

JavaScript Implementation

Last Updated: February 14, 2013

Introduction

Placed Nearby provides web developers with a simple JavaScript tag that allows easy integration with Placed Location Analytics.

It leverages the HTML5 geolocation and orientation APIs to collect location and sensor data, and provides the ability to register strategic events that occur while an application is being used.

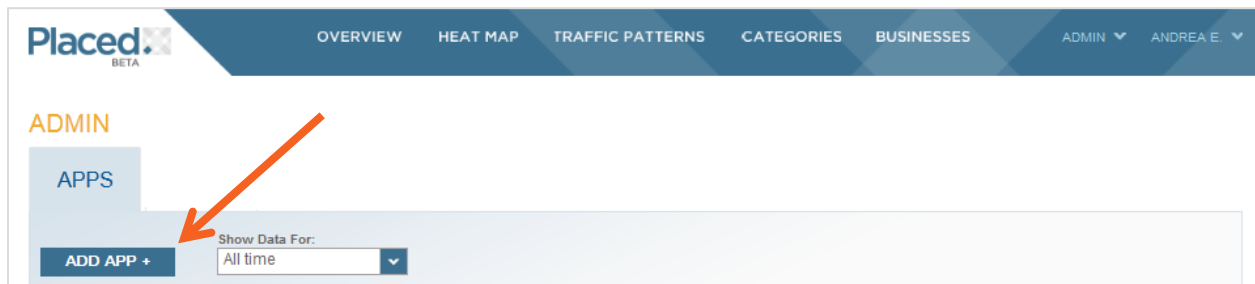
The API has been designed for easy set up and integration with your sites and applications.

Steps to add the Placed JavaScript to your Web Application or Site

Registration

(If you've already registered an account, skip to the [JavaScript Tag Set Up](#) section of the document)

- Create a developer account on Placed.com
 - Visit the *Placed Nearby App Dashboard* to set up your developer account.
- Add your Application
 - Once signed into the *Placed Nearby App Dashboard*, you can add an application
 - Click on "Add App," enter a name for your application and select Web as platform

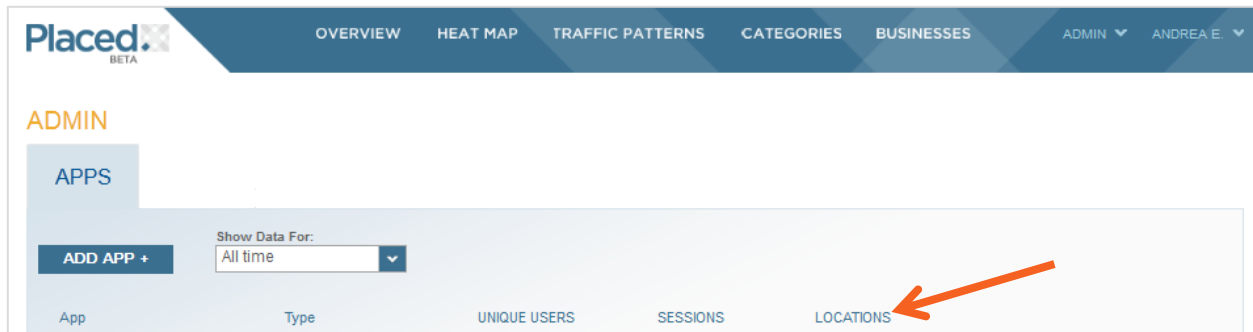


- Choose whether you wish to have a tag that originates from the Placed domain or from your own domain
 - If you already request location data on your site Placed recommends that you select "Page URL"
- Download and copy the Placed JavaScript tag

JavaScript Tag Set Up

- Add the Placed JavaScript tag to every page on your website or web app
 - **HTML:** Add the Placed JavaScript tag before the <body> tag and any other JavaScript tags

- **Test:** If you implemented correctly, you should see a request for location permissions when you refresh the page
- Confirm proper implementation by logging into Placed.com and viewing the **Location** count for your application. Note that it takes at least one day for activity to be reflected in the dashboard.
- At most in a given test you should see two requests for location permissions every 24 hours. We try to maximize data collection, while minimizing any effect on user experience across multiple web browsers.
- The Placed JavaScript collects location and orientation data from an HTML5 enabled browser and relays the data back to Placed. No action is required beyond adding the tag on the page. Placed does the rest.
- Confirm proper implementation by logging into Placed.com and viewing the **Location** count for your application. Note that it takes at least one day for activity to be reflected in the dashboard.



- Note that if your site requests location data (first request), Firefox users may receive a second request for location permissions from the Placed tag.

Events

- You can use the `_swEvents` queue to push your custom events to Placed Nearby.
- **Format**
 - Field 1: This is the title of the Event.
 - Field 2: This is an optional Attribute.
- **Example**
 - Custom Event
 - `<button onclick="_swEvents.push(['Score', 'Level-3'])">Submit Score</button>`
 - Page View
 - `_swEvents.push(['_PageView']);`
 - Custom Variable
 - `_swEvents.push(['_CustomVariable', 'Age.24']);`

Support

For further guidance contact support@placed.com