

PLACING TRACKING CODE

This is the number one step to getting started with Spectate: Placing the tracking code on your website. Without it, website visitors cannot be identified or their activities followed.

The code works by setting a cookie on the user's browser that will monitor their usage of your site and any object across the web that is tracked by Spectate (PDFs, images, links, emails, etc.). This activity is passed back into Spectate. With the deep integration of this visitor information into most of the areas of the application, it is imperative to get the code placed on the site as soon as possible!

FOR WORDPRESS USERS*

1. The boxes below will appear when the application is opened. Click the "tracking code" link within the lower box.

Dashboard

There are **7** items remaining in the **New Account Checklist** (0% complete). [View items »](#)

Please add [tracking code](#) to your site to start collecting data for the General campaign

2. The tracking code will appear inline for placement on your website, as seen below. Copy the code within the bounded box. This code needs to be placed on your website to track its visitors; its data will populate in the *General* campaign within Spectate.

Tracking Code

Place Code Before </body>	<pre><script type="text/javascript"> sAId = "228"; sCId = "1076"; (function() { function async_load(){ var s = document.createElement('script'); s.type = 'text/javascript'; s.src = (('https:' == document.location.protocol) ? "https://ssl" : "http://cdn") + ".spectate.com/s.js"; var c = document.getElementsByTagName('script')[0]; c.parentNode.insertBefore(s, c); } if(window.attachEvent) { window.attachEvent('onload', async_load); } else { window.addEventListener('load', async_load, false); } })(); </script></pre>
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Place this code before the last HTML tag on webpages you want to track leads and visitors.

3. Log in to the WordPress instance where changes can be made to the website. This code can be pasted into a couple of different areas of WordPress, depending on your framework and theme.

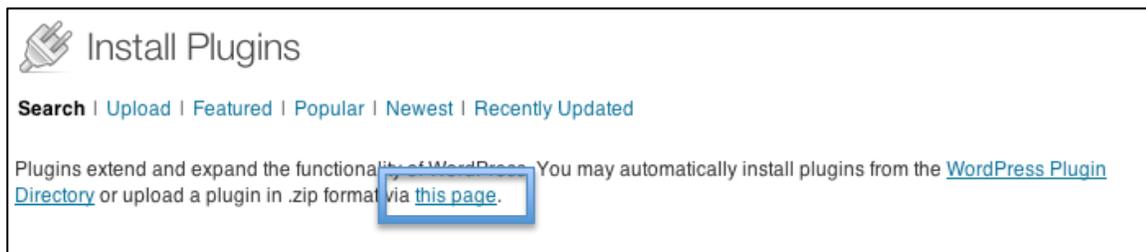
OPTION 1: Some themes have a built-in area for tracking codes to be pasted, such that they will appear automatically on all pages of the site, without amending any of the page files. This is the easiest way to implement the Spectate tracking code. Generally, this area can be found in the Theme Options area (as there are so many themes out there, we cannot be definitive on whether this will be an available option for your site, nor exactly where it would be located within the WordPress instance. This is the appropriate placement option if you will not wish to connect your WordPress blog directly to Spectate using the WordPress Connector.

OPTION 2: Install our WordPress Plugin. It is part of the installation process for the WordPress Connector, which connects your WordPress site to your Spectate account. The plugin itself also contain a drop-in box for placing the Spectate tracking code, copied from Spectate, automatically to all pages of your site.

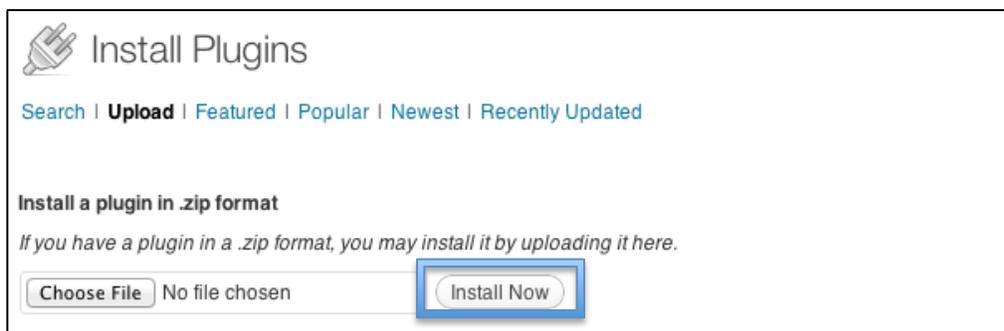
A. Download this zip file containing the plugin. You do not need to unzip the folder.

http://my.spectate.com/static/wp_plugin/spectate-tracking-seo.zip

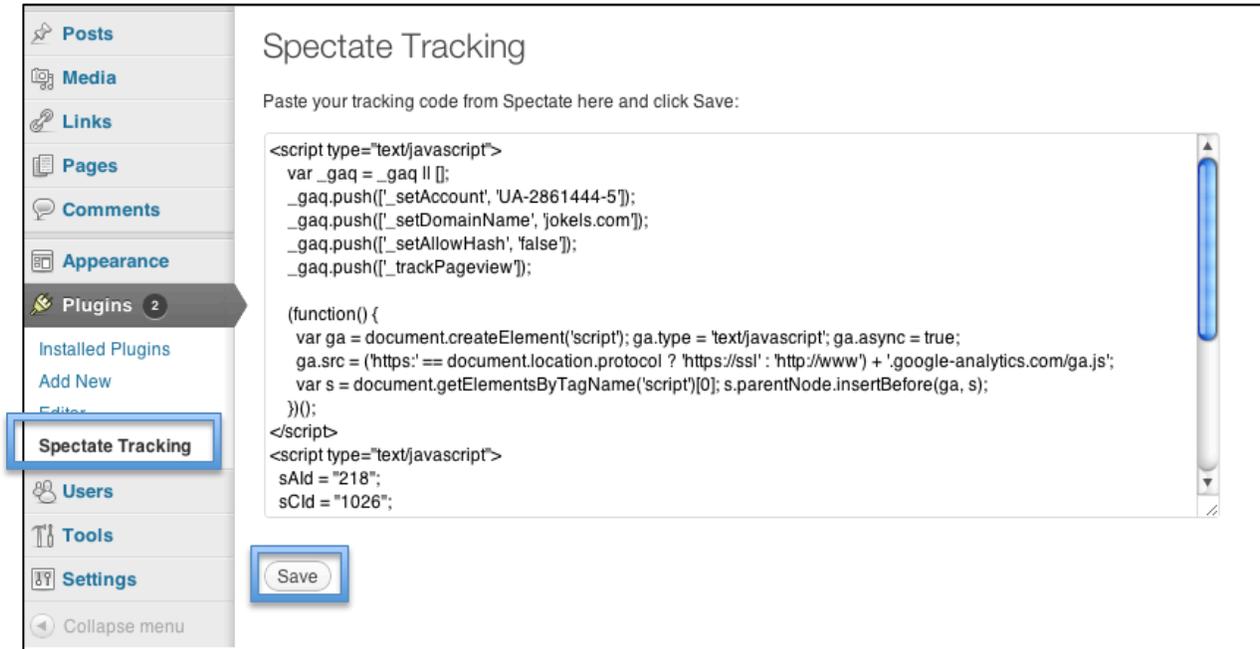
B. Open your Wordpress Account and navigate to the Plugins area. In the prompt, as seen below, click "this page" to open a page on which you can upload the zipped folder "spectate-tracking-seo".



C. Upload the file and click "Install Now". The plugin will be activated.



D. "Spectate Tracking" will appear as a menu item in the Plugins navigation on the left hand side of the window. Click "Spectate Tracking" to expose a drop-in box where you can paste your tracking code. Paste the code and click "Save".



OPTION 3: It is also possible to implement the code manually. The Editor area (Appearance > Editor for most themes) contains the files for each type of page that can be created for your website (ours, for example, are .PHP files). The tracking code should be placed within the Footer file, before the closing </body> tag. Consult your webmaster for the best placement of the code within these pages. Changing these files can affect many pages of you site, thus it is important to know what you are doing when making modifications.

** WordPress.com does not allow for scripts, like the one in the Spectate tracking code, to be used on websites it hosts. WordPress.org websites, because they are not hosted by WordPress, have the ability to use scripts. WordPress.com disallows scripts because of the potential security vulnerabilities they can create for their hosting servers. Here's an easy way to tell which you have: if you have the option to use plugins on your WordPress website/blog, then you know you have a WordPress.org site and can use this tracking code to monitor your traffic. Please contact Spectate via help.spectate.com if you have any questions.*

 **FOR OTHER CONTENT MANAGEMENT SYSTEMS (SELF-HOSTED, ETC.)**

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3. It is easiest to place this code in the Footer file for the website (each CMS type will vary on exactly where to find this or how to insert it; ask your webmaster for assistance). This location will ensure that the code will appear on every page of the site. As prompted by Spectate, placement should occur before the closing </body> tag of each page.