

Installation & Setup Guide

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1 Introduction

Installing the Dynamic SiteStats service is as simple as inserting the tracking code into the pages of your web site and uploading a Javascript include file (tracking.js) to your web server. Each website you track is identified by a unique tracking code and a unique include file, which you'll find by logging into your account and selecting 'Installation'.

For a basic installation, some knowledge of HTML will be useful, as you need to edit your web pages to add the tracking code. You also need to know how to upload your web pages, and the Javascript include file, onto your web server. More complicated setups may require deeper technical knowledge (see Advanced Installations).

Dynamic SiteStats also allows you to customize the tracking code. You can insert a unique name into the tracking code on each page in order to better distinguish those pages in your reports. You may also create content groups (e.g. about, products, services, etc), define custom lead or sale actions on certain pages of your web site or track the member ID of your registered members. You can add custom variables and paste this code into your site pages manually, or with custom scripting (see Tracking Code Customization).

2 Basic Installation

With Dynamic SiteStats there is only one set of code for all site pages. You should insert the same tracking code into all pages of your website for which you want the service to measure traffic. The exception to this rule are SSL pages, which must be tracked with a different code. You must also take additional measures when installing Dynamic SiteStats on websites using frames, Flash or shopping carts such as Yahoo! Store and Miva Merchant (see Advanced Installations).

When working with an HTML editor, such as Dreamweaver or FrontPage, you must also take precautions to order to avoid introducing errors into the tracking code (see Working with HTML Editors).

The position of the tracking code is important, as this can affect how pages are tracked. Dynamic SiteStats recommends you place the code between the HTML BODY tags, as high up on the page as possible. Code positioned between the HEAD tags may not execute properly. Placing the code at the bottom of the page means that when a page is not fully loaded it will not be tracked.

The following instructions will provide you general guidelines for installing the tracking code. Customization options are discussed further on in this guide (see Tracking Code Customization).

- 1) Open the Dynamic SiteStats web page in your web browser and log on to your account;
- 2) Select the 'Installation' link on the Control Center page. The Set Up wizard will guide you through a two-step process. At the second step you will receive the tracking code for your web site's pages and a Javascript include file called tracking.js;
- 3) Upload the tracking.js file to the root directory of your web server;
- 4) Select the Dynamic SiteStats tracking code and copy it to the clipboard. Make sure you have selected all the code;
- 5) Open your HTML page in a text editor and paste the code into the BODY part of your page right before the closing </BODY> tag or right after the opening <BODY> tag.

Repeat steps 4 through 5 and 6 if desired, for every page on your website that you want Dynamic SiteStats to track.

You may upload the Javascript include file to a location other than the root directory of your server, provided you edit the tracking code to point to that new location.

Note: If you are upgrading your site pages with a new version of the tracking code, make sure you remove any old code from your pages.

3 Tracking Code Customization

The tracking code includes variables that you can activate in order to collect deeper information or to track specific actions and data such as a document name, a sale action and/or the corresponding revenue data. To activate any variable the leading slashes (`//`) must be removed.

3.1 Document Groups

With Dynamic SiteStats, you can group together site pages that contain similar types of content, such as product pages, company information pages, download pages, help pages etc. This is useful in monitoring the popularity of various sections of your website.

Use the **DOCUMENTGROUP** variable in your tracking code to identify each page that you wish to be part of a document group. For example, all your pages that provide product information could be identified with the document group name 'Products' within the tracking code.

Note that your **DOCUMENTGROUP** variable cannot be longer than 75 characters. You must not use non-ASCII characters in page names. Do not use any of the following characters in the name: '<>#&@;:~`)(=/%!'. These and other non-ASCII characters may interfere with the operation of the tracking code. (The leading slashes must be removed to activate the variable.)

Example:

```
<!-- Customization Code -->
<script language="Javascript">

var DOCUMENTGROUP='Products'; var
DOCUMENTNAME='';

</script>
<!-- End of Customization Code -->

<!--Tracking Code v3.0 - All rights reserved
--> ...this part of the code remains unchanged... <!--
End of Tracking Code -->
```

3.2 Document Names

With Dynamic SiteStats, you can assign each web page a unique name for the purposes of reporting. This is not strictly necessary, however, because if you do not define a page name, Dynamic SiteStats will use that page's HTML title tag in the reports. (Each report can be viewed by URL or by page title.)

The **DOCUMENTNAME** variable is most commonly used to identify a specific product you wish to track. You can do this by including a SKU or other product identify name (in the example below: 'IBM Server xSeries 330'). This feature is also useful for naming pages that are generated dynamically.

Note that your `DOCUMENTNAME` cannot be longer than 75 characters. You must not use non-ASCII characters in page names. Do not use any of the following characters in the name: '<>#&@;:;?- *~`')(=/%!'. These and other non-ASCII characters may interfere with the operation of the tracking code. (The leading slashes must be removed to activate the variable.)

Example:

```
<!-- Customization Code -->
<script language="Javascript">

//var DOCUMENTGROUP='';
var DOCUMENTNAME='IBM Server xSeries 330';
</script>

<!-- End of Customization Code -->

<!-- Tracking Code v3.0 - All rights reserved --> ...this
part of the code remains unchanged... <!-- End of
Tracking Code -->
```

3.3 Tracking Actions (Conversion Analysis)

Conversion Analysis enables you to define and track actions that have value to your business. Typical actions you might want to track include an online sale, a registration form, a newsletter subscription, or a contact page. Certain actions are predefined (sales, signup, newsletter and contact) but you can also define custom actions. By default, you get ten actions, but you can increase the number of actions upon request.

Please note that Conversion Analysis reporting is only available in the Dynamic SiteStats E-Business edition.

With Conversion Analysis, you can determine the effectiveness of an online marketing campaign, and troubleshoot critical actions such as site registrations, newsletter signups, file downloads, and more.

Once you define an action, you can analyze your web users' behavior in the context of that action. This usually means asking a question. For example, in the report below we asked how many visitors who entered the website through a given search engine ended up purchasing products.

FILTER SETTINGS							
ACTION		011 - Sale					
<i>Move your mouse over the + sign for drill down options.</i>							
Search Engines	First Time	Returning	Visitors	Action	Revenue	Conversion	
+ 1. Google	86704	18839	105543	464	56025.04	0.44%	
+ 2. Yahoo	7445	1729	9174	56	8338.77	0.61%	
+ 3. MSN Search	5356	2032	7388	52	7336.60	0.70%	
+ 4. Ask Jeeves	969	558	1527	9	663.25	0.59%	
+ 5. Tiscali	778	274	1052	8	1657.90	0.76%	
+ 6. Altavista	827	325	1152	5	940.95	0.43%	
+ 7. NTL World	677	299	976	5	299.00	0.51%	
+ 8. BBC	291	125	416	4	605.50	0.96%	
+ 9. Freeserve	79	293	372	4	482.45	1.08%	

In order to generate Conversion reports, you need to define Actions on selected pages of your web site. Dynamic SiteStats offers you several pre-defined actions:

- Sale (end of a completed sales process) – Action#: 01
- Signup (successful signup or subscription to a service) – Action#: 02
- Newsletter (subscription to a newsletter) – Action#: 03
- Contact (contact form submission) – Action#: 04

You also can set up custom actions of your own for Actions 05 through 10. Custom actions are configured in the Dynamic SiteStats Settings under 'Custom Actions & Conversion Tracking'.

You can define actions on your website by using the **ACTION** variable in the tracking code. Set this variable with one of the available action IDs for each page that you wish to be considered an 'action'. Keep in mind that every time that page is viewed an action will be recorded, so be sure the page is unique to that action.

For example, you could track your online sales by adding the action ID '01' to the tracking code on your 'thank you' or 'sales confirmation' page. (The leading slashes must be removed to activate the variable.)

When using the 'sales' action (01), you should may also include the **AMOUNT** variable, which associates the monetary value of a purchase with the 'sales' action, for display in the Campaign Summary report (see Tracking Revenue).

In some cases you may need to employ order ID tracking to avoid duplicate tracking of sales. The

ORDERID variable operates in a manner similar to the **AMOUNT** variable and inflates a variable defined by your shopping cart software (see Tracking the Order ID).

Example:

```
<!-- Customization Code -->
<script language="Javascript">

var ACTION='01';
var DOCUMENTGROUP='Shopping Cart';

var DOCUMENTNAME='Payment Confirmation';
</script>

<!-- End of Customization Code -->

<!-- Tracking Code v3.0 - All rights reserved --> ...this
part of the code remains unchanged... <!-- End of
Tracking Code -->
```

Tip: An action doesn't need to be a purchase of goods or a signup to an online service. You can define actions on product information pages. If a visitor looks at your products (not just your home page) it indicates that this visitor shows interest in your offering.

If you want to define an action for a file or PDF download you need to customize the link syntax instead of the customization code on the page:

Original link:

```
<a href="setup.exe">Installation Guide</a>
```

Link with custom action:

```
<a href="setup.exe" onClick="ACTION=05">Installation Guide</a>
```

Note: It is not strictly necessary to define a custom action for a file download. Exit links and downloads are tracked automatically even if you have not defined an action.

3.4 Tracking Revenue

In order to capture the dollar amount of your purchases you need to set up the `AMOUNT` variable in your Dynamic SiteStats tracking code.

Please note that revenue tracking is only available in the Dynamic SiteStats E-Business edition.

The **AMOUNT** variable can only be used in case of sale actions (see: Tracking Actions). The value must be inflated into the tracking code dynamically. This means you need to be familiar with the custom scripting (e.g. PHP, JSP, ASP) employed by your shopping cart, to identify the correct variable to insert in the Dynamic SiteStats tracking code.

The example below shows a sample script set up for an `AMOUNT` variable named `'$SALESPRICE'`. The actual name of your variable will depend on your shopping cart. In the example below, both the `ACTION` and the `AMOUNT` variables are activated.

Note that your `AMOUNT` cannot be longer than 75 characters. You must not use non-ASCII characters. Do not use any of the following characters in the name: `'<>#&@;:?'- * ~ `')(=/%!'`. These and other non-ASCII characters may interfere with the operation of the tracking code. (The leading slashes must be removed to activate the variable.)

Example:

```
<!-- Customization Code -->
<script language="Javascript">

var ACTION='01';
var AMOUNT=' $SALESPRICE' ;

var DOCUMENTGROUP='Shopping Cart';
var DOCUMENTNAME='Payment Confirmation';
</script>

<!-- End of Customization Code -->

<!-- Tracking Code v3.0 - All rights reserved --> ...this
part of the code remains unchanged... <!-- End of
Tracking Code -->
```

3.5 Tracking the Order ID

By activating the `ORDERID` variable within the customization code you can track the corresponding order ID of the sale amount.

Please note that Order ID tracking is only available in the Dynamic SiteStats E-Business edition.

To do so you will need to activate the **`ORDERID`** variable in your tracking code. You'll need to be familiar with the custom scripting (e.g. PHP, JSP, ASP) employed by your shopping cart, to identify the correct variable to insert in the Dynamic SiteStats tracking code. This process follows the same principle as inflating the dollar value into the `AMOUNT` variable. Note that the `ORDERID` variable will only function when used in conjunction with the `AMOUNT` variable.

Note that your `ORDERID` variable cannot be longer than 75 characters. You must not use non-ASCII characters in page names. Do not use any of the following characters in the name: `'<>#&@;:?'- * ~ `')(=/%!'`. These and other non-ASCII characters may interfere with the operation of the tracking code. (The leading slashes must be removed to activate the variable.)

Example:

```
<!-- Customization Code -->
<script language="Javascript">

var ACTION='01'; var
AMOUNT='99.95'; var
ORDERID='1001';

var DOCUMENTGROUP='Shopping Cart';
var DOCUMENTNAME='Payment Confirmation';
</script>

<!-- End of Customization Code -->

<!-- Tracking Code v3.0 - All rights reserved --> ...this
part of the code remains unchanged... <!-- End of
Tracking Code -->
```

3.6 Tracking Registered Members

If you are installing Dynamic SiteStats on a corporate extranet or on a web site with a members area you may want to be able to identify registered visitors in your reports.

To do so you will need to customize the **MEMBERID** variable in your tracking code. You should be familiar with custom scripting (e.g. php, jsp, asp) as used in your content management system, in order to identify the appropriate variable to including in your Dynamic SiteStatstracking code.

Note that your **MEMBERID** variable cannot be longer than 75 characters. You must not use non-ASCII characters in page names. Do not use any of the following characters in the name: '<>#&@;?:- *~`')(=/%!'. These and other non-ASCII characters may interfere with the operation of the tracking code. (The leading slashes must be removed to activate the variable.)

Example:

```
<!-- Customization Code -->
<script language="Javascript">

var MEMBERID='steve';
var DOCUMENTGROUP='Members Area'; var
DOCUMENTNAME='Welcome page';

</script>
<!-- End of Customization Code -->

<!--Tracking Code v3.0 - All rights reserved
--> ...this part of the code remains unchanged... <!--
End of Tracking Code -->
```


4 Campaign Management

4.1 Overview

The Dynamic SiteStats E-Business edition enables you to track online advertising campaigns, including CPC search campaigns, affiliate programs, email campaigns, banner campaigns, and more. This allows you to gauge the effectiveness of your marketing campaigns in terms of online sales, form submissions, email subscriptions or any other valued action you define (see Tracking Actions).

Dynamic SiteStats Live Cost Analysis extends this functionality by pulling together dynamic price information from the leading CPC search engines (Google, Overture, FindWhat, Espotting, etc) with the revenue earned on your website, to measure the profitability of each PPC keyword. Live Cost Analysis is available as an add-on to the Dynamic SiteStats E-Business edition. (See [Live Cost Analysis Feature Guide](#))

Note that you do NOT need to make any changes to the tracking code on your HTML pages to activate Campaign Management. Your campaign settings can be configured using the Campaign Management interface of your account and by changing the clickthrough URL used by your advertising partners.

4.2 Identifying Campaigns (URL parameter analysis)

In order to be able to identify visitors arriving to your site through a marketing campaign you must either define a pattern in the referrer URL or in the entry page (landing page) of your web site.

In some cases the referrer URL of a campaign cannot be specified, as visitors arriving from the campaign may use multiple referral sources (e.g. in the case of CPC search engines). In such cases you can create a unique entry (landing) page for each of your campaigns (e.g. www.abc.com/overture.html).

However there is a much easier method, called 'URL parameter analysis'. To use this method you simply append a Tracking String to the end of the target URL of the campaign (e.g. www.abc.com/index.html?campaign=CAMPAIGN1). This string will not be recognized by your web server as it is only for tracking purposes.

4.3 Setting up a Campaign

Follow the steps below to set up a campaign:

- 1) Log in to your account;
- 2) Enter the Campaign Management interface;

- 3) Choose a campaign type and click on the 'Add Campaign' button; 4) Specify a name for your campaign;

- 5) Specify the referrer or the entry page pattern of the campaign; 6) Click 'Add'.

Your campaign reports will be available in the reports section under the Marketing menu.

4.4 Example: Setting up a Google Campaign

Follow the steps below to set up a campaign for Google.

- 1) Make sure the target URLs of your Google listings have a unique string e.g. `www.yoursite.com/?ref=google`;
- 2) Log in to your account;
- 3) Enter the Campaign Management interface;
- 4) Choose 'CPC Search Engines' as a campaign type and click on the 'Add Campaign' button; 5) Specify Google as the name for your campaign;
- 6) Specify the entry page pattern of the campaign e.g. 'Entry page contains ref=google'; 7) Click 'Add'.

Important note:

'Entry page contains' is used as the defining pattern for CPC activity as this ensures that every lead that arrives to the page, specified in the click thru URL and Tracking String, is recognized and grouped according to the defined campaign set up in the Campaign Management Interface of your account.

Also, it is not necessary to create unique campaigns for each of your Google keywords. Keywords and search phrases are extracted and recorded automatically.

Your CPC Search Engine reports will be available in the reports section under the Marketing menu. Using the drill down function you can analyze the performance of each of your CPC search phrases as well as the overall performance of your CPC campaigns.

5 Scenario analysis

5.1 Overview

The Dynamic SiteStats e-Business edition offers a Scenario Analysis feature that can be used to define and analyze a series of steps that a visitor must take in order to complete a transaction (a sale, a form submission etc). This allows you to identify any bottlenecks or barriers to completing the transaction, and to streamline the users' path toward that transaction.

5.2 Setting up a Scenario

To create a scenario you must define a series of steps toward a transaction. Navigate to the New Scenario interface located in the Scenario Analysis section under the SETTINGS menu of your account. Select 'add scenario,' enter a name and description for your scenario, and click 'add'. You then need to name each step of the scenario, and identify each corresponding page. In most cases you can select 'URL contains' and enter the file name. With dynamically generated pages (such in the example below, using a shopping cart) select an identifying string (eg '/ship.aspx') and select URL contains. When you've entered all the steps in your scenario, press 'enter.'

SCENARIO PROPERTIES

SCENARIO NAME

DESCRIPTION

ACTIVE

SCENARIO STEPS

You must define each step by name, data collection value and data collection location. The following exemplifies a Sales Scenario for a website using a shopping cart facility.

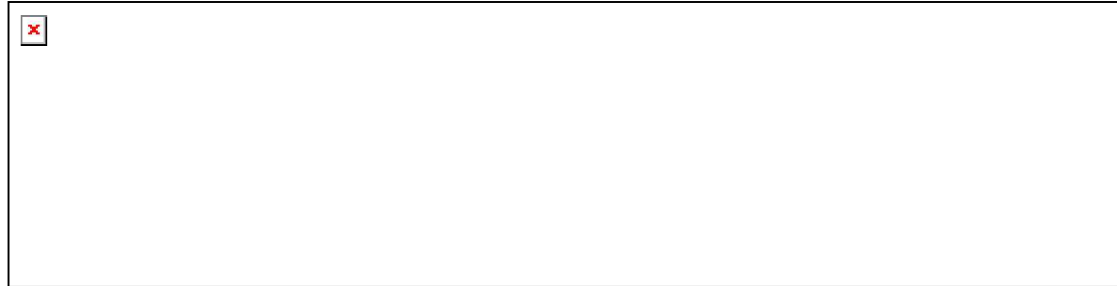
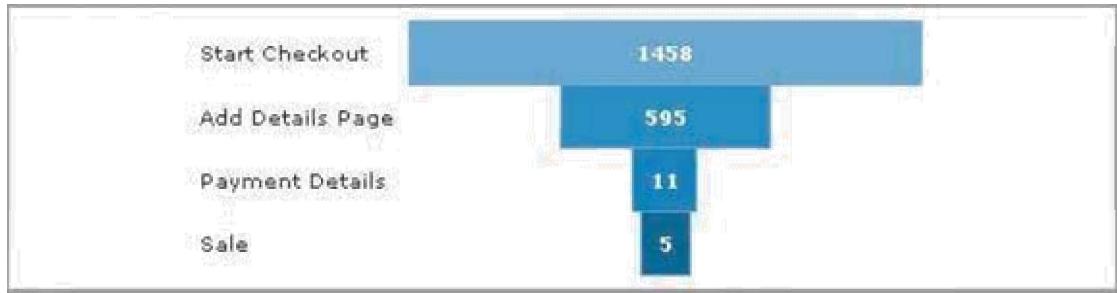
Step 1. Home Page	Page Name equals: www.examplestore.com
Step 2. Product Catalogue Page	URL Contains: /product
Step 3. Basket Preview Page	URL Contains: /basket
Step 4. Check Out	URL Contains: /personalinfo
Step 5. Order Confirmation	ACTION Equals: 01 (SALE)

The steps that you define within any Scenario will be, by default, displayed chronologically as per the order by which you add each step. You can customize this by manually editing the default numerical order displayed in the ORDER box.

#	NAME OF SCENARIO STEP	CONFIGURATION	DELETE
1.	<input type="text" value="Start Checkout"/>	URL contains <input type="text" value="shopcustomer.asp"/>	
2.	<input type="text" value="Add Details Page"/>	URL contains <input type="text" value="shopcreateorder.asp"/>	
3.	<input type="text" value="Payment Details"/>	URL contains <input type="text" value="shopcheckout.asp"/>	
4.	<input type="text" value="Sale"/>	ACTION equals <input type="text" value="01"/>	

ADD / INSERT STEP

You can view your scenario via the Scenario Analysis Tab of the Marketing Reports drop down menu. The scenario is initially an overview of the number and resultant percentage of site visitors that participated in any set scenario.



6 Path Explorer

6.1 Overview

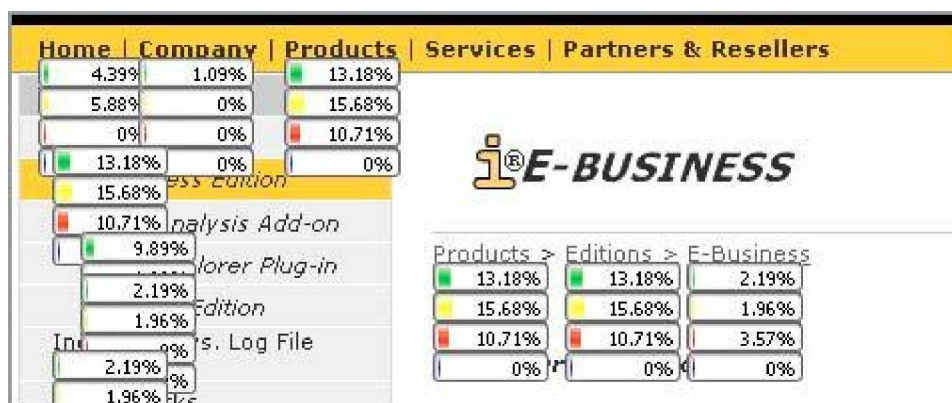
Path Explorer enables you to study the relative popularity of your website links—by viewing and navigating the pages of your site. Path Explorer is a downloadable plug-in to Internet Explorer 5.5, and higher, and superimposes link performance directly on the web page.

For an introductory period, Path Explorer is a free add-on to the E-Business edition. Dynamic SiteStats charges a one-time set up fee of \$100 for configuring the tool to track your website. Please contact your Dynamic SiteStats sales representative for further details and to get started.

6.2 Functionality

Analyzing link popularity helps you to identify key paths through your website, and to optimize favored paths by changing the location and prominence of specific links.

A key feature of Path Explorer is the ability to segment web visitors according to various criteria, which include CPC and organic search engines, marketing campaigns, first time vs returning visitors and custom actions (ie an action defined in Conversion Analysis, such as a sale or form submission).



Thus, you can analyze the navigation patterns of visitors arriving from pre-defined email, banner, affiliate or referral marketing campaigns, as well as from paid search (PPC) campaigns. If you're selling products online you might segment your viewers according to the 'sales' action to identify and optimize your website's most popular sale paths.

6.3 Setup

Download the Path Explorer plug-in, and then double-click the file to run the installer software. Once the installation process is complete, you must restart your computer.

Upon restart, the Path Explorer feature will appear as an icon on your Internet Explorer toolbar. Clicking on the icon opens a display frame at the left-hand side and bottom of your Internet Explorer screen.

Once Path Explorer is running, you must load your website in Internet Explorer, and then log in, using your regular login information.

Once successfully logged into Path Explorer, you must generate a report, after which the link popularity info will appear superimposed on your web page within the central frame. You will need to generate a new report for each page you wish to analyze. You can follow the instruction in the reporting interface to segment your web audience according to a variety of parameters.

7 Advanced Installations

7.1 Installation for Frames

If your web site uses frames, you should insert the tracking code only in the content frames, not in the navigation frames, side frames, or framesets. Follow these instructions to add the code to the pages that will make up the content frames of your web site.

Do not place the tracking code into multiple frames. If you put the code in more than one frame you will dramatically inflate the total page view counts.

Note: If you are using a HTML editor - such as Macromedia Dreamweaver, Homesite, Microsoft FrontPage - to add the tracking code, and you are having difficulties, please

<http://www.apexpacific.com/knowledgebase/sitestats/tutorial/tracking.html>

7.2 Installation for SSL Pages

If your web site is secured by SSL, you should use the Dynamic SiteStats SSL Tracking Code for tracking. Follow the steps below to obtain the tracking code for your SSL pages.

- 1) Log in to your account
- 2) Click on the INSTALLATION tab in the menu bar
- 3) Select the 'I need a tracking code for HTTPS / SSL pages' option

Please note that a separate SSL include file and an SSL tracking code will be generated. You'll need to upload the include file tracking_ssl.js to your SSL web server and insert the tracking code generated into your SSL pages.

If your website contains a mixture of SSL and standard pages, then you need to tag each page with the appropriate form of the tracking code. Also note that you need to upload both versions of the include file to the root directory of your web server.

7.3 Installation for Flash Sites and Applications

7.3.1 The Flash Tracking Code

Dynamic SiteStats allows you to track the activity of your visitors within a Flash site or application. In order to install Flash tracking you will need experience developing in Flash.

Dynamic SiteStats uses a custom tracking code and a custom include-file to track Flash activity. Follow the steps below to obtain the Flash tracking code:

- 1) Log in to your account

- 2) Click on the INSTALLATION tab in the menu bar
- 3) Select the 'I need a tracking code for a Flash application' option

In a way similar to how HTML pages are tagged (see Basic Installation) you must first insert the Flash tracking code into the HTML file that contains the Flash application. You also need to upload the flashtracking.js include file to the root directory of your web server.

7.3.2 The Flash ActionScript command

In Flash-based Web sites, 'button' behavior objects are used to direct users to the different areas of the site. There is a standard 'telltargert' ActionScript command that is related to these button instances within the Flash, which is found within the 'on release' function. In order to use the Flash tracking capabilities, you add the getUrl command to the on release function as well, so that the ActionScript will correctly call to the special tracking code that you have placed within the HTML page where the Flash program is embedded.

The Flash include-file is loaded once but run many times, by calling a Javascript function from within the Flash component using Flash ActionScript's getUrl command. Working with the source ".fla" Flash file in Macromedia Flash development studio, this is accomplished with one line of code in the URL field of the getUrl command, as follows:

```
javascript: __IT.page("DOCUMENTNAME", "DOCUMENTGROUP");
```

Where "__IT.page" is the name of the services Flash tracking function. This remains the same for all button instances. "DOCUMENTNAME" and "DOCUMENTGROUP" are the page name and content category group, respectively, for the area of the Flash site that visitors will be redirected to via the button. These parameters will change for each button.

7.3.3 Flash Code Example

Original ActionScript code:

```
on (release) {  
  tellTarget ("xSeries330")  
  { gotoAndPlay(2);  
  
  }  
}
```

ActionScript code with the Dynamic SiteStats Flash tracking:

```
on (release) {  
    getURL ("javascript:__IT.page(\"xSeries330\", \"Products\")");  
  
    tellTarget ("xSeries330")  
    { gotoAndPlay(2);  
  
    }  
}
```

Note: Please ensure that you insert the tracking function only when there is an event (clicking on a button within the Flash object, for example) not when the Flash object loads into the Web page. Tracking the loading of the Flash object itself will result in an overcount.

7.4 Installing Yahoo! Store & Miva Merchant

A separate installation guide is available specific to Yahoo! Store or Miva Merchant operators.

The guide offers detailed instructions for placing the standard and customized tracking code within the Yahoo! Store Editor or Miva Client Interface.

Yahoo! Installation Guide - [contact your account manager](#)

Miva Merchant Installation Guide - [contact your account manager](#)

8 Working with HTML Editors

A number of HTML editors actually modify your HTML code and can break JavaScripts. We have tested many HTML editors to identify those that are safe and to develop fixes for the others.

The following list identifies quick fixes for a number of HTML editors, to help with the code insertion process. If the editor you are using to develop your web pages appears to break JavaScript code, and is not listed below, please contact our technical support team.

The following list identifies the editors that we found to be safe. If you don't find your editor in the list and your code doesn't seem to work properly, please insert the code using a simple text editor (Notepad, UltraEdit, Wordpad etc.).

8.1 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.

Alternately, choose View > Source Mode and paste the JavaScript code between `<!--NOEDIT-->` and `<!--/NOEDIT-->` comments.

8.2 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 the Dynamic SiteStats tracking code. Please use a different HTML editor or a text editor such as Notepad when adding the tracking code.

8.3 Dreamweaver

In Design view: Paste copied code anywhere in the design view.

In HTML view: Paste copied code anywhere between `<Body>` `</Body>` tags. Ignore broken image tags.

8.4 Front Page

Front Page & Front Page Express In Design View (default view)

Click on bottom of page.
Click insert > HTML Markup (in menu bar).
Paste copied code into text box.

Click "OK".

8.5 Front Page 2000

In Design View (default view)
Click on bottom of page.

Click insert > Advanced and select "HTML".
Paste copied code into text box.

Click "OK".

8.6 HotDog Pro

Paste copied code anywhere between <Body> </Body> tags.
Ignore red highlighted code errors.

Do not attempt to edit any code!

8.7 HotMetal Pro

Paste copied code anywhere between <Body> </Body> tags.
Ignore red highlighted code errors.

Do not attempt to edit any code!

8.8 Net Objects Fusion

Right click in layout.
Click "Layout HTML".

Click "Beginning of Body" tab.
Paste copied code.

Click "OK".

8.9 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 the page. (It will not affect how the page displays in a browser.) Do not edit or delete any code!