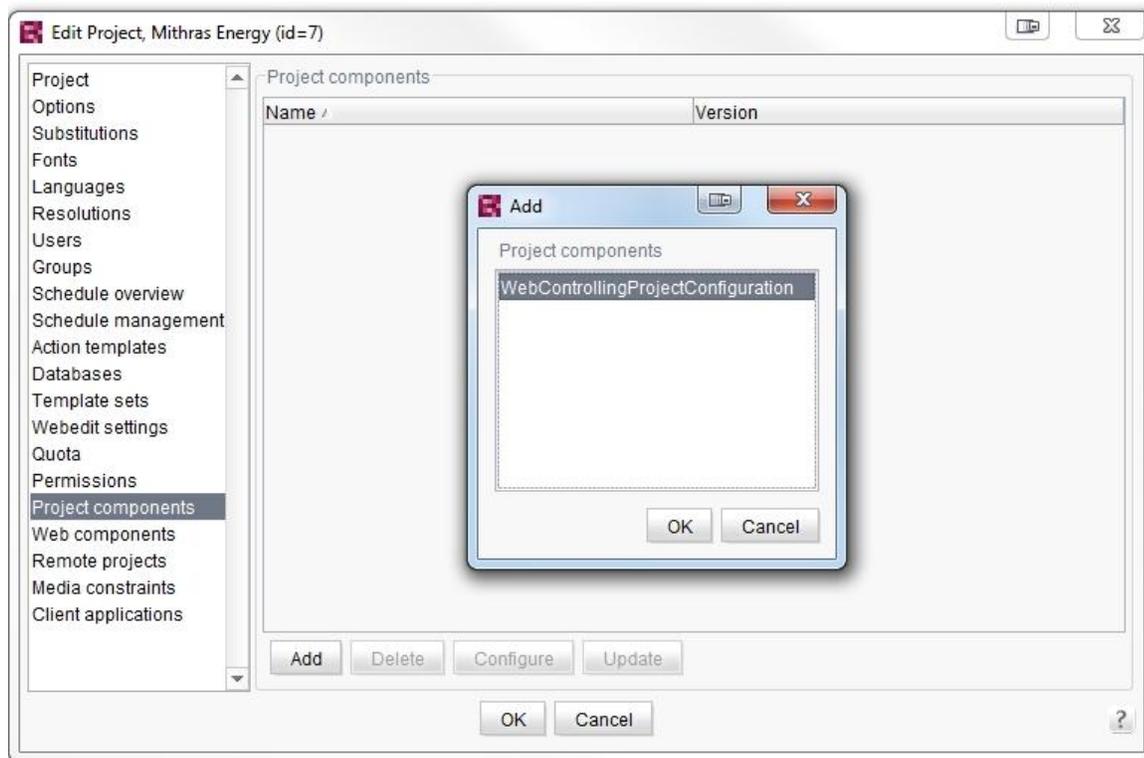
Figure2-2 Project components in the project properties

Select the "Project components" area on the left-hand side. This is where the list of modules that have been added to this project is displayed. Click "Add" and select "WebControllingProjectConfiguration". The list of project components should now have been supplemented with the corresponding entry.

2.2.2 Configuration

Double-click the project component "WebControllingProjectConfiguration" to open the configuration dialog. The following properties must be configured.
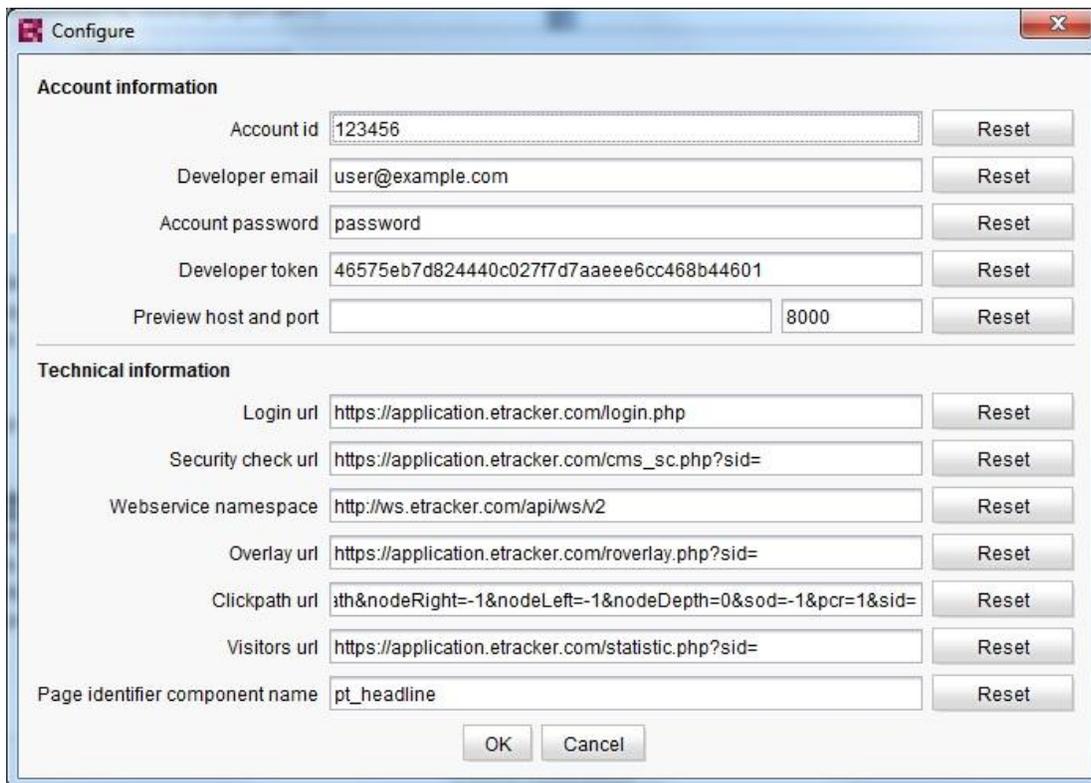
Figure2-3 Module configuration

- **Account id**
  Here you must enter the account ID provided by E-Tracker. This is visible in the top right-hand corner of the E-Tracker homepage after you have logged in.

- **Developer email**
  Here you enter the developer email address, given on generating the account.

- **Account password**
  The password assigned to the account.

- **Developer token**
  When you generate an account, E-Tracker supplies you with a token, which must be given here.

Technical information

The details under the "Technical Information" are automatically filled during the installation and can usually be left as they are.

- **Page identifier component name**
  The entry in the "Page identifier component name" field must be adjusted accordingly if the input component of the heading in the page template has a name different to "pt_pagetitle".

2.2.3 Complete installation

Select the "Web components" area on the left-hand side of the project settings. Click "Add" and select „WebControllingWebApp". The list of web components should now have been supplemented with the corresponding entry.

If an "Active web server" is not given, you must select and activate it. Further information on this is given in the Manual for Administrators, chapter 7.3.16 Web applications.

2.2.4 Proxy support

If all access to the internet takes place via a proxy server, this proxy server must be made known to the module. This is done using an optional parameter within the connection settings of the FirstSpirit Client (see Figure 2-4 Connection settings).

Figure 2-4 Connection settings

If a proxy is already defined via the optional FirstSpirit `inlinebrowser.httpproxy` parameter, the WebControlling module uses this. If a proxy has not yet been given, or if another proxy is to be used especially for this module, `webcontrolling.httpproxy` can be used to give a proxy, which is only used by the WebControlling module. If both parameters are used to define a proxy, the proxy given via `webcontrolling.httpproxy` applies to the WebControlling module. The proxy server data is expected in the form `server:port`, e.g. `webcontrolling.httpproxy=proxy.mycompany.com:8081`

2.2.5 Add tracking code in project settings

Each E-Tracker account has a unique tracking code, which must be configured in the project settings. If the project already uses a project settings template, it must be extended to include the following component:

```
<CMS_GROUP>
     <LANGINFOS>
       <LANGINFO lang="*" label="WebControlling"/>
     </LANGINFOS>
     <CMS_GROUP>
       <LANGINFOS>
         <LANGINFO lang="*" label="E-Tracker Settings"/>
         <LANGINFO lang="DE" label="E-Tracker Einstellungen"/>
       </LANGINFOS>
       <CMS_INPUT_TEXT name="ps_webControlling_trackingCode" hFill="no"
singleLine="no" useLanguages="no">
         <LANGINFOS>
           <LANGINFO lang="*" label="Tracking Code"/>
         </LANGINFOS>
       </CMS_INPUT_TEXT>
     </CMS_GROUP>
   </CMS_GROUP>
```

If a project settings template has not yet been defined for the project, an appropriate page template must be created and configured. Please refer to the Manual for Administrators, chapter 7.4.2 Options.

At this point, the text input component is important. However, if existing project settings are supplemented with the above code, it is advisable to create an additional tab for the E-Tracker settings.

On the E-Tracker homepage, under the menu item "Settings / Setup / Tracking Code" there is a security code, whose value must be entered in the input component just created (JavaClient -> Global Settings -> Project Settings).

2.2.6   Configurations on the E-Tracker homepage

Details for the page / website overlays settings

For error-free display of the E-Tracker statistics in FirstSpirit to be possible, the URL of the project's live page must be given on the homepage under the item "Settings/Statistics Settings", in the fields: "URL of your page" and "Domain for overlays".

3   Extending the FirstSpirit project

In order to be able to use the E-Tracker function from a FirstSpirit- project, the project must be extended to include a range of new elements.

In total, seven scripts are required to activate and disable E-Tracker and to display various statistics. The function is integrated in the pages with the help of a format template.

The scripts and format template required are automatically imported into the project during installation of the module.

All the necessary elements are described in greater detail in the following sections.

3.1   Scripts

The WebControlling-module is integrated into FirstSpirit via various scripts.

There is a script with which the switching on and off of the AppCenter integration is controlled.

The change between the different views provided by E-Tracker is also made via several scripts.

All scripts should be executable via the menu. A corresponding setting is made in the Properties tab of the scripts (select script type "Menu").
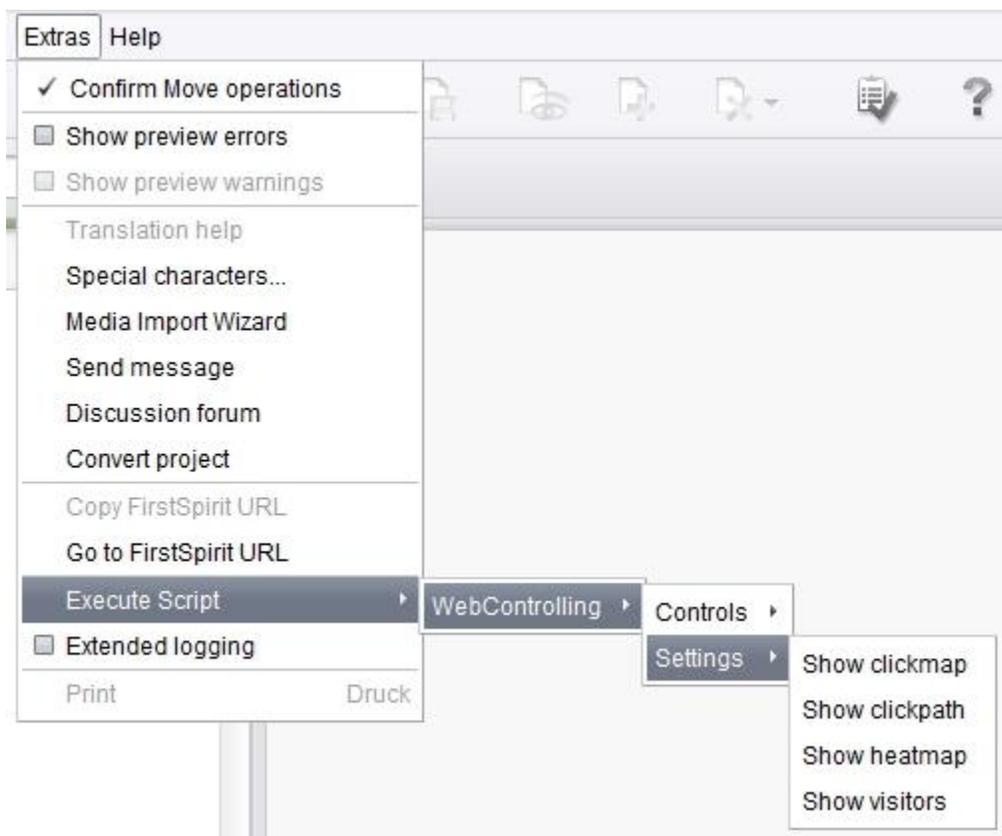
Figure 3-1 Selection of the scripts via the menu

3.1.1 Control scripts

In the templates, a script for starting E-Tracker ("Activate WebControlling") and a script for stopping E-Tracker ("Disable WebControlling") is created for the scripts under /*WebControlling/Controls.*

In these scripts, an executable is merely run, which switches the E-Tracker integration on and off.

```
#!executable-class

WebControllingEnableEtExecutable
```

```
#!executable-class

WebControllingDisableEtExecutable
```

In the Properties view, the check is set for "Use on homepage" for these two scripts.
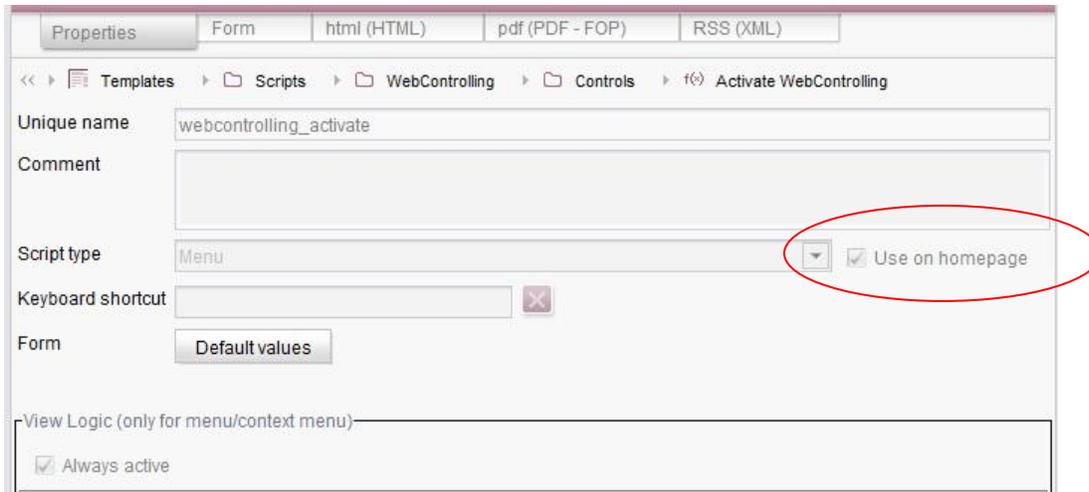
Figure 3-2 Setting the properties

E-Tracker can then be activated or disabled on the FirstSpirit start page.

Figure 3-3 Start page with the E-Tracker actions for switching on and off

3.1.2 Scripts for the settings

The scripts required to display the various views provided by E-Tracker are created under /*WebControlling/Settings*.

In these scripts, the report selected via the script is merely set by running a corresponding executable.

For example for the "Show Visitors" script, the code looks like this:

```
#!executable-class

WebControllingSetVisitorsExecutable
```

3.1.3   Scripts for determining the page title

As a result, this script returns the page title in a form required by E-Tracker. The script is run from the format template for E-Tracker (see section 3.2). The executable run in the script expects two parameters, which have to be handed over when the script is run. The page title is then created from these parameters.

```
#!executable-class

WebControllingGetPageTitleExecutable
```

3.2   Format template

In order to be able to use the E-Tracker function in all the required pages, a format template is required, which is automatically imported when the module is installed.

The tracking code required, which has to be integrated in the pages so that E-Tracker can be used there, is provided with the "WebControlling" format template (under *FormatTemplates/WebControlling*.

For this, the following code must be added before the closing body tag of each page template, on which use of the WebControlling module is required.

```
$CMS_IF(!#global.preview)$

$CMS_IF(pt_pagetitle.isEmpty)$$CMS_SET(pt_pagetitle)$$CMS_VALUE(#global.node
.getUid())$$CMS_END_SET$$CMS_END_IF$

$CMS_SET(pt_etracker_pagetitle)$$CMS_VALUE(pt_pagetitle)$$CMS_END_SET$

$CMS_RENDER(template:"webcontrolling_code",
etracker_pagetitle:pt_etracker_pagetitle)$

$CMS_END_IF$
```

The page title is transferred to the script as a parameter. If there is no page title the page Uid is transferred as the title. If a different input component to `pt_pagetitle` is used to determine the page title, this input component must also be named in the configuration of the WebControlling module, as described in chapter 2.2.2.

4   Using etracker with FirstSpirit

The E-Tracker can be used in the integrated preview in FirstSpirit. For this, as described in section 3.1.1, the script for activating etracker must be run. When a page is opened in the Page Store or Site Store or a data record within a content source is selected, a further tab with the E-Tracker information opens in the preview area, next to the "normal" page. The page to which the E-Tracker information relates is determined as follows:

- If a page in the Site Store is opened the E-Tracker information displayed refers to the selected page.

- If a page is opened in the Page Store the E-Tracker information displayed refers to the first occurrence of a reference on this page within the Site Store.

- If a data record within a content source is selected, the E-Tracker information displayed refers to the preview page from the Site Store defined in the table template belonging to the content source. As only one preview page can be set for a table template, it is however possible that no etracker information can be determined for a selected data record, if a different page to the set preview page is used to display this data record in the website.
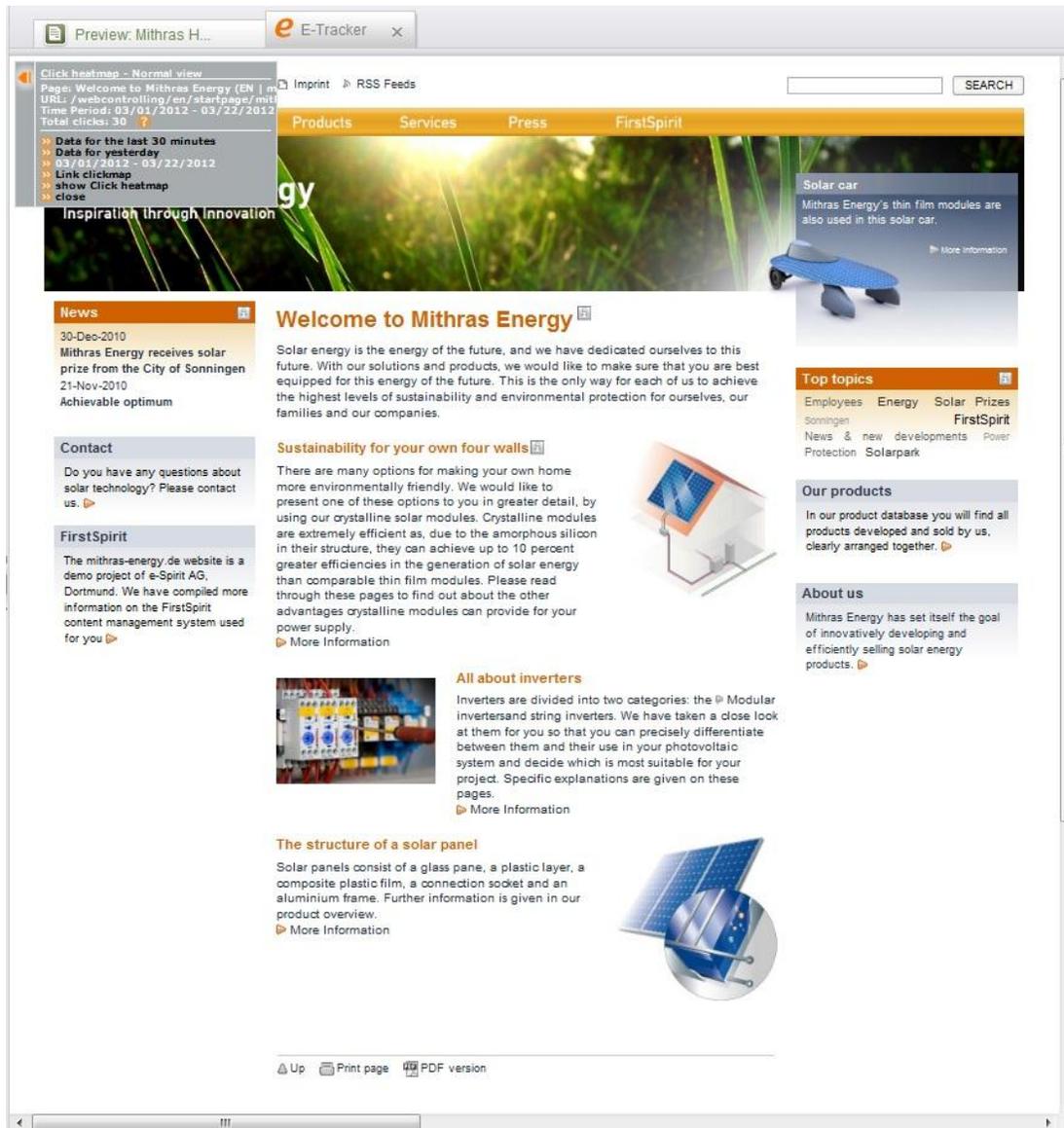
Figure 4-1 E-Tracker display in the integrated preview

In total, the scripts can be used to select four views, which E-Tracker provides. The E-Tracker view then provides the menu offered by E-Tracker, with which further views and settings are available.

4.1 Show users

Running the "Show users" scripts shows the statistics page shown in Figure 4-2.
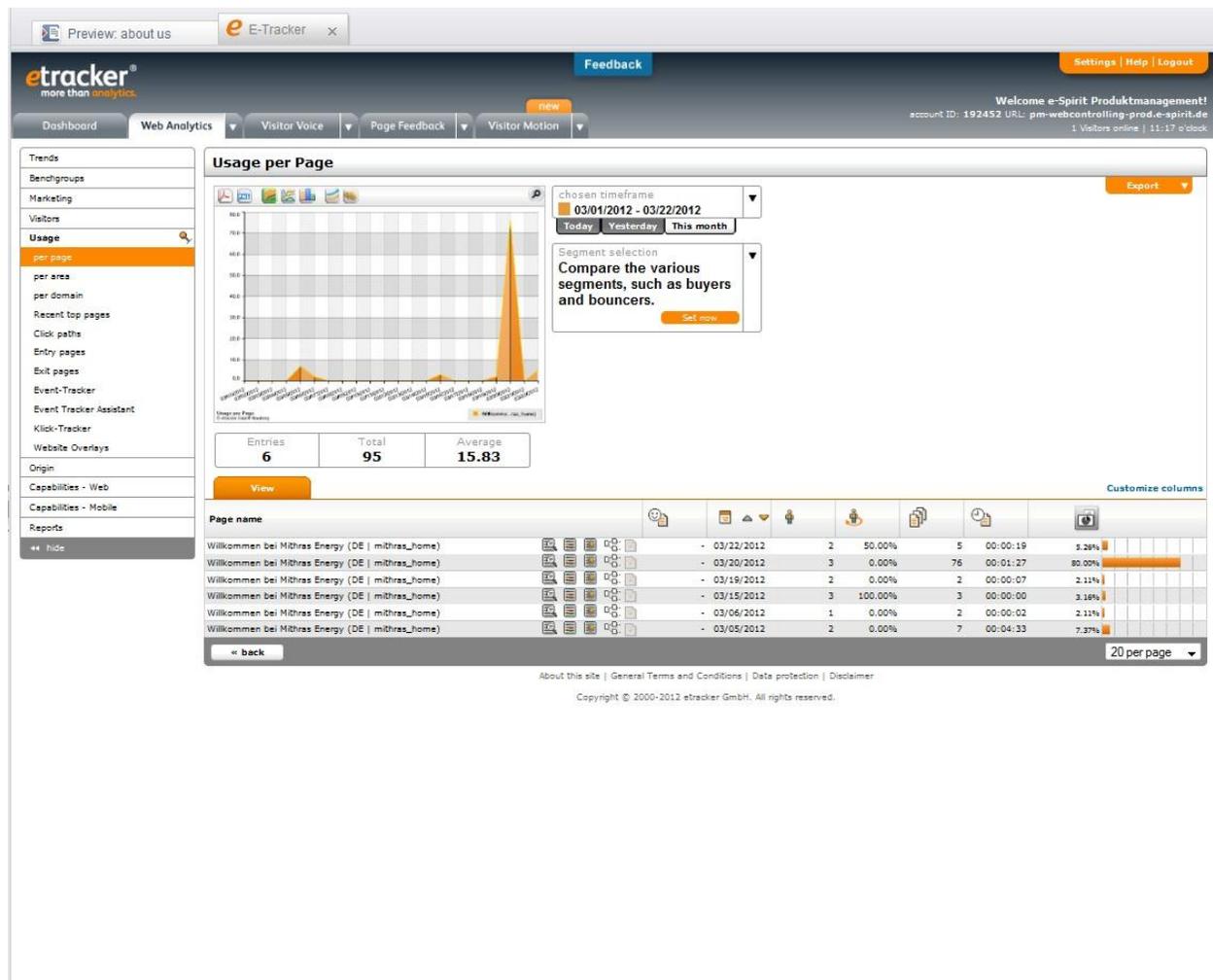
Figure 4-2 E-Tracker display from the "Show Visitors" script

It shows the number of visitors per page depending on various periods and different properties (Unique visitors, returning visitors, etc.). Here it is also possible to access all other statistics, which can also be selected on the homepage, and to access all the settings.

4.2   Show clickmap

The "Show Clickmap" script is used to display an overview of the clicked links on the selected page. The frequency of the clicks on a link is displayed by colored marking of the link, as well as a percentage.

Figure 4-3 E-Tracker display from the "Show Clickmap" script

In the displayed menu (top left corner on the page) it is possible to select the period for which the analysis of the page is to apply (last 30 minutes, yesterday, this week). Further, a ranking list of the links can be shown, and the links themselves can be hidden. It is also possible to switch to the Heatmap view via the menu.

4.3 Show click path

If the "Show Click Path" script is run, an overview appears showing, as a percentage, from which page a certain page was opened and which page was viewed after leaving this page.
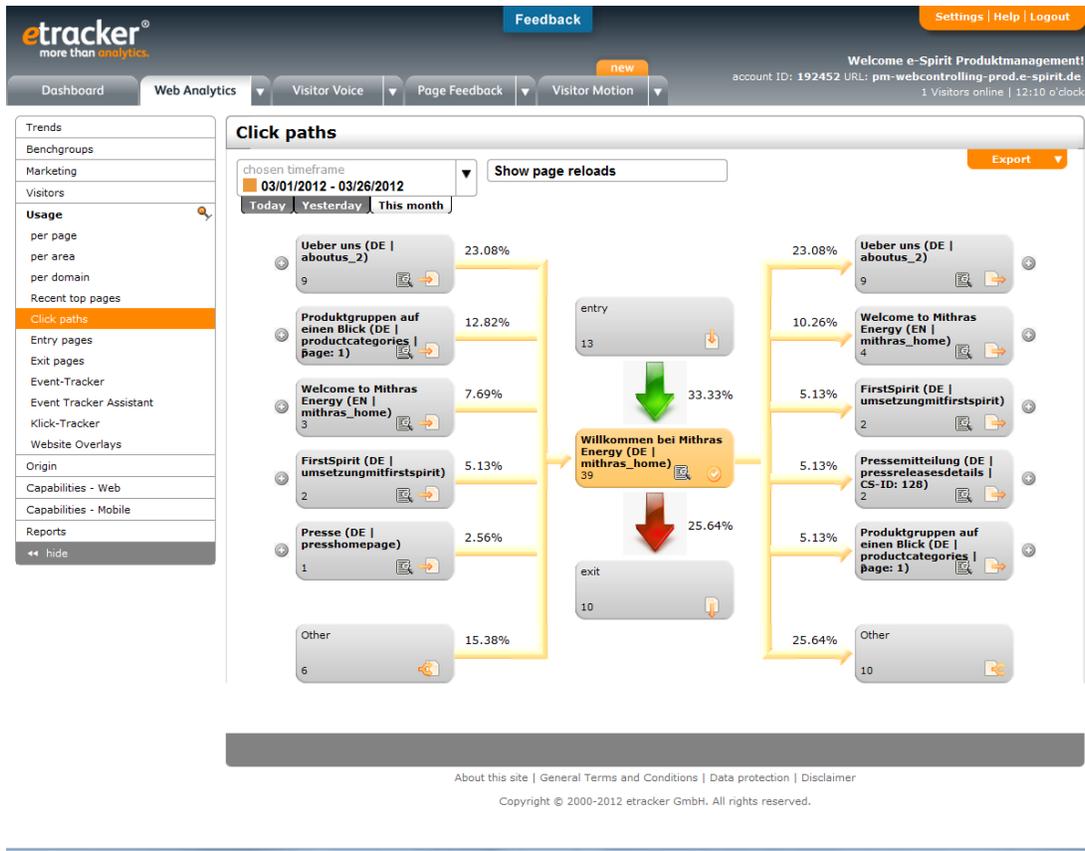
Figure 4-4 E-Tracker display from the "Show click path" script

The period for which the evaluation of the click path is valid can also be variably selected. Further, it is also possible to download the report as an export.

4.4   Show heatmap

Analogous to the clickmap view, the heatmap view ("Show Heatmap" script) can be used to show an overview of the clicked links on the selected page. In this view the marking is displayed graphically. Areas which have been clicked are highlighted on a grayed out background. The more frequently a link has been clicked, the more intensive is the highlighting.
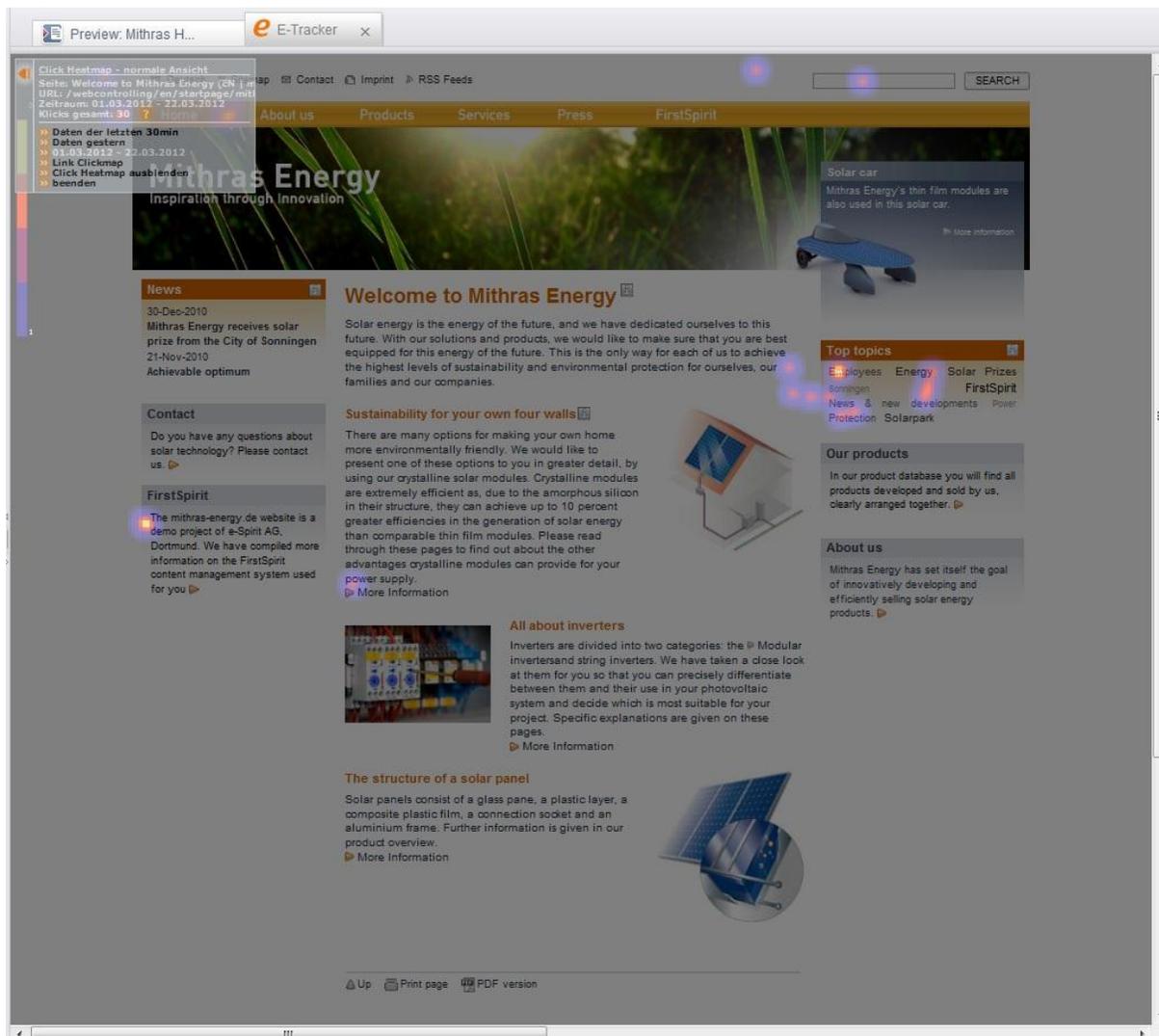
Figure 4-5 E-Tracker display from the "Show Heatmap" script

This view also contains a menu in which the period to which the analysis applies can be selected. Further, the heatmap can be switched off or the user can switch to the clickmap.

5   Legal notices

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