



Search Engine Tracker for Miva Merchant™

*A Search Engine
Reporting Tool*

Product Manual



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Module Description

The Search Engine Tracker is a logging module that helps the storeowner understand and quantify a Search Engine marketing campaign or the current status of search engine positioning. Graphs and “sortable” reports make it easy for you to analyze the data being collected about your search engine campaigns. This module separately tracks click-throughs and buy-throughs – including the order amount for each buy-through – so you can determine which search engines and paid listing sources are worth the investment.

Key Benefits

- Tracks “click-throughs” into your Miva Merchant pages from all search engines you specify so that you can evaluate which search engines send you the most “click-throughs”
 - Records search terms that were used to find the store
 - Allows store owner to add a list of query variables for those search engines that have multiple forms with different keyword variables
- Tracks “buy-throughs” (also known as click-through conversions) into your Miva Merchant pages from all search engines you specify so that you can evaluate which search engines send you the most “buy-throughs”
- Tracks order number and amount for buy-throughs, so you can see what engines are providing the most (gross) revenue and determine which pay-per-click campaigns are giving you the best return on investment
- Tracks keywords that generated the “click-through” and “buy-through” so that you can evaluate which keywords generate the most sales
- Tracks Pay-Per-Click source referrals through direct store entries (Miva Merchant pages).
 - Track Pay-Per-Click referrals that go into your Miva Merchant store. You can track as many as you’d like. (Please see the usage documentation for an explanation of how to configure this option)
 - *Please note: The URLs provided to the paid-traffic source are required to go directly into your Miva Merchant store. There is no pass-through API for pay-source tracking thus you cannot track paid-traffic sources that enter your site via a non-Merchant page.*
- Generate Reports for analysis:
 - Monthly click-through and buy-through graph! At a glance you can see the total number of click-throughs or buy-throughs of each day in the month.
 - Keyword Summary Report: this report lists the top keywords/phrases and tallies the number of click-throughs and buy-throughs associated with each keyword/phrase as well as the aggregated order amount for each keyword. You can sort this data by keyword/phrase.
 - Engine/Referral Summary Report: this report lists the top referral search engines and tallies the number of click-throughs and buy-throughs coming from each of the top search engines and shows the aggregated order amount for each search engine.



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- Raw Log display: You can view all of the data collected over time and also view the most recent click-throughs, buy-throughs and order amounts.

*Note: Search engine click-throughs that do not go directly into your Merchant store (i.e. they first go through a non-Merchant page such as index.html) will only be tracked **if** you use the Pass-Through API. You can configure the JavaScript Pass Through API in your static HTML pages so the Search Engine Tracker will recognize and track all click-throughs, even if the customer first lands on a static HTML page when entering your site. *Note: there is no Pass Through API for pay-source tracking thus you cannot track paid traffic that comes through static HTML pages.*

Usage Summary

A storefront that sells cakes and jellybeans online has come to the conclusion that investing in Search Engine Optimization (SEO) is a wise investment of his marketing dollars. The storefront owner has decided to invest in increasing his rankings with the search engines by optimizing his site and has even decided he wants to pay for “paid source listings.” However, before he invests in SEO, he wants to make sure that he can track his investment. He wants to know how many Click-throughs and Buy-throughs with their corresponding order amounts he is getting from each search engine and he wants to know what key words are drawing in the highest amount of hits and gross revenue. And, since he’s decided to pay for clicks, he definitely wants to be able to track which of the sources are performing the best. Without this data, he’ll never know which of his SEO efforts are the most profitable for him and can’t analyze which ones to keep and which ones to drop.

The Solution: The storefront owner’s need for data to analyze his SEO investment is quickly solved with the Search Engine Tracker. This plug-in module to Miva Merchant allows the storefront owner to track Click-throughs and Buy-throughs in total and by gross revenue generated, by search engine, by (storefront owner-defined) keyword and even allows him to track paid Click-throughs and Buy-throughs (and gross revenue!) as they come into his storefront. The module graphs out total Click-throughs and Buy-throughs and gives the storefront owner the ability to sort through the data collected by search engine, keyword, and paid listings. And, just in case he wants to track a search engine that isn’t already included in the module, he can add all the search engines he wants to track! It’s a robust tool that gives the storefront owner all sorts of methods to slice and dice and view and analyze SEO data.



Theory of Operation

General Theory

Search engines are one of the major methods that customers will use to find your web site and Miva Merchant store. Further, many online retailers spend a significant portion of their advertising budget in both Search Engine Optimization techniques as well as pay-per-click advertising to drive shoppers to their stores. Understanding one's search engine positioning and correlating the search engine and pay-per-click success is a key component of evaluating a search engine and advertising campaign.

There are two key terms that you should understand when determining the effectiveness of any online advertising campaign, including banner advertisements, paid "sponsor" listings (ie: pay-per-click traffic sources), and email marketing campaigns:

Click-Through

A click-through is defined as a customer or web surfer clicking on any link that directs that customer to your website. A click-through represents a potential customer that has been sent to your site via some external location such as a banner add, search engine or directory listing, or even pay-traffic sources. Click-throughs alone do not represent any revenue source for the online retailer.

Buy-Through or Click-Through Conversion

A buy-through (sometimes called a Click-Through Conversion) is defined as a customer or web surfer that was sent to you as a "click-through" from some external location, and this customer actually purchased from your web site or online store. Buy-throughs are the coveted "revenue-producing" customers that represent a successful advertising campaign or search engine listing.

Module Theory

This module tracks customers as they enter your store (i.e. Miva Merchant pages), and determines their original point of entry from search engines or other online marketing campaigns such as emails, newsletters and banner adds. The module tracks the original entry through the "referring URL" or via the Pass-through API described in detail below. Once the customer entry is recorded, the customer is then further tracked through the store. If the customer purchases anything, the "Click-Through" is correlated to the order, and converted to a "Buy-Through", and the order amount is recorded.

Historical data from all click-throughs and buy-throughs are stored in the raw log, and statistical information is updated concurrently. The statistics for all keywords, order amounts, click-throughs and buy-throughs are tracked on a daily basis for monthly reporting.

Graphs are creating using the supplied Java program, rchart.jar. Please ensure you follow the installation instructions and FTP this Java Archive to your web server prior to using the module.



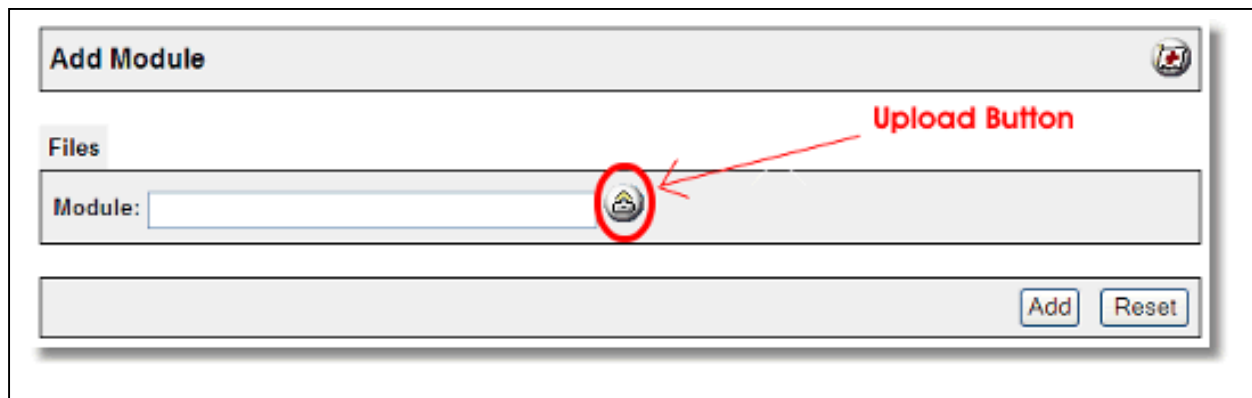
Module Installation and Upgrading

Domain Installation of Module

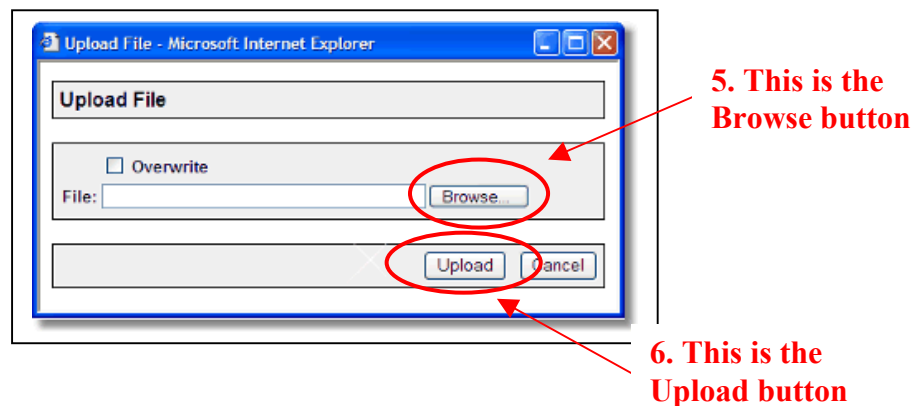
You must first install the module in your Miva Merchant domain. After that you will need to follow the steps for installing the module in the store for which you have purchased the license.

Module Domain Installation

1. Go into the Miva admin (*admin.mv*)
2. Open the **Modules** branch
3. Click on the **Add Module** link and the screen pictured below will appear
4. Click the **Upload** button



5. A Pop-Up window, like the one pictured below, appears and allows you to either **Browse** to find the module on your local drive or enter the filename of the module (*logsrch.mv*).
6. Press the **Upload** button





7. Once you press the Upload button, the Upload File PopUp box disappears and the Add Module box is again visible. Press the **Add** button

The screenshot shows a web form titled "Add Module". It contains a "Files" section with a "Module:" label and an input field. At the bottom right, there are "Add" and "Reset" buttons. The "Add" button is highlighted with a red circle and a red arrow pointing to it from the text below.

7. This is the Add button

Java Charting Application Installation

The monthly graphs are created using a Java Charting application that is included in the module distribution file. The program “rchart.jar” must be placed in the root directory of your web documents folder. In other words, it must be accessible to a web browser via the following URL:

<http://www.yoururl.com/rchart.jar>

You can use any standard FTP client to place this Java archive on your web server. When using FTP, take care to ensure that the Java Archive is transferred in “binary” mode to preserve the integrity of the program.



Store Installation of Module

1. Go to the Miva admin (*admin.mv*)
2. Open the **Stores** branch
3. Click on the arrow next to the store name
4. Click on **Logging Configuration**
5. Check the checkbox next to the module name. (For this module it is *CBS - Search Engine Tracker*)

5. Click the checkbox next to the module name

The screenshot shows the 'Logging Configuration' page. At the top, there are links for 'Miva Merchant Access Log', 'CBS - Search Engine Tracker', 'CBS - Search Engine Tracker Pay Source Definitions', and 'CBS - Search Engine Tracker Summaries'. Below these is a section titled 'Assigned Module' with a table:

Assigned Module	
<input checked="" type="checkbox"/>	CBS - Search Engine Tracker
<input checked="" type="checkbox"/>	Miva Merchant Access Log
<input type="checkbox"/>	e-Urchin Log

At the bottom right of the page, there are two buttons: 'Update' and 'Reset'. The 'Update' button is circled in red.

6. Press the Update button

6. Press the **Update** button
7. A PopUp box appears that looks like the picture below. Enter the *Search Engine Tracker* license key you got when you purchased the module license.



7. Enter the license key here

The screenshot shows the Copernicus Business Systems interface. At the top, it displays 'COPERNICUS BUSINESS SYSTEMS' and 'CBS - [version] (v4.22)'. Below this is a navigation bar with 'Product Info', 'Documentation', 'Release Notes', and 'More Products'. The main content area is titled 'License Key:' and contains a text input field. Below the input field is a note: '(Please note that you need ONE LICENSE FOR EACH STORE.)'. Underneath is a 'License Agreement' section with a scrollable text area containing the terms and conditions. At the bottom of the agreement is a checkbox labeled 'I ACCEPT THE TERMS AND CONDITIONS OF THE LICENSE AGREEMENT'. At the very bottom of the interface are 'Update' and 'Reset' buttons.

9. Check the "I accept" checkbox

10. Press the Update button

8. Read the *License Agreement*
9. Check the box next to **I ACCEPT THE TERMS AND CONDITIONS OF THE LICENSE AGREEMENT**
10. Press the **Update** button. Now you have successfully installed the module in the storefront and you are ready to use it!



Module Upgrading

Copernicus publishes updates to its modules when there are significant feature enhancements. Copernicus also publishes upgrades to its modules for clients who are moving from uncompiled Miva Merchant to compiled Miva Merchant. Both updates and upgrades are added to the storefront in the same way. Once you have saved the update or upgrade to your local hard drive, please follow these instructions to add them to your storefront.

Domain Module Upgrading

1. Go to the Miva admin. (*admin.mv*)
2. Open the **Modules** branch
3. Click on **CBS - Search Engine Tracker** module
4. Click on the **Files** link in the content area of the screen

4. Click on the Files link

Edit Module: CBS - Search Engine Tracker

Information **Files**

Type of Module:	Logging
Code:	CBS-LOGSRCH
Name:	CBS - Search Engine Tracker
Provider:	Copernicus Business Systems, LLC -- http://www.cbstech.com/
Version:	4.06
Usage Count (Number of Stores):	1
	<input checked="" type="checkbox"/> Active


Update Delete Reset

5. Click the **Upload** graphic button

5. Click on the Upload button

Edit Module: CBS - Search Engine Tracker

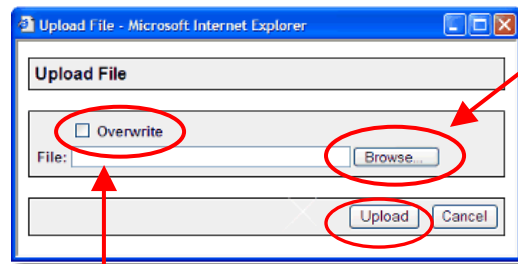
Information **Files**

Module: 

Update Delete Reset



- The Upload file PopUp box will appear. Check the **Overwrite** box so that the updated module will overwrite any old versions you may have installed.



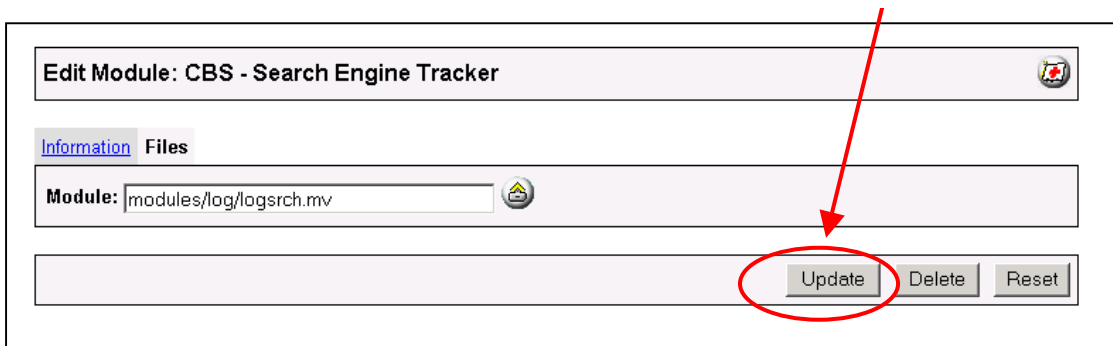
7. Click the **Browse** button to find the file.

6. Check the **Overwrite** checkbox

8. Press the **Upload** button

- Enter the filename of the module (*logsrch.mv*) on your local drive or use **Browse** to find the file.
- Press the **Upload** button this will take you back to the “Files” screen.
- Press the **Update** button and you are finished!

9. Press the **Update** button



NOTE: After upgrading from a prior version to v4.10/4.60 of this module, you will need to regenerate your summary reports as described further below.



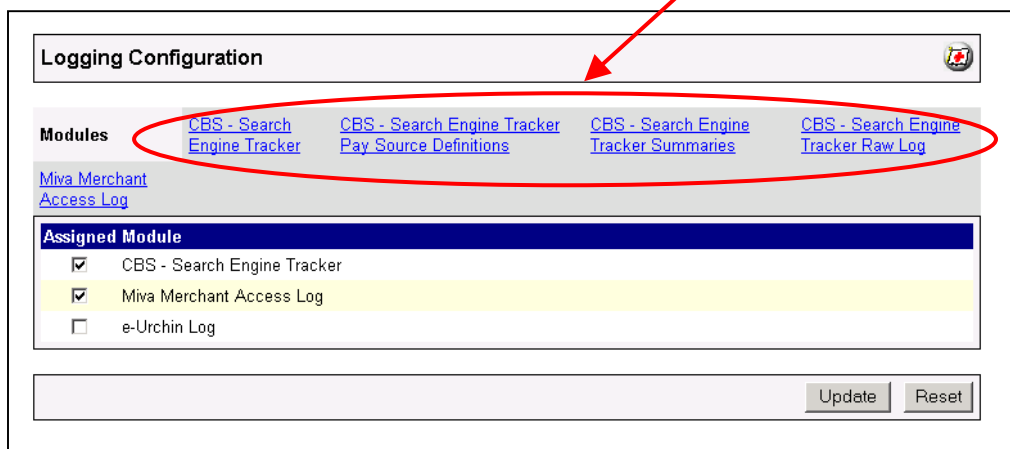
Module Usage

Module Configuration

Once you have installed the Search Engine Tracker, you'll want to configure it so that it is capturing the specific search engine information that is important to you. The administrative interface for this module is located in the Logging Configuration section of the Miva admin. To get there, follow these steps:

1. Go to the Miva admin (admin.mv)
2. Click the arrow next to **Stores**. This will open up all of the stores you have in this domain.
3. Click on the arrow next to the name of the store in which you have installed this module.
4. Click on the link "Logging Configuration." In the content area of the Miva admin, you will see all of the tabs specific to the modules installed in this section. It will look similar to the picture below.

Edit these tabs to control the module configuration



5. To begin to configure the Search Engine Tracker you will need to click on the CBS-Search Engine Tracker link.
6. Once "inside" the module, there will be multiple tabs and each one needs to be configured. A separate section for each tab is listed in this documentation.



CBS-Search Engine Tracker Tab

This is the "Search Engine Definition" page that allows you to define which search engines you want to track. Only engines that are specifically listed on this page will be tracked so be sure to add any that are important to you that are not already pre-configured. To do this you need to list the "engine" you want to track and the "query variables" associated with the search engine.

The module comes with many of the major search engines pre-configured and only if you are adding a new search engine that is not already included in this list will you need to do anything on this tab.

If you need to add a search engine to this list because it is not included with the module, you'll need to supply the module with the information regarding the Engine and Query Variable. If you would like to add additional query variables to a search engine definition, you may do so by adding a comma-separated list of the query variables in the "Engine Search Variable" box. This allows engines that have multiple forms with different keyword variables to track all keywords properly.

- **Engine:** This is a unique "partial URL" identifier for the search engine being tracked. It should be a portion of the search engine's URL that is sufficient enough to uniquely identify the engine from the HTTP_REFERER variable; but not the entire URL if the engine has multiple hosts that will provide referrals. For

Logging Configuration

Modules: [CBS - Search Engine Tracker](#) [CBS - Search Engine Tracker Pay Source Definitions](#) [CBS - Search Engine Tracker Summaries](#) [CBS - Search Engine Tracker Raw Log](#)

[Miva Merchant Access Log](#)

COPERNICUS™ BUSINESS SYSTEMS CBS - Search Engine Tracker (v4.06) Build Timestamp: 2003-02-10 00:06:08

Product Info Documentation Release Notes More Products Module Integrity: GOOD (455419)

Remove:	Engine:	Query Variable	
<input type="checkbox"/>	alltheweb.com	query	
<input type="checkbox"/>	altavista.com	q	
<input type="checkbox"/>	ask.com	qry	
<input type="checkbox"/>	dmoz.org	search	
<input type="checkbox"/>	eureka.com	q	
<input type="checkbox"/>	excite	search	
<input type="checkbox"/>	google.com	q	
<input type="checkbox"/>	hotbot.com	MT	
<input type="checkbox"/>	infoseek.com	qt	
<input type="checkbox"/>	lycos.com	query	

Click this edit button to add new search engines and query variables

This is the edit button for the alltheweb.com search engine



example, DMOZ has multiple hosts: <http://www.dmoz.org> and <http://search.dmoz.org>. Therefore, the Engine definition for DMOZ is only [dmoz.org](http://www.dmoz.org).

- **Query Variable:** This is the word or set of words that allows the Search Engine Tracker to know that a click-through or buy-through has come from a particular search engine. When a click-through comes from a search engine, the browser sends a message to your storefront server and that message contains the query variable that is unique to a search engine. The Search Engine Tracker translates that data into information. The query variable is unique to each search engine and this is how the Search Engine Tracker knows which search engine is responsible for each click-through and buy-through. The query variables already listed in the module are the correct query variables for each of the search engines listed. Copernicus will issue updates whenever a new query variable is known or a new search engine and query variable are added. If you are working with a search engine that has multiple forms with different keyword variables, you can add a comma separated list of those keyword variables here.

To update the engine or query variable click on the “edit button” for the engine you want to change. You can edit the engine or the query variable. Be sure to click “update” at the very bottom of the page after you have made your edits. In most cases, you will **never** need to edit an engine or query variable that is already pre-installed in this module. *Therefore, it is recommended that you do not edit the pre-installed search engines and query variables.*

Remove:	Engine:	Query Variable:
		query

You can update the Search Engine url and the Query Variable of any of the pre-installed search engines.



If you need to add a search engine that is not included in this tab, you'll need to know the search engine's query variable. To find the query variable that you need to use with a search engine that you are adding to this module, follow the steps below. This example shows how the Google query variable is determined.

1. Go to the search engine in question.
2. Enter a search in the engines search box. ie: copernicus business systems
3. Press the search button

The URL in the "Address" section of your internet browser now shows a new URL that should look something like this:

<http://www.google.com/search?hl=en&ie=UTF-8&oe=UTF8&q=copernicus+business+systems>

Everything before the question mark (?) defines the search engine/site name, everything after the question mark defines the variables used in the actual search. Each variable is separated by an ampersand (&). Note that spaces will generally be translated to plus signs (+), and other special characters may be encoded as well.

4. Look for the variable that is set to the search you executed. In this case the variable is:

`q=copernicus+business+systems`

5. Create a search engine definition:
Engine Name = google.com
Query Variable = q

To add a new search engine and corresponding query variable, click the add button that is in the titles section (in the blue bar at the top). Please be sure that you have placed only the portion of the url that uniquely identifies the search engine. (See "Search Engine" explanation above.) The screen looks like the picture below and you can add the search engine url and the query variable for this search engine. Be sure to click update at the bottom of the page to save your changes.



Logging Configuration

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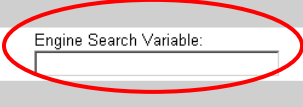
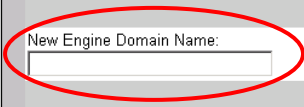
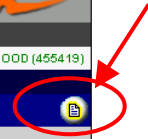
COPERNICUS™ **CBS - Search Engine Tracker (v4.06)** *Build Timestamp: 2003-02-10 00:06:08*

[Product Info](#) [Documentation](#) [Release Notes](#) [More Products](#) Module Integrity: GOOD (455419)

Search Engine Definitions:

Remove:	Engine:	Query Variable
<input type="checkbox"/>	<input type="text" value="New Engine Domain Name"/>	<input type="text" value="Engine Search Variable"/>
<input type="checkbox"/>	alltheweb.com	query
<input type="checkbox"/>	altavista.com	q
<input type="checkbox"/>	ask.com	qry
<input type="checkbox"/>	dmoz.org	search

Click this Add Button to add a new search engine and query variable



Add the new Search Engine url here

Add the new Search Engine's Query Variable





CBS-Search Engine Tracker Pay Source Definitions Tab

Note: If you do not pay for Internet traffic you do not need to configure this Tab.

If you want to be able to determine how many shoppers are coming to your storefront from your “paid traffic source” (such as Overture) you will need to configure this Tab. In order to allow the Search Engine Tracker to understand the links that you submit to your “paid traffic sources,” the **links you provide to your paid-traffic source** must do two things:

1. Direct the web surfer to a Miva Merchant page
2. Include a Variable Name and Variable Value for source tracking

Please note: the Search Engine Tracker only tracks paid-traffic source urls that are directed to a Miva Merchant page. It does not track urls that are directed to a static html page (i.e. non-Miva Merchant page).

Once you have configured the Pay Source Definitions tab, when a link to your storefront is provided by Overture (or any other paid traffic source) to Google as one of the sponsored listings in a search and an Internet user clicks on the link, a click-through will be attributed to the search engine "google.com". If you have configured this CBS-Search Engine Tracker Pay Source Definitions Tab to track Overture, a click-through *will also* be attributed to the Pay Source "overture". Therefore, the reports will show you a click-through attributed to Google and to Overture. Thus your Referral Summary Report will show a click-through attributed to Google and a click-through attributed to Overture (two click-throughs in total) and the Pay-Traffic Summary Report will show one click through for Overture. For additional data about paid traffic sources and the variable names you are using, please refer to the raw logs of this module.

To make the Search Engine Tracker track your paid click-throughs, you will need to follow four steps:

1. Choose a name that is unique to the “paid traffic source” that you want to track. Make this a simple, one-word name that helps you identify the company. For example, if you are using Overture, use the term “overture” (without the quotation marks). This name will be referred to as the **Variable Value** throughout this product manual.
2. If possible, this Variable Value should be “assigned” to a common Variable Name in all of your various paid links. We suggest using the Variable Name “source” (without the quotation marks).
3. Place the Variable Name and Variable Value in the links that are used by the “paid traffic source” for your storefront. Therefore, the string of information that you will add to each “paid traffic source” link will look something like this: “?VariableName=VariableValue” (without the quotation marks). You will need to consult each of the paid traffic sources to find out exactly how to add this string of information into the links that the paid traffic



source uses for your storefront. For example, the link could look something like this where “source” is your chosen Variable Name and “overture” is your chosen Variable Value: *<http://test.copernicusllc.com/miva/merchant.mv?source=overture>*

Please note: you can use the same Variable Name in all the links that you submit to your “paid traffic sources.” (In this example you can use “source” as the Variable Name in all of your paid traffic source links.) If you choose to do this, you will need to change the **Variable Value** for each different paid traffic source so it is relevant to the specific paid traffic source to which the link is being submitted. For example, when you submit a link to Overture, the string can be “source=overture”; however, when you submit to Google, be sure the string is “source=google” (without the quotation marks).

If you have multiple variables in your paid-traffic source link, then you will want to use an “&” rather than a “?” to separate any **additional** variables after the first variable in the url. In the example above, there is only one variable; therefore, the “?” is only used. An example of a link with two variables and the proper use of the “?” and the “&” is listed below:


http://test.copernicusllc.com/miva/merchant.mv?Screen=CTGY&Store_Code=CTS&Category_Code=DOGS&source=overture

4. Place the chosen **Variable Name** into the Search Engine Tracker Pay Source Definitions Tab. If the Variable Name you have chosen is used in all of your paid traffic source links, then you only need to add that single Variable Name into the Pay Source Definitions Tab. If you need to use different **Variable Names** for each of your paid source traffic links, each Variable Name must be added separately to the Search Engine Tracker Pay Source Definitions Tab. See below for an illustration of where to place this link and follow the instructions below:

- a. Click the Add New Source button in the blue titles area
- b. Place the **Variable Name** (ie: source) in the Source Tracking Variable box
- c. Click the Update button at the bottom of the page
- d. If you have more than one Variable Name that you use for your paid traffic source links, just click the Add New Source button again and follow the same steps until you have added all of the Source Tracking **Variable Names** for all of your paid traffic suppliers.



NOTE: Usually there is **only** one Variable Name that you need to enter here such as the example “source” (without the quotes). In order to individually track multiple **Variable Values** across multiple paid traffic sources in the Search Engine Tracker, you would assign a unique Variable Value to the Variable Name (i.e. source) in each of the links specifically used with a specific paid traffic source. See explanation above.



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Build Timestamp: 2003-02-10 00:06:08

[Product Info](#) [Documentation](#) [Release Notes](#) [More Products](#) Module Integrity: **GOOD** (455419)

Pay Traffic Source Tracking Definitions:

Remove: Pay Traffic Source Tracking Variable: 

Source Tracking Variable:

Place the Source Tracking Variable NAME here

Click the Add New Source button to add a new Source Tracking Variable link

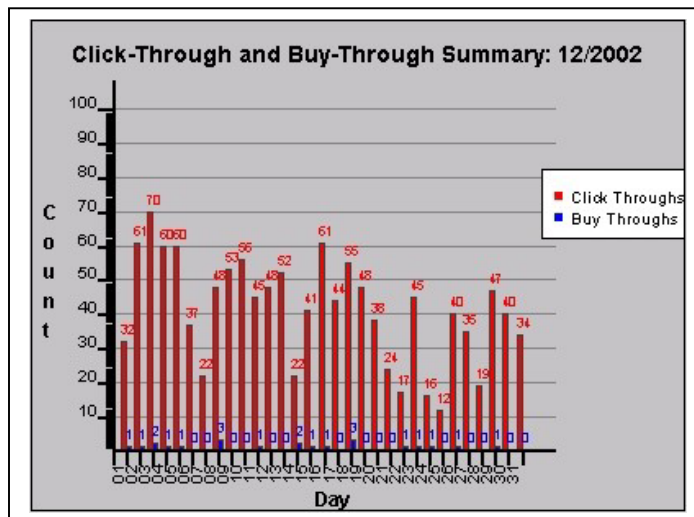


CBS–Search Engine Tracker Summaries Tab

This is the primary reporting screen showing the search engine activity for your store. There are 4 basic reports: Click-through and Buy-through Summary, Keywords Summary Report, Referral Summary Report and Pay Traffic Source Summary Report. This final report will only contain information if the CBS-Search Engine Tracker Pay Source Definitions Tab has been completed. Each report is separately listed and described below:

All reports are shown on a “monthly” basis. You can choose which month and year are displayed in order to access historical reports.

1. **Click-through/Buy-through Graph:** This report displays a graphical representation of the Click-throughs and Buy-throughs that you receive on a daily basis. Each month the graph clears and begins displaying the new month of daily data. You can access prior months of data in graphical format by simply clicking on the drop down boxes above the graph to specify the month and year you would like to view. The graph displays Click-throughs in red and Buy-throughs in blue and gives you the exact number of each.



Please note: the Search Engine Tracker tracks each customer based on the browser session ID that is generated in Miva Merchant. The duration of this is configurable in Miva Merchant so you can track this for as long as you need.

2. **Referral Summary Report:** This report shows the number of click-throughs and buy-throughs and corresponding gross revenue that come from each search engine listed in the CBS-Search Engine Tracker tab. To sort this report by click-through or buy-through, simply click on the column name by which you want to order the report. In the bottom, right corner of the screen, you can adjust the number of search terms that are displayed in



this report. You may need to scroll to the next screen to view all of the information in this report.

Sort the report by any of the columns

<i>Referral Summary Report</i>			
<u>Referring Engine</u>	<u>Click Through</u>	<u>Buy Through</u>	Gross Revenue
google.com	4	3	\$124.70

<i>Keywords Summary Report</i>			
<u>Keyword Search</u>	<u>Click Through</u>	<u>Buy Through</u>	Gross Revenue
123	0	1	\$0.00
1234	0	1	\$53.68
12345	0	1	\$71.03

<i>Pay Traffic Source Summary Report</i>			
<u>Pay Traffic Source</u>	<u>Click Through</u>	<u>Buy Through</u>	Gross Revenue
test	1	0	\$0.00

- Keywords Summary Report:** This report shows the keyword phrases used by the search engines to find your storefront. Next to each keyword phrase, the report lists the total number of click-throughs generated from the search for this keyword phrase. Next to that, the report lists the total number of buy-throughs generated from the search for this keyword phrase. Lastly, the report lists the gross revenue associated with each keyword. To sort this report by click-through or buy-through, simply click on the column name by which you want to order the report. In the bottom, right corner of the screen, you can adjust the number of search terms that are displayed in this report. You may need to scroll to the next screen to view all of the information in this report.



<i>Referral Summary Report</i>			
Referring Engine	Click Through	Buy Through	Gross Revenue
google.com	4	3	\$124.70

<i>Keywords Summary Report</i>			
Key Word Search	Click Through	Buy Through	Gross Revenue
123	0	1	\$0.00
1234	0	1	\$53.68
12345	0	1	\$71.03

<i>Pay Traffic Source Summary Report</i>			
Pay Traffic Source	Click Through	Buy Through	Gross Revenue
test	1	0	\$0.00

Sort the report by any of the columns.

4. Pay Traffic Source Summary Report: This report shows the number of click-throughs, buy-throughs, and gross revenue that come from each paid traffic source listed in the CBS-Search Engine Tracker Pay Source Definitions tab. To sort this report by click-through or buy-through, simply click on the column name by which you want to order the report. In the bottom, right corner of the screen, you can adjust the number of search terms that are displayed in this report. You may need to scroll to the next screen to view all of the information in this report.

<i>Referral Summary Report</i>			
Referring Engine	Click Through	Buy Through	Gross Revenue
google.com	4	3	\$124.70

<i>Keywords Summary Report</i>			
Key Word Search	Click Through	Buy Through	Gross Revenue
123	0	1	\$0.00
1234	0	1	\$53.68
12345	0	1	\$71.03

<i>Pay Traffic Source Summary Report</i>			
Pay Traffic Source	Click Through	Buy Through	Gross Revenue
test	1	0	\$0.00

Sort the report by any of the columns.



CBS-Search Engine Tracker Raw Log Tab

This tab displays the raw data that has been collected and is summarized by this module. The following information is collected and can be used by you for further analysis.

- **Customer Entry Date/Time:** This is the date and time that a customer entered your store via a search engine or paid traffic source. Please note the date and time are GMT
- **HTTP_REFERER (sic):** This is the referring URL including the query variable of the search engine that sent the shopper to your storefront.
- **Search String:** This is the “reconciled” search keywords that the Search Engine Tracker has determined that the customer used to find your site.
- **Entry URL:** This is the entry URL associated with this click-through and/or buy-through. When traffic comes from a paid source, you should see the “source” variable in this URL.
- **Pay Traffic Source:** The name of the paid traffic source associated with this click-through and/or buy-through.
- **Search Engine:** The name of the search engine associated with this click-through and/or buy-through.
- **Entry Screen:** This is an abbreviation for the Miva Merchant point-of-entry screen. SFNT= Storefront, CTGY=Category Page, etc.
- **Basket ID:** The basket ID assigned to the customer by Miva Merchant upon entry into the storefront.
- **Order ID:** The Order ID assigned to the purchase by Miva Merchant if the customer made a purchase.
- **Order Date:** If a purchase is made by the customer being tracked through a Search Engine, this is where the date of that purchase is recorded.
- **Order Amount:** If a purchase is made by the customer being tracked through a Search Engine, this is the total amount of the purchase.

This is the display of all click-throughs and buy-throughs in your store and the data in this log will grow as quickly as the number of shoppers your store receives through search engines or paid traffic sources. To view more of the log, increase the number of rows of raw data displayed by entered a quantity in the Display Count input box in the bottom right of the screen. Additionally, you may need to scroll to the next screen to view all of the information collected.



Two checkboxes are available on this screen to handle log file maintenance:

1. **Purge Log:** If you select this checkbox and click UPDATE you will clear the contents of the raw log. It is recommended that you do this periodically so that the file does not grow too large. All data will be purged from the raw log database of the module. However, this does *not* purge the historical database off of which the reports and graphs are made. Your graphs and reports will remain the same.
2. **Regenerate Summary Graphs:** If you select this checkbox and click UPDATE, you will regenerate all summary graphs and reports. **NOTE:** This will **purge** all previous reports and regenerate them from the data currently in the log database. Your graphs and reports will not necessarily remain the same. They will be populated with data from the current log database. Only the data collected since your last Purge Log action will be shown in the graphs and reports.

CBS - Search Engine Tracker Raw Log

COPERNICUS™ BUSINESS SYSTEMS

CBS - Search Engine Tracker (v4.61)
Build Timestamp: 2003-03-25 23:48:55

Product Info Documentation Release Notes More Products

Module Integrity: GOOD (331)

Search Engine Log

Entry Date (GMT)	HTTP_REFERER (sic)	Search String	Entry URL	Pay Traffic Source	Search Engine	Entry Screen ID	Basket ID
03/26/2003 04:50:19	google.com		http://compilertest.copernicusllc.com/Merchant2/merchant.mvc?pass_referer=google.com&source=TEST	TEST	google.com	SFNT	7

Purge Log: Regenerate Summary Graphs: Display Count: 20

This Quality Module by:
Copernicus Business Systems, LLC
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Click this checkbox and press Update when you want to purge the raw logs kept in this module

Click this checkbox and press Update to regenerate all reports from the current raw log.

Change the number in this box to display greater or fewer rows of data.



It is very important to note that if you have recently purged your logs and then must regenerate your summary graphs, those graphs will regenerate using only the data that is available to them (i.e. the data that has collected since the last purge). If necessary, you can restore the historical data from your latest backup and then regenerate the summary graphs from that data (i.e. the backed up data).



Advanced Module Configuration

Since the Search Engine Tracker does not run on static HTML pages, it cannot natively track click-throughs that enter your website through the homepage (or any other non-Miva Merchant pages) rather than Miva Merchant. In order to overcome this, we provide a programmatic interface for passing this information through the website to the storefront so that the click-throughs can be tracked. This will allow you to also track searches that sent your customer/visitor to a non-Miva Merchant page.

Please note: This programmatic interface is only for search engine pass through it is not for Paid Traffic Sources. If you have urls registered with Paid Traffic Sources that send the visitor to a non-Merchant page, it will not be tracked in the Search Engine Tracker. To track Paid Traffic Sources that come through a Merchant page, please follow the instructions for CBS-Search Engine Tracker Pay Source Definitions Tab on page 17 of this product manual.

There are two “PassThru” methods available in this module: the POST/GET variables Pass Thru and the Cookies PassThru. Both of these require advanced programming techniques; therefore, please consult a JavaScript or other programming manual for further information. We provide examples of each here but **you should consult your favorite Java Script programmer for assistance if you plan to include this advanced configuration in the Search Engine Tracker.**

POST/GET variables Pass Thru:

To pass the referrer along to your Miva Merchant store, you must include the contents of the HTTP_REFERER and (if desired) the search keywords variable in the link to your store. This should be accomplished via a dynamically generated page (ie: static HTML pages may not be able to accomplish this PassThrough interface).

The contents of the HTTP_REFERER variable should be sent to your Miva Merchant store in the POST or GET variable "pass_referer". The keywords from the search engine should be passed through in the same variable defined for that search engine.

EXAMPLE: Passing a Google Entry from your home page to your store might be accomplished using the following link (which should be generated programmatically):

```
<A HREF="/Merchant2/merchant.mv?pass_referer=www.google.com&q=search%20keyword%20vars"></A>
```

Cookies PassThru:

Since large HTML sites may have a significant number of links into the online catalog, and these links cannot always be dynamically generated, we provide a cookie passthru interface. This interface allows you to record the contents of the original referring URL immediately upon entry using JavaScript (or any other method of setting the cookie).



The entire contents of the original HTTP_REFERER variable should be stored in a browser-session cookie named "pass_referer". The expiration date should be left empty so as to expire the cookie when the user closes their browser. Further, the cookie path should be set to "/". Once the Search Engine Tracker retrieves the cookie, it is cleared from the browser.

For example, the following cookie would track an entry from Google:

```
pass_referer=http://www.google.com?q=This+is+a+test+123; path=/
```

Here is a robust "Real World" example that sets the cookie whenever the HTTP_REFERER is from an external link. You should include this JavaScript in the HEAD section of any static HTML document with the necessary modifications as described below:

```
<SCRIPT Language="JavaScript">
<!--
if (document.referrer)
{
    var is_mine = false;
    var my_url="http://test.copernicusllc.com";
    slc1 = document.referrer.slice(0,29); // length of the url here
    if (slc1==my_url) { is_mine |= true; }

    // we can check additional URLs as local referrers too
    var my_url2="http://www.copernicusllc.com";
    slc2 = document.referrer.slice(0,28); // length of url here
    if (slc2==my_url2) { is_mine |= true; }

    if (document.referrer && !is_mine)
    { // New entry with external referrer
      var ck = "pass_referer=" + document.referrer + "; path="/;
      document.cookie = ck;
      //alert('Set Cookie: ' + ck); // uncomment for testing
    }
}

//-->
</SCRIPT>
```

In order to use this code, cut and paste this into the HEAD section of any static HTML document:

1. Copy code as is into the HEAD of your HTML file
2. Modify the line "var my_url="http://test.copernicusllc.com";" to have the full URL of your site.
3. Modify the line "slc1 = document.referrer.slice(0,29);" to reflect the proper length of your URL. (ie: change the number 29 to be the number of characters in the variable my_url; for instance http://test.copernicusllc.com has 29 characters)
4. Repeat for "my_url2" if you have multiple names for your site. If not, simply comment out the 3 lines starting with the line that "my_url2" is defined on.

Please note: Copernicus does not have a Java Script programmer on staff; therefore, we cannot provide Java Script programming services.



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