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Markup Factory Guide to Website Statistics

About Web Statistics on Markup Factory
Markup Factory allows you to easily set up your choice of statistical tracking systems to assist you in analyzing visitor activity on your website.   The Markup Factory content management system is compatible with a number of third party website analytics programs. These programs use JavaScript placed within the code of your website templates to capture and store website usage statistics in an off-site database. These third party services use the collected data to generate reports that can be accessed by logging into a special website that hosts these reports. Many of these services are free and offer premium upgrades for additional services or increased traffic load.

Markup Factory Approved Website Analytics Programs
The following third party Website Analytics Programs have been determined to be compatible with the Markup Factory content management system and are recommended for Markup Factory subscribers:

Free Services

- **Google Analytics** – http://www.google.com/analytics
  An extremely powerful analytics platform that not only helps you track visitors to your website, but also integrates with Google's extensive pay-per-click advertising system. Google Analytics is used by many of today's top ecommerce websites and provides abilities to track conversion rates and analyze visitor behavior. To obtain full value from Google Analytics, it may be necessary to hire a Google Analytics consultant to assist in the configuration of the system and to determine marketing goals, etc.

  It is very simple to setup and use Google Analytics in it's default state and this may be all that is required for some users.

- **StatCounter.com** – http://www.statcounter.com
  StatCounter.com is a feature rich stats program that provides a very straight forward detailed view of traffic on your website. StatCounter.com is free for 250,000 page loads or less. If traffic on your website exceeds the free threshold, upgrade to a paid account is required.

  StatCounter.com also provides an option to have a report emailed to you on a periodic basis.

- **Crazyegg** – http://www.crazyegg.com
  Crazyegg is free for sites with 5000 visits per month or less and provides basic statistical analysis as well as some features similar to Google Analytics, such as page version testing, and a heat map overlay to see where the hottest spots on your web pages are. A great tool if you are interested in tracking user activity and optimizing your website accordingly.

- **Reinvigorate** – http://www.reinvigorate.net
  Reinvigorate is an elite web analytics service that provides very unique and interesting ways to view traffic on your website. To obtain an account with

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Reinvigorate, you must register for the Beta Program and wait to receive an invite. Once you've received an invite, you may return to the website to complete your registration. It may take up to 1 – 3 weeks to obtain your Beta Invitation.

- **W3Counter** – http://www.w3counter.com
  W3Counter allows you to see traffic occurring on your site as it happens. A live viewer application allows you to actually watch visitor activity on your website in real-time. In addition to live views, W3Counter also provides historical reports, site overlay reports, and a number of other useful statistical views of your traffic. Upgrading to a paid premium account provides a number of stat report delivery methods that you can subscribe to including RSS feeds, and email reports.

Paid Services

- **Mint** – http://www.haveamint.com
  A sleek user interface that provides high style access to your website's statistics. Mint is updated in real time and runs on the same server as your Markup Factory website. This option includes setup services provided by Markup Factory support engineers.

  Mint is the easiest method for you to begin tracking statistics on your website and requires no setup work on your end. The Markup Factory support team will notify you when Mint is ready for you to start viewing.

  A one-time setup cost for Mint is $130, which includes a Mint license for your website.

Setting up Web Statistics on Your Markup Factory Website
To begin tracking and analyzing usage statistics, follow these steps:

1. Select the third party web analytics program that suits your needs
2. Visit the Third Party Analytics Program Website and create an account by following the instructions provided
3. Obtain the JavaScript code provided by the third party service during the account creation process
4. Paste the code into the appropriate location within your Markup Factory Templates (If you don't know where to paste the code, please send the code to support@markupfactory.com for assistance.)
5. Configure the Markup Factory Web Stats settings to activate the link to your web stats report found in your Markup Factory administration portal
6. Visit the report website for the third party service to view and analyze your web statistics

Please contact the Markup Factory support team for assistance in activating your website statistics.