

Path Explorer Feature Guide

June 2004

Path Explorer

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.

Package & pricing

For an introductory period, Path Explorer is a free add-on to the E-Business edition:

Path Explorer setup fee: \$100 (one-time, non-refundable)

E-Business edition price: \$49.95 per month

Price includes: 50,000 page views per month

Additional page views: \$0.60 per thousand

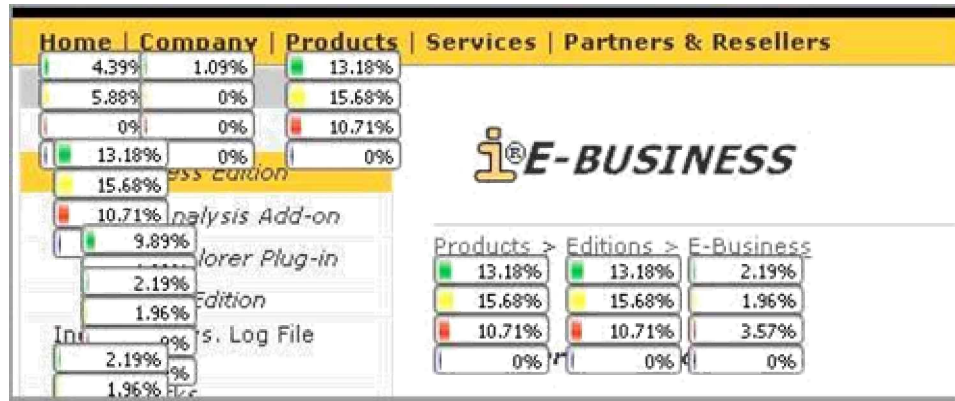
Typical client

Online merchants, marketers

Solves the following

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.

Implementation

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.

Common misconceptions or issues

Path Explorer cannot identify the top ten paths through a website;

Path Explorer does not support Flash websites;

Path Explorer cannot track a single user's path through a website;

Path Explorer displays live data, however the reporting will not include visitors currently on the website until their session has ended;

Path Explorer can only display info from the date of activation;

Path Explorer must be specially configured to handle websites that serve session information in the URL string. This configuration is covered under the Path Explorer installation fee;

Path Explorer is currently available only as an Dynamic SiteStats branded interface.