
Data Collection Implementation – Smart Tagging

WebNibbler provide two types of client-end data collection techniques: WebNibbler Client (for WebNibbler supported web servers) and Smart Tagging. Customer needs to implement one or the other technique to utilize the service.

Smart Tagging

Smart Tagging is the insertion of scripts in every web page of your website to analyze hit count or collect specific data. Once it is carried out, website data can be collected for WebNibbler to perform web activity analysis.

WebNibbler requires a 4KB JavaScript placed between programs <body> and </body>. This program ensures data is collected after the visitor views the website content. Thus, executing WebNibbler script not only does not take up any resources in your server, but also does not affect any visitor browsing behavior.

To ensure your data collection accuracy, please verify that WebNibbler script is properly inserted in every web page on your website.

If you do not possess your own web server, we recommend that you use Smart Tagging and insert the same short script in every web page.

■ How to Use Smart Tagging

Please copy and insert the following script in every page on the website. (No script insertion is necessary for redirection page.)

```
<!--// WebNibbler LOG TAG START //-->  
<script language='javascript' id='webnibbler_track' src='http://tag.webnibbler.com/tag_f.js'></script>  
<!--// WebNibbler LOG TAG END //-->
```

Note: Please ensure script is inserted in every page for complete data collection.

■ Tagging Position

Please insert the WebNibbler script in the space between programs <body> and </body> as shown in the bottom picture:

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN">
<html>

<body topmargin="0" leftmargin="0" rightmargin="0" bottommargin="0">



Insert Script Here



<table width="401" height="196">
  <tr>
    <td height="183">
      
    </td>
  </tr>
</table>
<map name="Map">
  <area shape="rect" coords="173,176,234,194" href="#"
onClick="javascript:window.opener=null;window.close()">
</map>

</body>
```

Once script insertion is completed, WebNibbler will begin collecting data for web analytics. Kindly contact a customer service representative to verify that your data collection is successfully implemented.