

# Getting started with opentracker.net a users guide

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## Introduction to Opentracker

Congratulations! You have chosen to use Opentracker, a best-of-breed website statistics interface. Welcome to the Opentracker.net user's guide. Opentracker takes the hassle out of generating and analyzing log file reports. When you create an account you generate an email with one line of HTML code. To get started:

- 1. Put this single line of code into every page you would like to measure.**
- 2. Login and start analyzing your stats.**

It could not be easier. We initially idealised a system that would require you to only clap your hands, but this is the next best thing. Technically it is necessary to install the script into all of the pages on your website that you would like to measure. Thereafter the application will take care of itself.

Very briefly, once the code is installed, you will be able to see:

**Who is on your site?**  
**What they are doing?**  
**Where they came from?**

You will be able to track unique visitors over the long-term. Conceptually, the information is broken into several groups, including: people, pages, and traffic reports.

People are presented in screens comprised of individual user **clickstreams**, which you can explore. Individuals are also listed by the **search terms** that they used to find your site. This is our focus and specialty: user behaviour.

Pages are presented in **Top Lists** which breakdown pages according to various factors (most popular pages, top files, entry page, exit links & pages, referrers, etc) and present the pages in a Billboard 200 format, whereby a page or referr's popularity is shown over time.

**Traffic Analysis** gives you various options, for viewing hourly, daily, weekly, monthly, quarterly, and yearly trends. These reports can be set to display data for custom date ranges, and downloaded as Excel spreadsheets. You will also find a **Summary**, a **Forecast**, and **Bounce Rate** analysis graphically represented here.

We have written this guide in the hopes of simplifying the process of getting started. Please write and tell us if we have missed anything out. Below you will find full technical instructions for implementing the Opentracker code with a variety of editing programs. You will also find a brief explanation of how to become acquainted with the information that is available to you once you start recording traffic.

## Creating an account

### Step 1. Create a free 4 week trial account

Go to [www.opentracker.net](http://www.opentracker.net) and select the "create account" page located in the top menu bar. Enter the following information:

- An email address
- A password of at least 7 characters
- The time zone in which you would like to record your statistics
- A site URL (the base address of the website you want to measure, e.g. <http://www.mysite.com> without the slash ("/") at the end)
- Agree to our terms

Providing this information will activate your free four-week trial. A few days before your four-week trial expires we will send you an email informing you that your account is payable. During your trial we will measure the monthly page views generated, and use this as a basis for determining the cost of your account / site(s).

### Step 2. Receive confirmation email with your script

After creating an account you will automatically receive a confirmation with your login information and unique JavaScript code. The email will include instructions for implementing the code.

Your account page allows you to manage your site(s) using the following functions;

- add a site (to delete sites let us know – we'll do that for you)
- add users / delete users / manage user permissions
- re-send yourself your unique JavaScript code

Under My Profile, you can:

- change your password
- change your email
- add a time zone in which to view your stats

**If you lose or forget your password** you can automatically retrieve it by providing your email at the login prompt, and pressing login. Your password will be sent to you at the email address you entered.

### Step 3. Implement the script

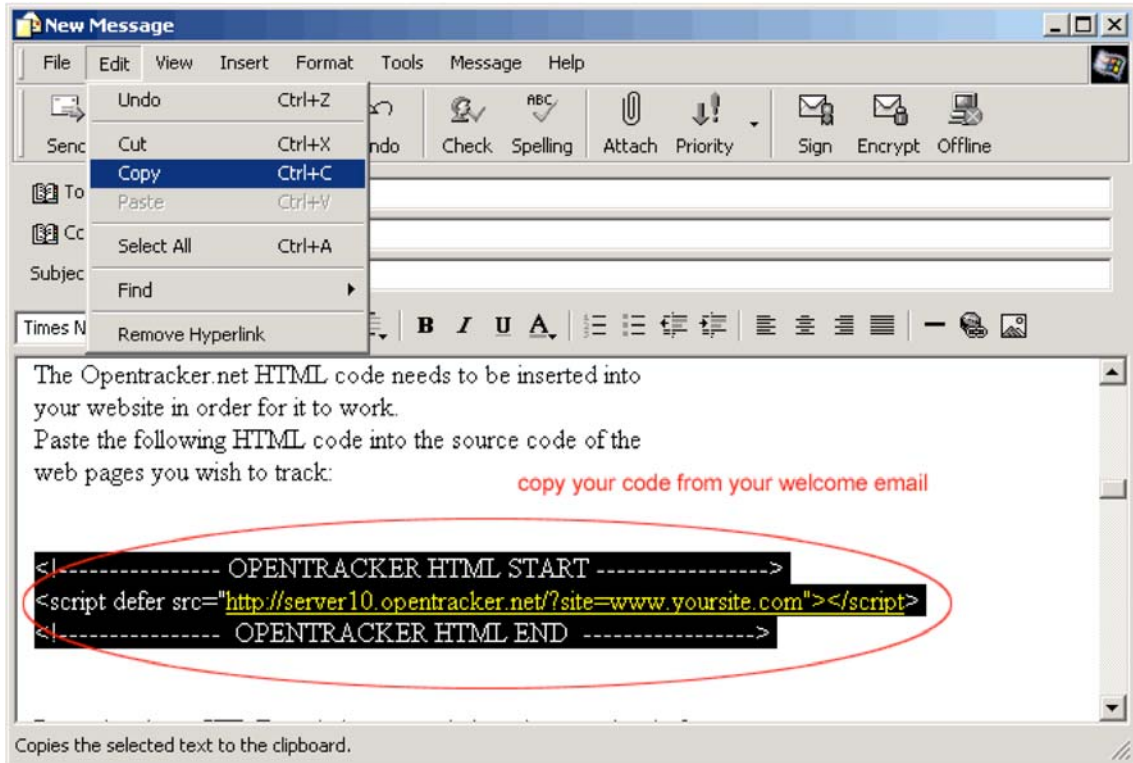
To implement the opentracker.net HTML code, you will need to use an html editing program or 'html editor'. Opentracker.net tracks web pages in which you put the Opentracker.net JavaScript code. Before you start cutting & pasting your unique JavaScript code, make sure you know which pages you want to track. In terms of gathering data for statistical purposes and identifying trends, we recommend the more pages tracked the better (there is no limit to the number of pages you can track). Tracking numerous pages will also ensure that you are able to record extensive clickstreams for analysis. Always track your home/ landing/ index/ front-page, otherwise this page will be recorded as the referrer of your traffic, instead of the external 3<sup>rd</sup> party links they come from.

Most of the time you only want to track the content pages. If you also want to track your navigation, frames, mail-forms, e-shops, etc., simply paste in the Opentracker.net JavaScript code and these pages will also appear in your statistics.

Copying the code out of your email program

Open your email and copy / cut + paste the Opentracker.net HTML code. It is very important that the code remains EXACTLY as it looks in the email you received. Any alteration will prevent the code from functioning. NOTE: If any detail is changed, this will prevent the script from running.

You should have received the Opentracker.net HTML Code at the email address you provided us. In your mail program copy the Opentracker.net HTML Code by selecting the script with your mouse and then selecting the copy function in your email program:



Pasting the code into an HTML editor

You will need an HTML editor to install the copied code. A number of HTML editors actually modify your HTML code and can break JavaScripts. Corruption of the code is the most common installation problem. We have tested many HTML editors to identify those that are safe and have developed solutions for those that are not.

The following list identifies steps for a number of HTML editors, to help with the code insertion process. If the editor you are using for developing your website pages appears to break JavaScript code, and is not listed below, please contact [support@opentracker.net](mailto:support@opentracker.net).

If you don't find your editor in the list and your code doesn't seem to work properly, insert the code using a simple text editor (Notepad, UltraEdit, Wordpad etc.).

Notepad

If your HTML editor is not listed below, you can always use Notepad for simple and fast implementations. Microsoft Notepad is available on all versions of Microsoft Windows. Open the HTML page in notepad, scroll to the bottom of the page and paste the opentracker.net HTML code just before the `</body>` tag. After pasting save

the file. Paste the code in as many web pages you like, without altering the code. Any alteration to the code will almost certainly cause errors. This piece of wisdom applies no matter which editor you are using.

The following images show a printscreen of what you should see before pasting the code (left image) and after pasting the code (right image). The code you received will differ from the example used here:



Printscreen of code before pasting (note cursor before </body> tag) and after pasting (code highlighted in yellow to clarify).

## Adobe Page Mill

In Edit mode (but not in Source mode), choose Insert > Placeholder and do one of the following:

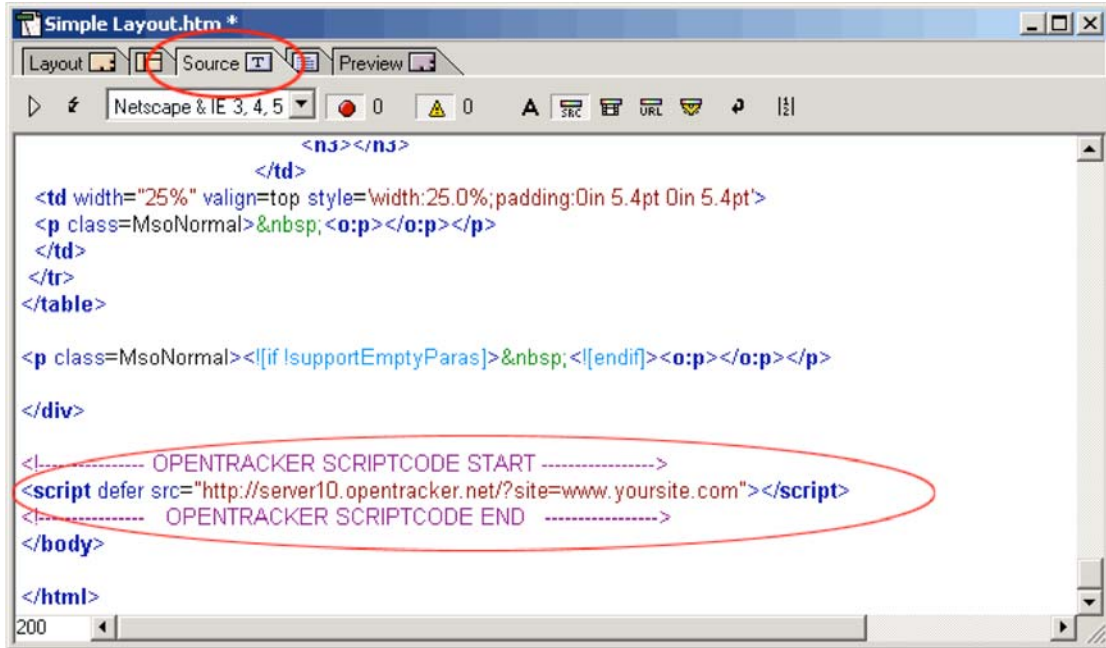
Select the placeholder icon, display the Inspector, and then paste the JavaScript code into the scrollable text box.

OR

Choose View > Source Mode and paste the JavaScript code between <!--NOEDIT--> and <!--NOEDIT--> comments.

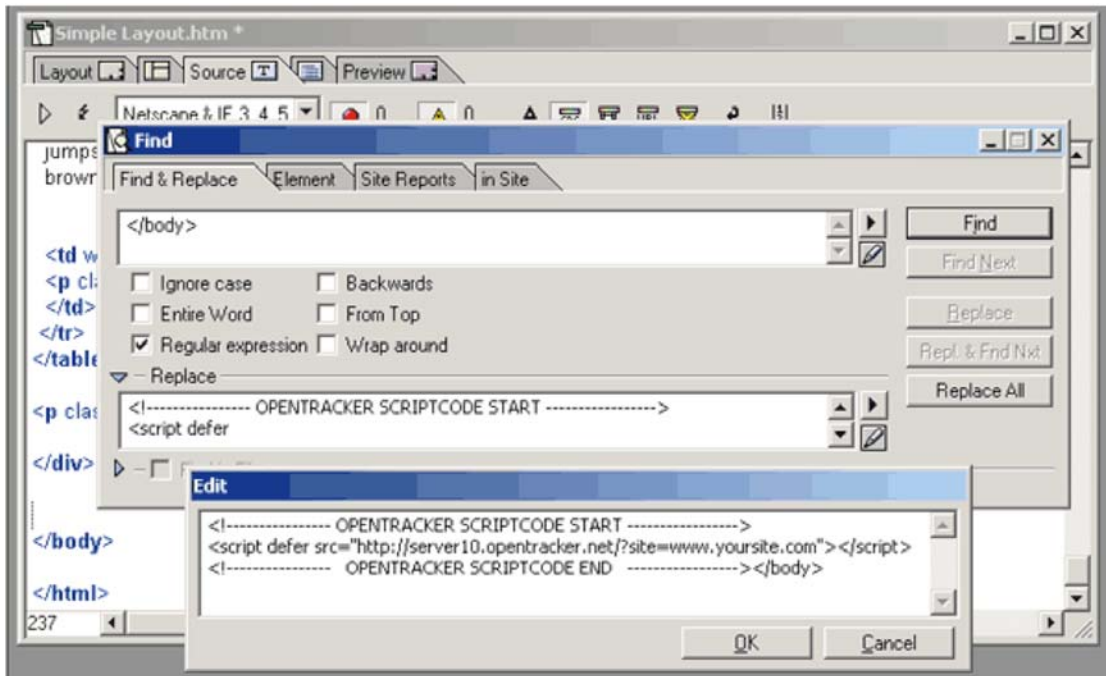
Adobe Golive

In "code view": Scroll down to the bottom of the page, and paste copied code before the </body> tag.



**Golive alternative quick search and replace:**

A quick alternative is to do a search and replace in selected files in the source code. Replace the </body> tag with the opentracker.net code not forgetting to re-include the </body> tag.



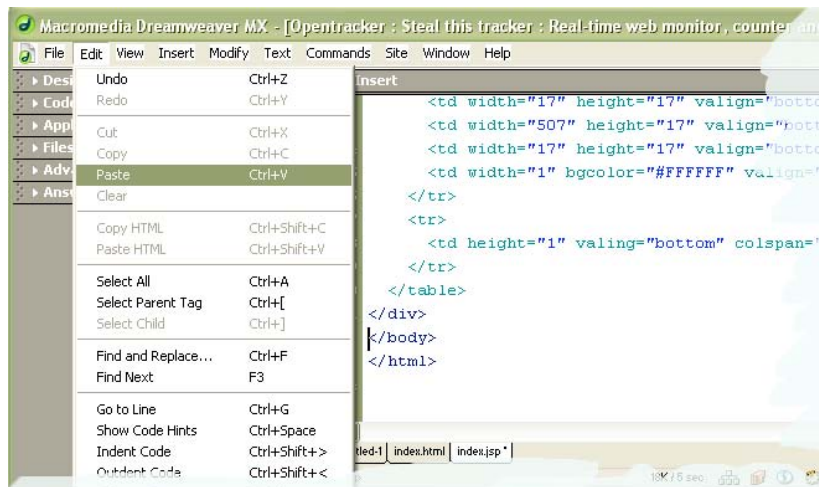
AOL Press

We recommend that you **do not use AOLPress** for pages where you want to use this script. The currently available version of AOLPress does not support this script code. Please use a different HTML editor or a text editor such as Notepad when adding this script.

## Dreamweaver

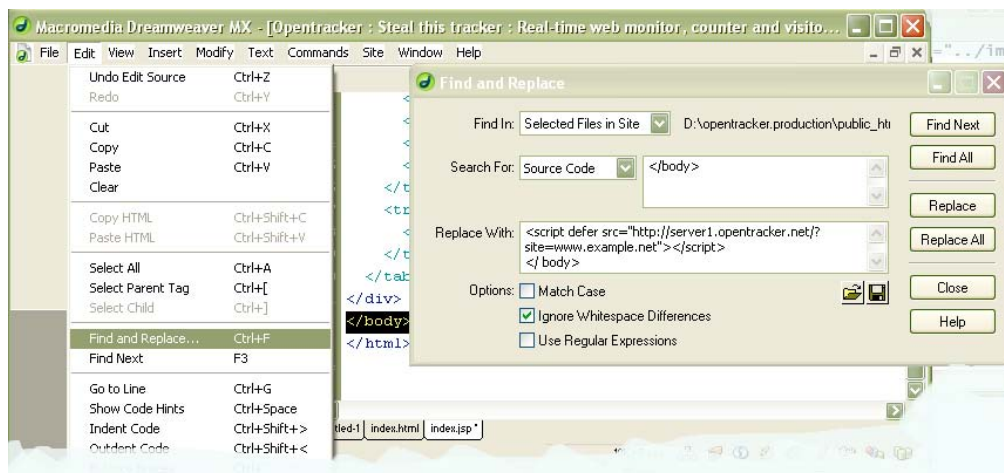
In “code view” (“view” menu option, select “code”):

Scroll down to the bottom of the page, and paste copied code before the </body> tag.



### Dreamweaver alternative quick search and replace:

A quick alternative is to do a search and replace in selected files in the source code. Replace the </body> tag with the opentracker.net code not forgetting to re-include the </body> tag.

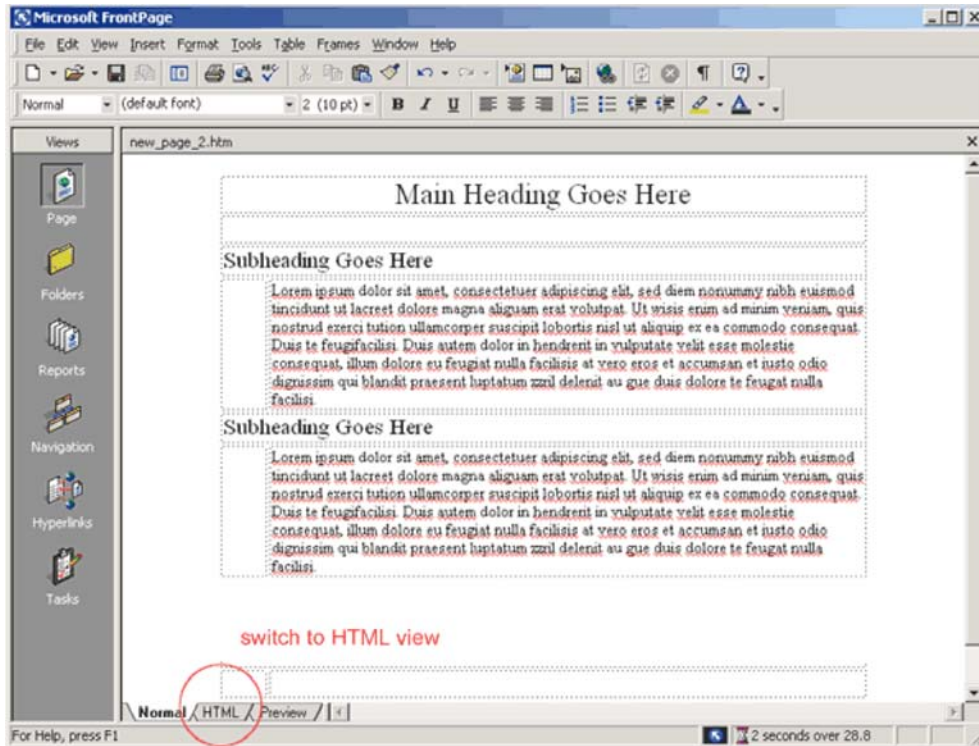


### Other Dreamweaver alternatives

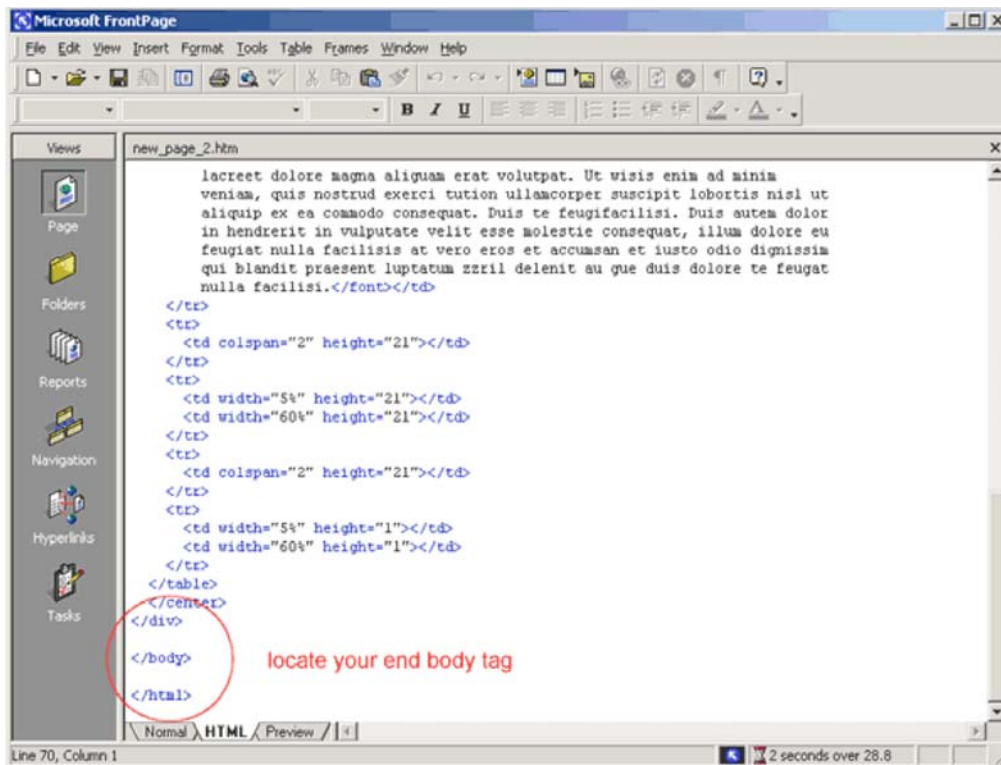
Expert users who design sites using Dreamweaver’s template technology can simply edit the base templates to include the code just before the </body> tag and update the site by applying the modified template to all the pages that use it.

FrontPage

Open your page and select "HTML" view (see picture):

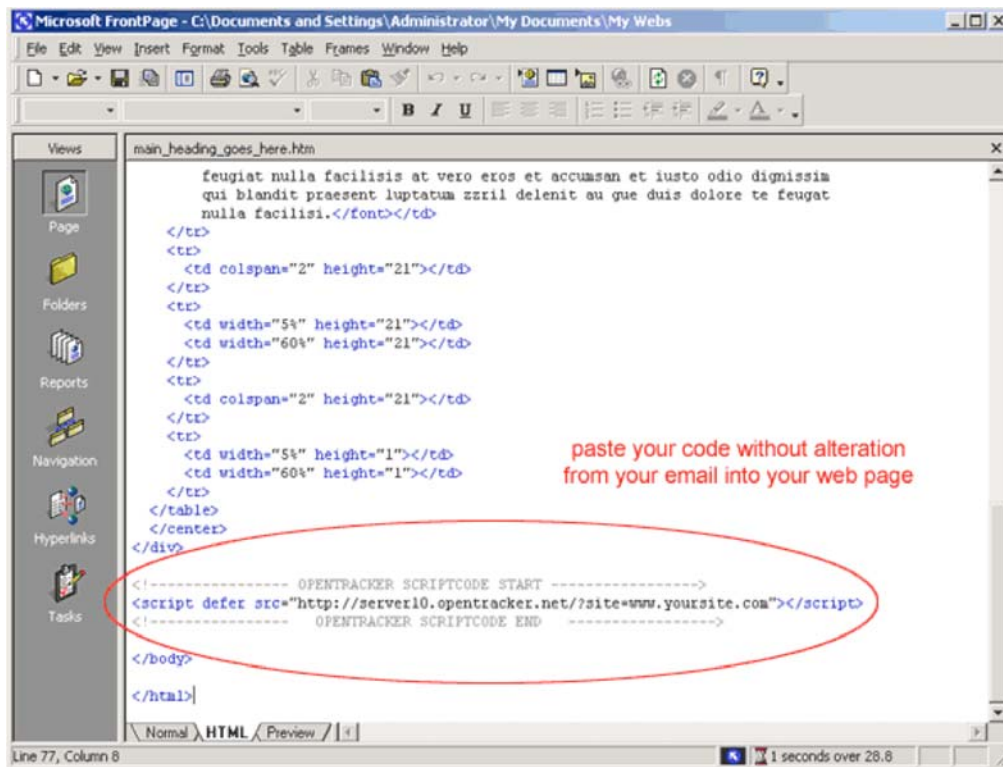


Scroll down to the bottom of the page, and locate the </body> tag. (end body tag)



Paste the copied HTML code just before the </body> (end body tag)





#### HotDog Pro

Paste copied code anywhere between <Body> </Body> tags.  
 Ignore red highlighted code errors.  
 Do not attempt to edit any code!

#### HotMetal Pro

Paste copied code anywhere between <Body> </Body> tags.  
 Ignore red highlighted code errors.  
 Do not attempt to edit any code!

#### Net Objects Fusion

Right click in layout.  
 Click "Layout HTML".  
 Click "Beginning of Body" tab.  
 Paste copied code  
 Click "OK".

#### Visual Page 2.0

Go to view > source ( in menu bar).  
 Paste copied code anywhere between <Body> </Body> tags.  
 Return to Page View (view > page).  
 Ignore all extraneous code on page. (It will not affect how the page displays in a browser.)  
 Do not edit or delete any code!

## Tracking secure https pages

Opentracker allows you to track your secure pages that are on an https protocol. If you would like to track secure pages, this requires an adjustment to the code.

Replace the Opentracker code in your secured pages code with this code:

```
<script defer src="https://server10.opentracker.net/?site=www.mysite.com"> </script>
```

Your SSL data will then be re-located to a secured server. You will experience a ten-minute lag before secured pages show up in your stats.

Note: https, not http (different from original code)

Be sure to replace "mysite" with the url of your site/domain.

It is important that you cut & paste the above code, as any alteration will lead to errors.

## Step 4. Upload pages of your website that contain the code

Upload the HTML pages that contain the JavaScript code with an FTP program like you normally would do with any web page. You can download a free FTP program at [cnet's ftp programs](#). If you have problems with uploading your HTML pages, please ask your web-designer, webmaster, hosting company or internet service provider for more details. Usually there will be a help page on their website informing you how to upload pages.

Inserting the code into your pages is easy. However if you have problems with particular web page editors like Dreamweaver or FrontPage please consult our [script-implementation FAQ](#) or contact us.

## Step 5. Go to the Opentracker.net website and login

Provide your email and password to login and view your statistics. No statistics will be displayed until you have generated at least one visit to your site. Certain statistics (such as monthly aggregates or 24 hour forecasts) will only be available once the respective period has passed.

For legal notice and privacy statement, please visit <http://www.opentracker.net>

## Start reading and interpreting your stats

### Start page

On the Start page you can access the entire statistics set for your site.

There are five categories;

#### Traffic analysis

#### Visitors

#### Top navigation lists

#### Location data

#### Technical data

Use the dropdown flag menu to switch between languages

Use the selected website dropdown to switch sites (if you have more than one)

Further preferences are explained below

The screenshot displays the OPENTRACKER website interface. At the top, there is a navigation bar with the logo 'OPENTRACKER', a language selection flag, and a 'logout' link. Below the navigation bar, the main content area is titled 'start' and features a grid of six analytics categories, each with a list of sub-items:

- navigation** (left sidebar): traffic analysis, visitors, top navigation lists, location data, technical data, links.
- preferences** (left sidebar): my profile, my account, site management, user management, payments / billing, exclude visitors.
- support** (left sidebar): support, forum, glossary, articles, contact us.
- traffic analysis**: summary trend, hourly trends, daily trends, weekly trends, monthly trends, forecast, bounce rate of visitors.
- visitors**: online & recent visitors, first time visitors, returning visitors, referred visitors, visitors by search term, entering, exiting.
- top navigation lists**: most popular pages, top files & directory paths, top referrers, top search terms, top search engines, top exit links (3rd party), top exit pages, top entry pages.
- location data**: countries / regions / cities, companies / organizations, ISPs, DMA-codes (US), telephone area codes for U.S., ZIP / postal codes (U.S. & Canada), continents, subcontinents.
- technical data**: operating systems, browsers, display colors, display resolutions, routers, domains.
- tip of the week**: Does your site use frames? If the answer is yes, for best results we advise to only put the tracking javascript code into your content pages.

## Traffic analysis

Traffic analysis provides hourly, daily, weekly, and monthly reports about your site traffic. These reports can be printed out or downloaded into Excel. Use the calendar on the Traffic analysis report pages, to select the period in which you are interested, from a day back to a year, or further, if data is available.

The calendar can also be used to select custom date ranges. The date, or date range that you choose is sticky. This means that you will see the same date (range) for every report that you generate.

To select a single day, select "one day" and then click with your cursor on the day you would like to see.

Under Traffic Analysis, you can access a Summary that gives you a snapshot of your vital stats (unique visitors, returning visitors, pageviews, pageviews per visitor, average time spent viewing, percentage referred, etc).

You can also view a Forecast that gives you an estimation of the total number of visitors that you will receive for that day. Additionally, you can view your Bounce Rate, which is a graphic representation of how far into your site visitors are travelling.

## Visitors

Visitors allow you to see who is and who has been on your site. This information is presented in the form of tables comprised of clickstreams. These clickstreams are interactive: you can explore them by clicking on the red (offline), bright green puppets (online), or light green (inactive for 3 minutes). When you click on a puppet you will be taken to the clickstream of that visitor. You will also see a Visitor Profile, which will show you various details about that visitor, such as their technical specs, if they are a first time or returning visitor, any search terms and the search engine they might have used to find you, the length of their visit and the number of pages they viewed, and the city, country, ISP, postal code, company, etc (info is presented where we have been able to capture it).

Clickstreams can be viewed variously: by Recent & Online visitors, First-time, Returning, Referred, visitors by search term, and Leaving visitors.

## Top Lists

Top Lists is exactly what you would expect, lists of all your vital stats, organized in terms of 'popularity', for example, your Top Pages. You can learn about Countries, Referrers, Search Terms, Search Engines, Exit Pages, etc.

The lists also contain Red and Green arrows. These arrows tell you if the page in question has gone up or down in popularity for the period that you are looking at. It is like a Billboard Top 200 song list, which tells you how your pages are doing, if they have risen or fallen on the chart.

## Location Data

Geographical data; see numerous reports including cities/regions/countries, ISPs, DMA, ZIP code, Area code, Postal code, company, which tell you where your visitors are coming from. These reports are based on ip address, and the databases are frequently updated, so the information is not always available, and certain limitations apply, so please write to us with any questions.

## Technical Data

Technical data; here you will find aggregates of the following technical specifications of your traffic: Browsers, ISPs, Domains, Operating Systems, Routers, Screen Resolutions, etc.

## Preferences

### Your profile

#### Your Profile is used to:

1. select the language in which you would like view statistics
2. select the timezone in which you would like to view those statistics
3. change your password
4. change your email address
5. select the values in which to download excel reports

**my profile** support@opentracker.net

Here you will find information about your user settings. Hover your mouse over the menu options for the tool name and summary details.

profile information:		
timezone:	Europe/ Amsterdam	[ change timezone: www.opentracker.net ]
email:	support@opentracker.net	[ change email ]
password:	xxxxxxx	[ change password ]
previous login	March 9, 2005 11:48:10 AM CET	
user type:	Administrator	
status:	enabled	
administered by:	Yourself	
download reports as:	with semi-colon seperated values 	
language:	English (United States) 	Note: this will change the formatting of dates and numbers. For certain languages the interface will also be displayed in the selected language (English, Russian, French, Swedish and Dutch)

### Your account

**Account: if you are a site administrator, you will be able to view and make Payments here.**

This is also where you have access to User Management. As an administrator, you can add or delete users here. Additionally, from site management, you can re-send yourself your script.

**my account** support@opentracker.net

Your account details are summarized in the table below.

account active since:	June 10, 2003 (15:07:49)
administered sites (1):	www.opentracker.net,
administered users (1):	support@opentracker.ru
viewable sites (1):	www.opentracker.net 

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## Site management

This is the place to resend yourself your original welcome email with your script and instructions for how to implement the script. Click on red or green gems to resend yourself your script.

**site management** support@opentracker.net

Registered sites are listed below.

A green gem means site is actively recording data, a red gem means that the Javascript code has not been properly installed yet or your site has not been visited since the installation of the code.

To resend an email to yourself with your Javascript code, click on the  in the table below.

[ previous ] [ next ]

site(s) owned:	user (permission type)	script
1. www.opentracker.net	support@opentracker.net (administrator)	

## User management

There are three types of users:

1. Administrator – can add/delete users and add sites, has access to [payments] pages
2. Super-user - can add/delete users and sites
3. Standard user has access to sites for which permission is set


**user management**

search term:  [ add user ]

administered users	options
1. demouser@opentracker.net	[ info ] [ permissions ] [ disable ] [ delete ]
2. demo@opentracker.net	[ info ] [ permissions ] [ disable ] [ delete ]

[ previous ] [ next ]

---

<b>user</b>	demouser@opentracker.net	[ edit ]
<b>password</b>	xxxxxxx	[ edit ]
<b>administered by</b>	demo@opentracker.net	
<b>date added</b>	March 9, 2005 (13:26:11)	
<b>status</b>	enabled since start	
<b>permissions (1)</b>	standard user: www.opentracker.net 	[ edit ]
<b>owner of sites (0)</b>	none	

## Visitor Exclusion

This feature allows you to exclude your own visitors and others' visits from being included in your statistics. Simply enter the ip addresses of yourself and any colleagues to be excluded. You can also exclude an entire range. There is also a cookie/domain exclusion feature that allows you to exclude yourself from being tracked for any particular domain.

### exclude visitors

selected website:

Enter the IP addresses of computers/ users that you wish to exclude from statistics. For example, you and/ or your colleagues. The IP address underneath is your IP address to the internet gateway at this moment.

IP address	action	description
<input type="text" value="62"/> . <input type="text" value="45"/> . <input type="text" value="124"/> . <input type="text" value="195"/>	<input type="button" value="exclude"/>	Enter the IP address to exclude, you can use * as wildcard to exclude ip-ranges. For example 23.123.12.* will exclude 23.123.12.0 to 23.123.12.255. Changes will take effect in approximately one minute.
<input type="text" value="www.opentracker.net"/>	<input type="button" value="exclude cookie"/>	If your ip address changes on a regular basis, or you do not want to exclude all people behind a single gateway ip address, then this feature is for you. Select the domain you wish to exclude your visits from by using the dropdown box on the left. This feature requires user feedback, please <a href="#">contact us</a> if you are having problems with this feature.
<input type="text"/>	<input type="button" value="include"/>	To re-activate an IP address from the list, highlight it and press include. On the left you see a list of all IP addresses which are excluded. Changes will take effect in approximately one minute.

Visitors whose IP has been excluded will not be included in your website statistics. You will need to repeat this process for any other accounts you might own. Please contact us if you have a question about this function.

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