Dive into data and UX
With Beusable

Beusable
Page Registration Guide

2020-12-07

FOUR GRIT

FOUR GRIT   Beusable

Contents

1.Getting Started

- Open Beusable Homepage
- Sign In
- Click 'Register Page' on Dashboard

1. Getting Started

① Click 'Sign In' button on the upper right corner of the Beusable Homepage → ② Enter ID and Password then click 'Sign In' → ③ Click 'Register Page' on Dashboard

STEP 01

Click 'Sign In' button on the upper right corner of the Beusable Homepage

STEP 02

Enter your ID and Password then click 'Sign In'

STEP 03

Click 'Register Page' on Dashboard

2. Page Registration

- Registration Page Layout
- Analyzing Page Settings (Required)
- Page Name and Group Settings (Required)
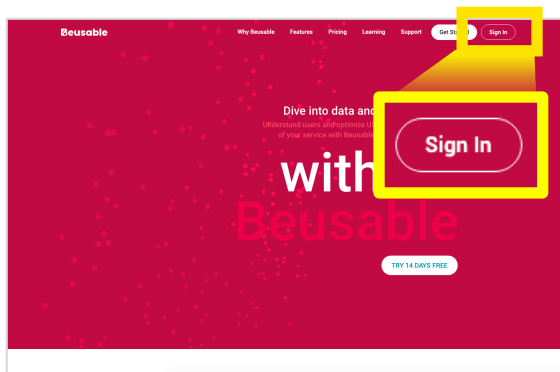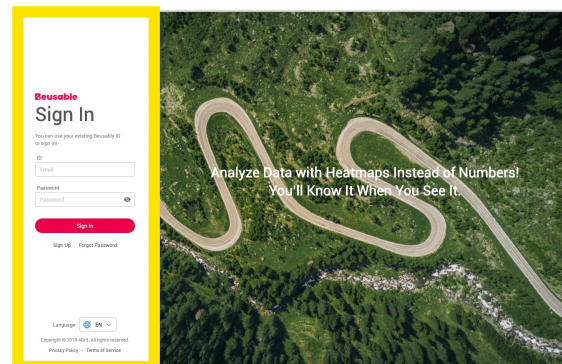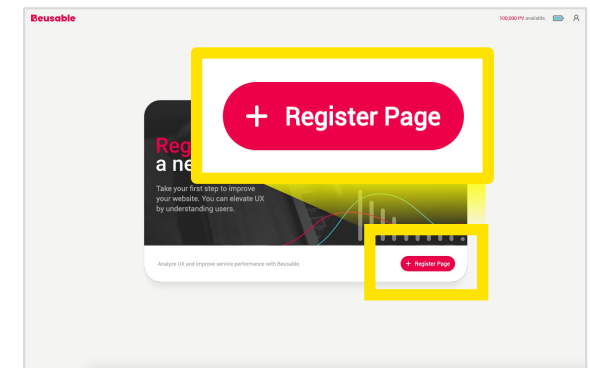- Detail Settings (Optional)
- Page Analysis Preview (Optional)
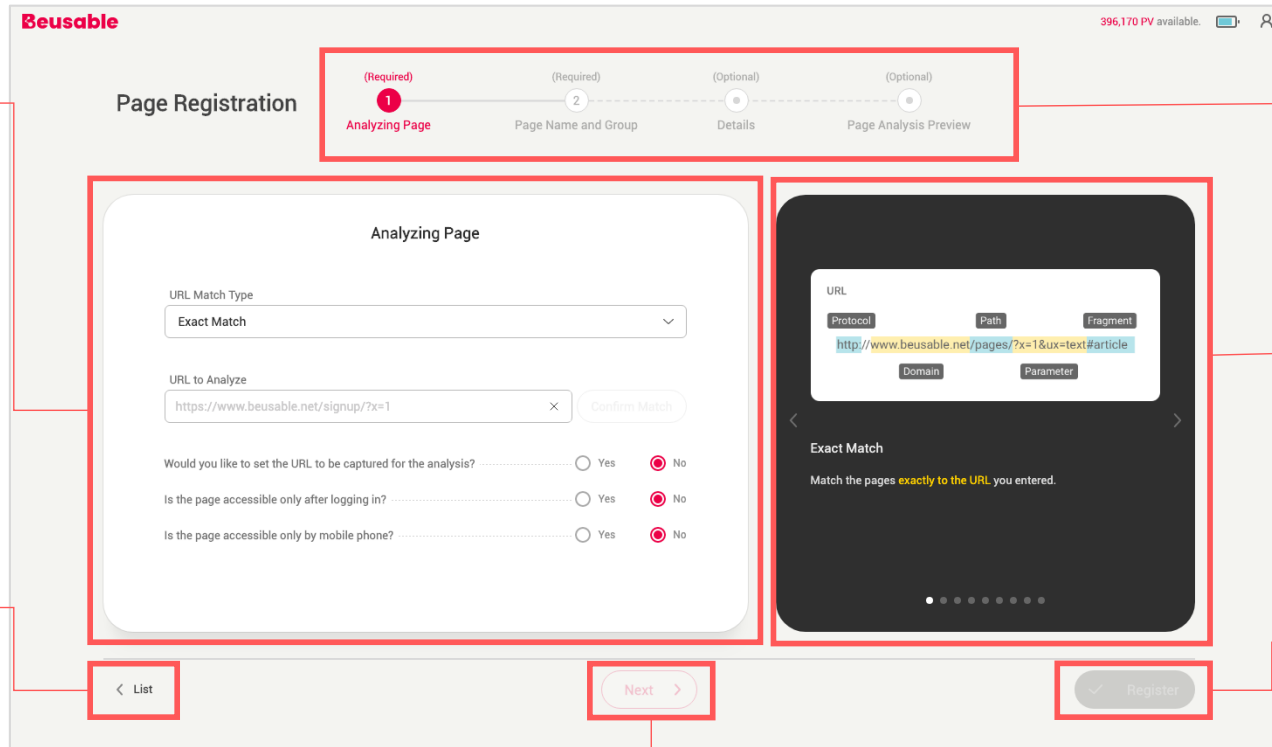
2.1. Registration Page Layout

2. Registration Page Layout

Registration Settings

The area where you enter the settings required for the registration.

List Button

Click to go to Dashboard, where you can see a list of pages you've registered.

Progress Bar

Indicates the progress status of a page registration.

Registration Guide

Provides guides of each step.

Register Button

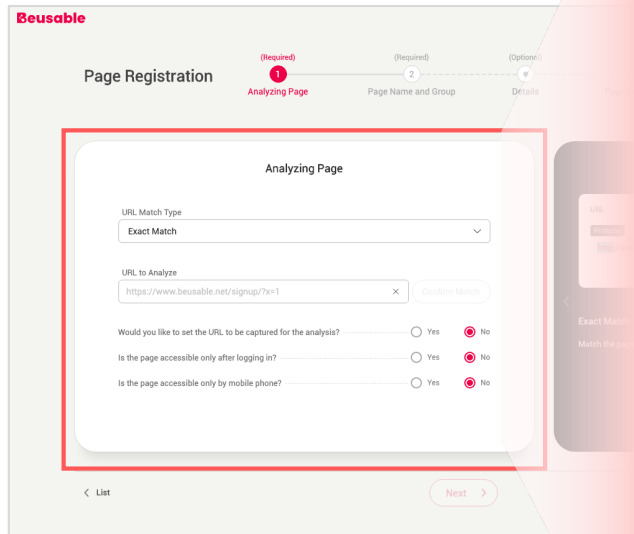The button is activated when all the required settings are completed.

Step Navigation Button

Click to move steps within page registration.

2.2. Analyzing Page Settings (Required)

Analyzing Page Settings (Required) – Page Name and Group Settings (Required) – Detail Settings (Optional) – Page Analysis Preview (Optional) – Registration Complete

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2. Analyzing Page Settings (Required)

The first step is <u>Analyzing Page Settings (Required)</u>.

Analyzing Page Settings (Required) – Page Name and Group Settings (Required) – Detail Settings (Optional) – Page Analysis Preview (Optional) – Registration Complete

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2. Analyzing Page Settings (Required) > ① URL Match Type & URL to Analyze

URL Match Type can be described as follows:

There are total 6 of URL Match Type: **Exact / Simple / Starts / Ends / Contains Match / Regular Expression**.
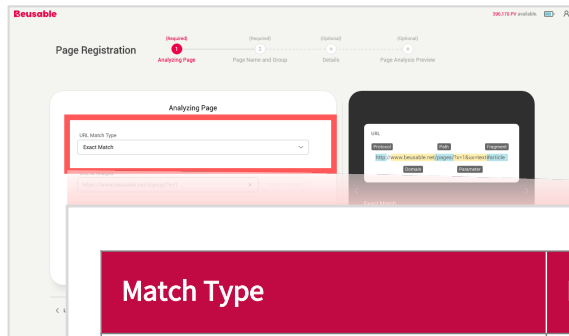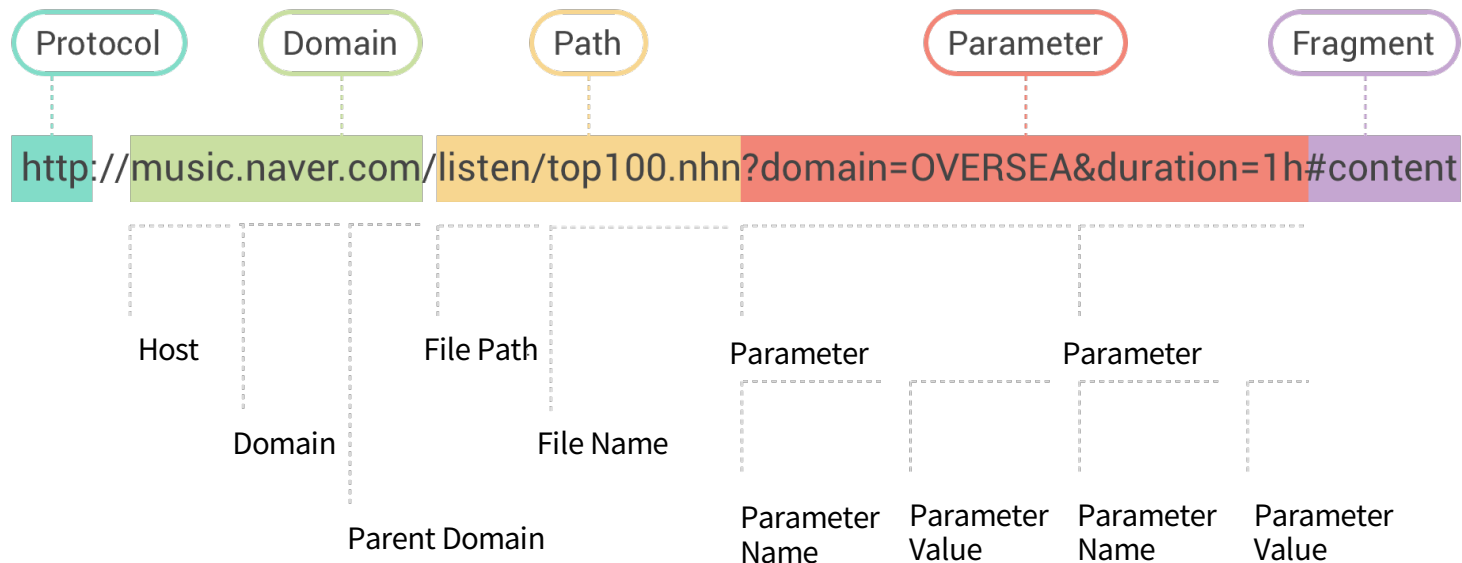

Match Type	Input Values	Matching Target	Additional Features Supporting
Exact	Entire URL	Identical with entered URL	AB Testing, Session reports in Funnels
Simple	Entire URL	Domain and Path values of entered URL	-
Starts	Initial URL string containing the domain value	URLs starting with the entered value	-
Ends	Domain + Ending string	URLs with the identical domain that ends with the entered value	-
Contains	Domain + Containing string	URLs with the identical domain that contains the entered value	-
Regular Expression	Domain + Regular expression	URLs with the identical domain that match the entered values	-

* Provided features irrelevant to the match type: Reporting Heatmaps, Live Heatmap, Analytics, Comparing Referrers, Segmenting CTA, Funnels

Tips!   URL Match Type Setting Guide

Exact Match
- To analyze user data with the exact URL by removing all possible variables from the URL.

Simple Match
- To include variables that may occur in the URL, such as marketing, ad campaign, etc.
- To aggregate data of URLs which shares the identical domain and path to analyze pages with the same layout.

Starts Match
- To aggregate data of a variety of product pages separated by parameters in a single report (Register a URL without the parameter and hereafter).

Ends Match
- To analyze pages ending with a specific string

Contains Match
- To analyze data of a certain product aggregated regardless of referrers (only available when there is specific product code; enter product code in contains text input field).

Regular Expression
- To sum up data on all pages of a specific category, text, or product using a regular expression.

Tips! Understanding URL Structure

| Protocol | Domain | Path | | Parameter | Fragment |

`http://music.naver.com/listen/top100.nhn?domain=OVERSEA&duration=1h#content`

Host

File Path

Parameter

Parameter

Domain

File Name

Parent Domain

Parameter Name

Parameter Value

Parameter Name

Parameter Value

To better understand page <u>URL Match Types</u>, let's look into how URL is structured.
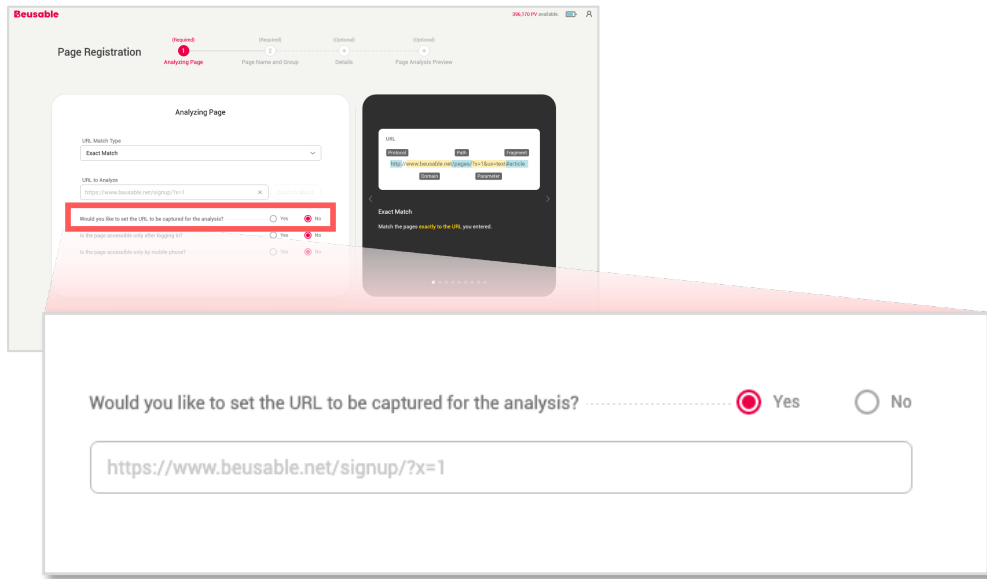The URL usually consists of <u>Protocol</u>(http or https) followed by <u>Domain</u>, <u>Path</u>, <u>Parameter</u>, and <u>Fragment</u>, which contains the information of host, domain and parent domain.

Analyzing Page Settings (Required) – Page Name and Group Settings (Required) – Detail Settings (Optional) – Page Analysis Preview (Optional) – Registration Complete

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2. Analyzing Page Settings (Required) > ② Capture URL Setting

If you have completed the URL Match Type setup, next let's look into the 'Would you like to set the URL to be captured for the analysis?' setting.

> **Beusable heatmap is overlaid on a captured image which is taken when a user visits the URL that matches the match type.**
>
> **If you wish to set a specific capture image, please set an option for the capture URL setting.**

UX Analysis Image   Heatmap Image   **Captured Image**

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Analyzing Page Settings (Required) – Page Name and Group Settings (Required) – Detail Settings (Optional) – Page Analysis Preview (Optional) – Registration Complete

2. Analyzing Page Settings (Required) > ③ Login Necessary Page

'Is the page accessible only after login?' setting can be explained as follows:

> **Due to access restriction login necessary page cannot get the screenshot image only from URL access.**
> **As you set as [Login necessary page], a screenshot of a user's web page is taken when he/she enters the page via a matching URL. This may have issues with privacy therefore please be aware of the following note.**

<Example of text replacement for **login necessary page**>
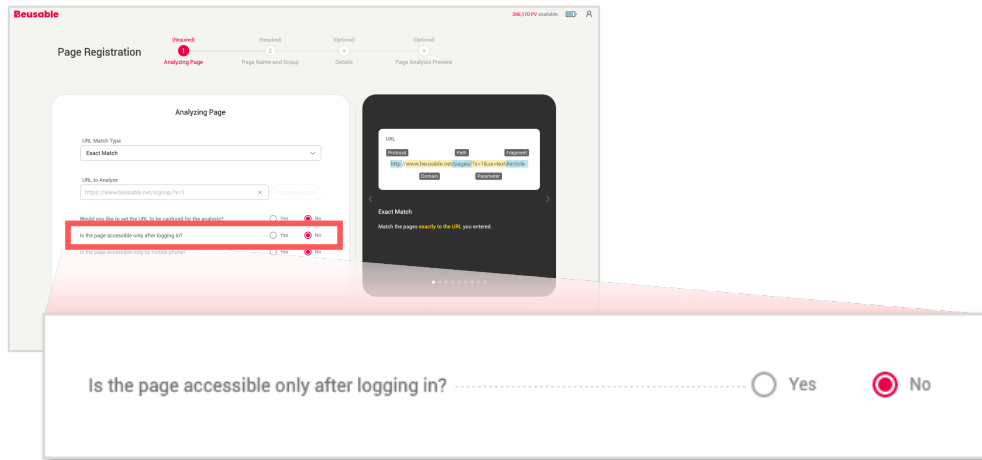
Note
- **Beusable replaces the text on the login necessary pages by special characters for privacy issues.**
  However, the texts contained in the image are excluded from replacement.
- **Due to security issues, CSS load or screenshot capture can be restricted. Therefore a review of the captured image is advised.**

Analyzing Page Settings (Required) – Page Name and Group Settings (Required) – Detail Settings (Optional) – Page Analysis Preview (Optional) – Registration Complete

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2. Analyzing Page Settings (Required) > ④ Mobile Access Only Page

'Is the page accessible only by mobile phone?' setting can be explained as follows:

> As you check 'Is the page accessible only by mobile phone?' option a single heatmap of the phone device is provided.

<Example of a report of a mobile access only page>
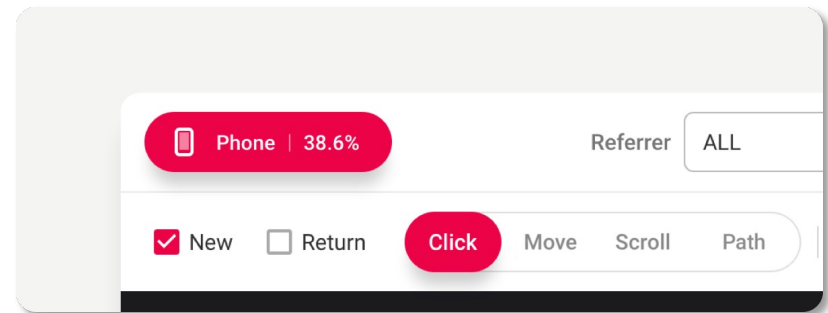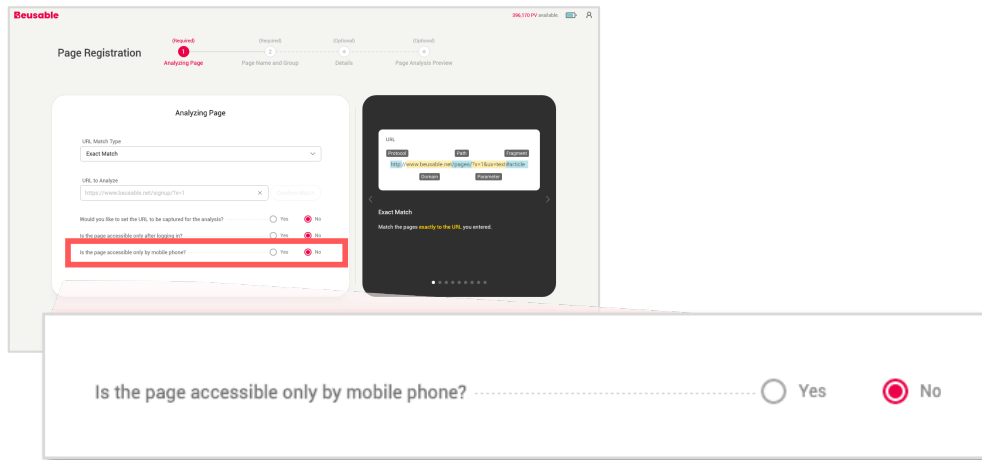
2.3. Page Name and Group Settings (Required)

2. Page Name and Group Settings (Required)

Next step is '<u>Page Name and Group Settings (Required)</u>'.

> **All the pages can be managed via group & page name settings.**
> **(If a group is not specified, the registered page will be classified to the Default group.)**

2.4. Detail Settings (Optional)

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Analyzing Page Settings (Required) – Page Name and Group Settings (Required) – **Detail Settings (Optional)** – Page Analysis Preview (Optional) – Registration Complete

2. Detail Settings (Optional) > Report Settings > PV Cap

Depending on the plan you use and the analysis purpose you have, PV cap can be set to the appropriate number or to unlimited.
**The number of PV to analyze defaults to unlimited.**
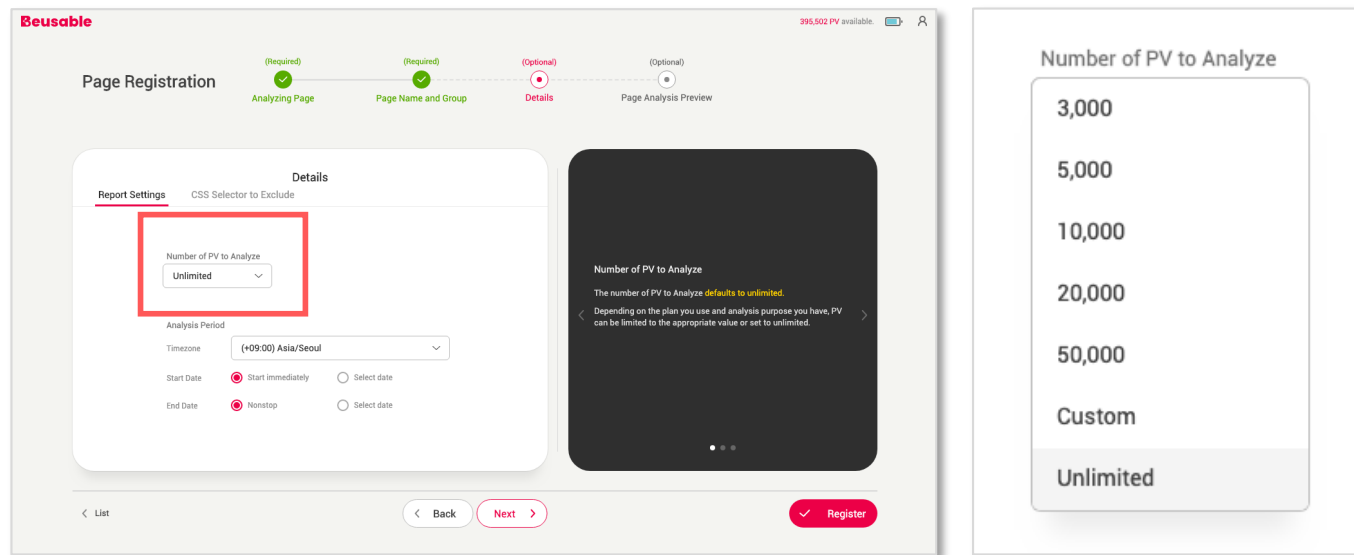
Note
- **As the assigned PV is fully exhausted, the analysis stops automatically.**
- **Once page registration is completed the number of PV limit cannot be changed.**

Analyzing Page Settings (Required) – Page Name and Group Settings (Required) – **Detail Settings (Optional)** – Page Analysis Preview (Optional) – Registration Complete

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2. Detail Settings (Optional) > Report Settings > Analysis Period

> **Depending on the plan you use and the analysis purpose you have an analysis period can be set.**
> **Start and end date of analysis can be specified with the time zone.**
> **The analysis period defaults to <Start immediately and nonstop>.**
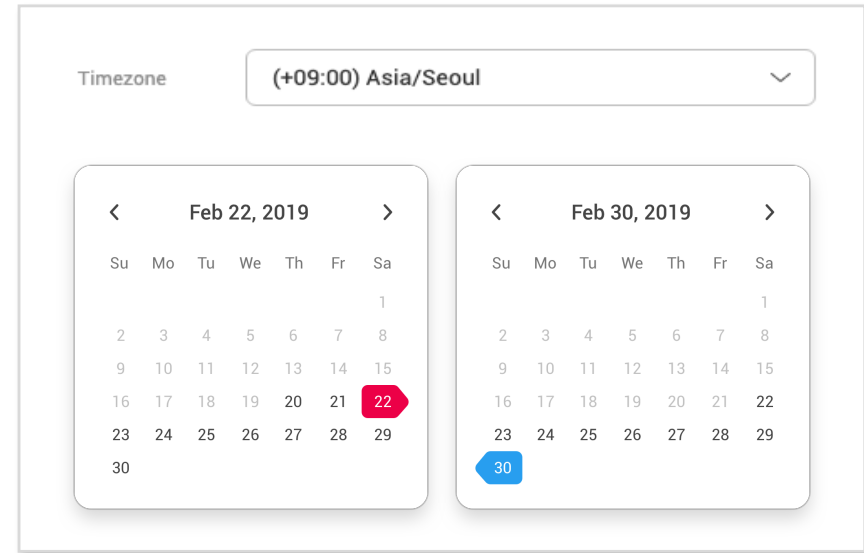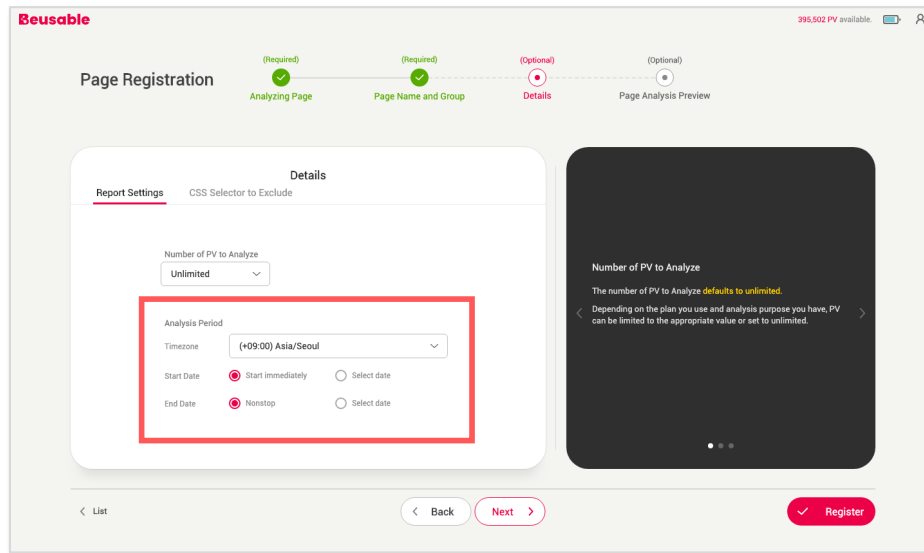
Note
- **As the assigned PV is fully exhausted, the analysis stops automatically.**
- **Once the registration has completed time zone cannot be changed, as well as a start date of already started analysis and end date of the terminated report.**

2. Detail Settings (Optional) > CSS Selector to Exclude
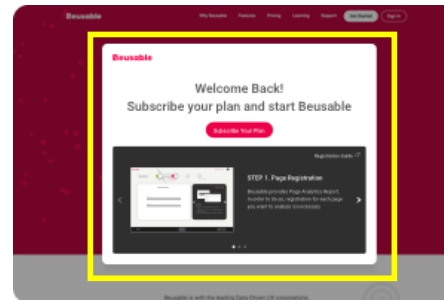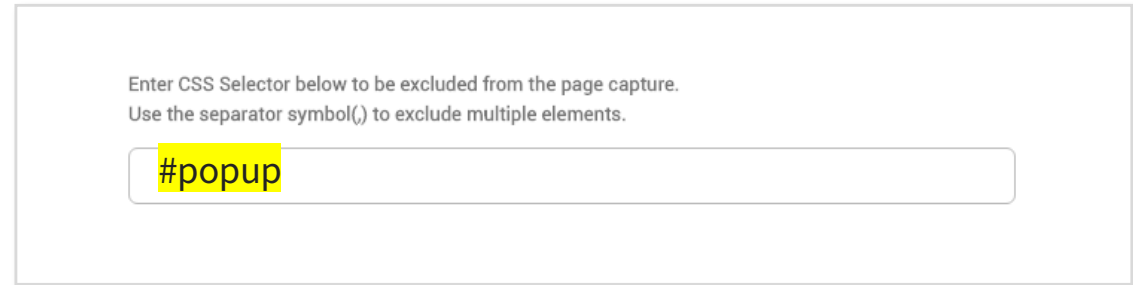
Regarding this setting, you can <u>exclude CSS selector</u> from analysis.

Screenshot image can be customized by entering elements (popup, certain area, or buttons) to exclude from the capture.
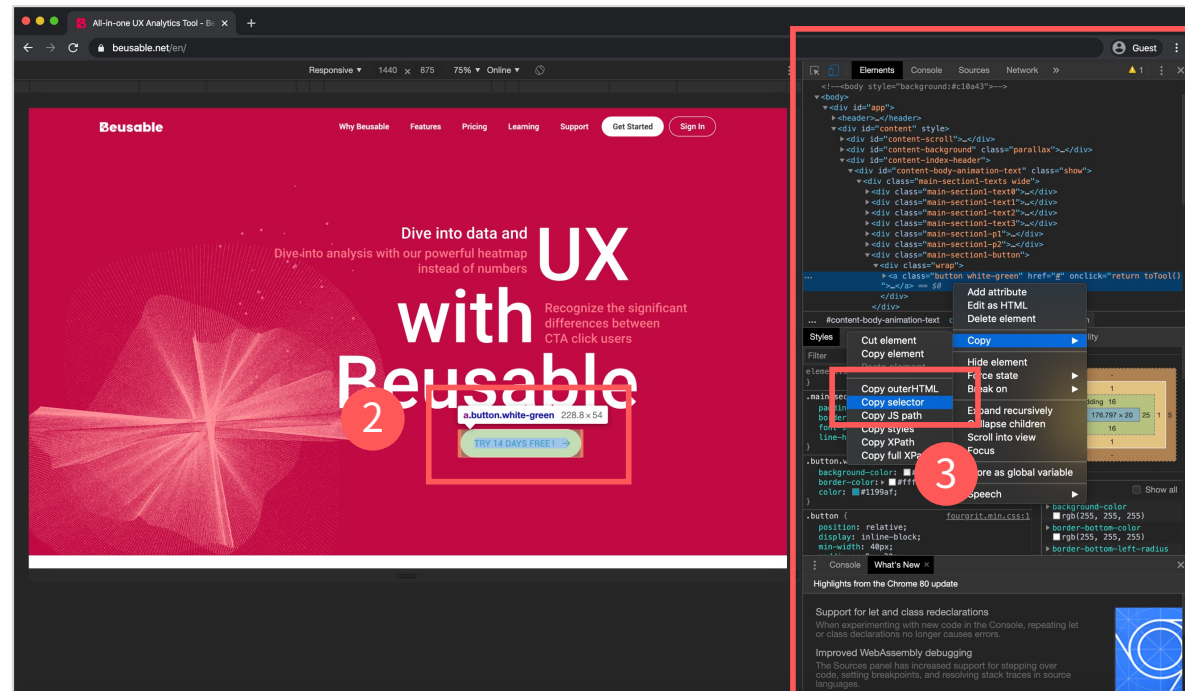**Please enter the elements in CSS Selector.**
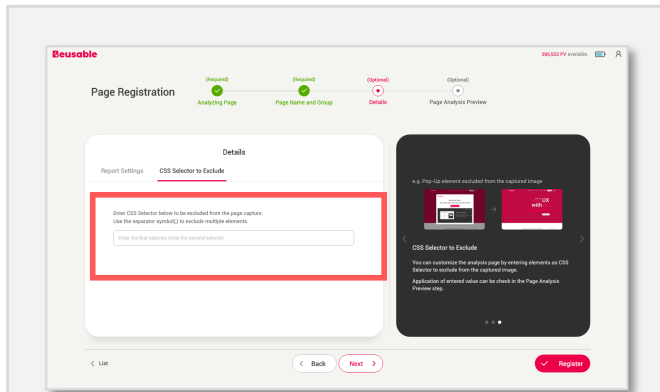
Tips!

The applied result can be viewed at [**Page Analysis Preview**].

<Example of excluding pop-ups from captured image for analysis>

Tips! How to Find CSS Selector

STEP 01 **Open the Developer Tools(❶) on the page that contains the element to exclude.**

STEP 02 **Select an element(❷) in the page to inspect it.**

STEP 03 **In the Elements tab of Developer Tools, right-click the highlighted element and select Copy > Copy selector(❸).**

2.5. Page Analysis Preview (Optional)

2. Page Analysis Preview (Optional)

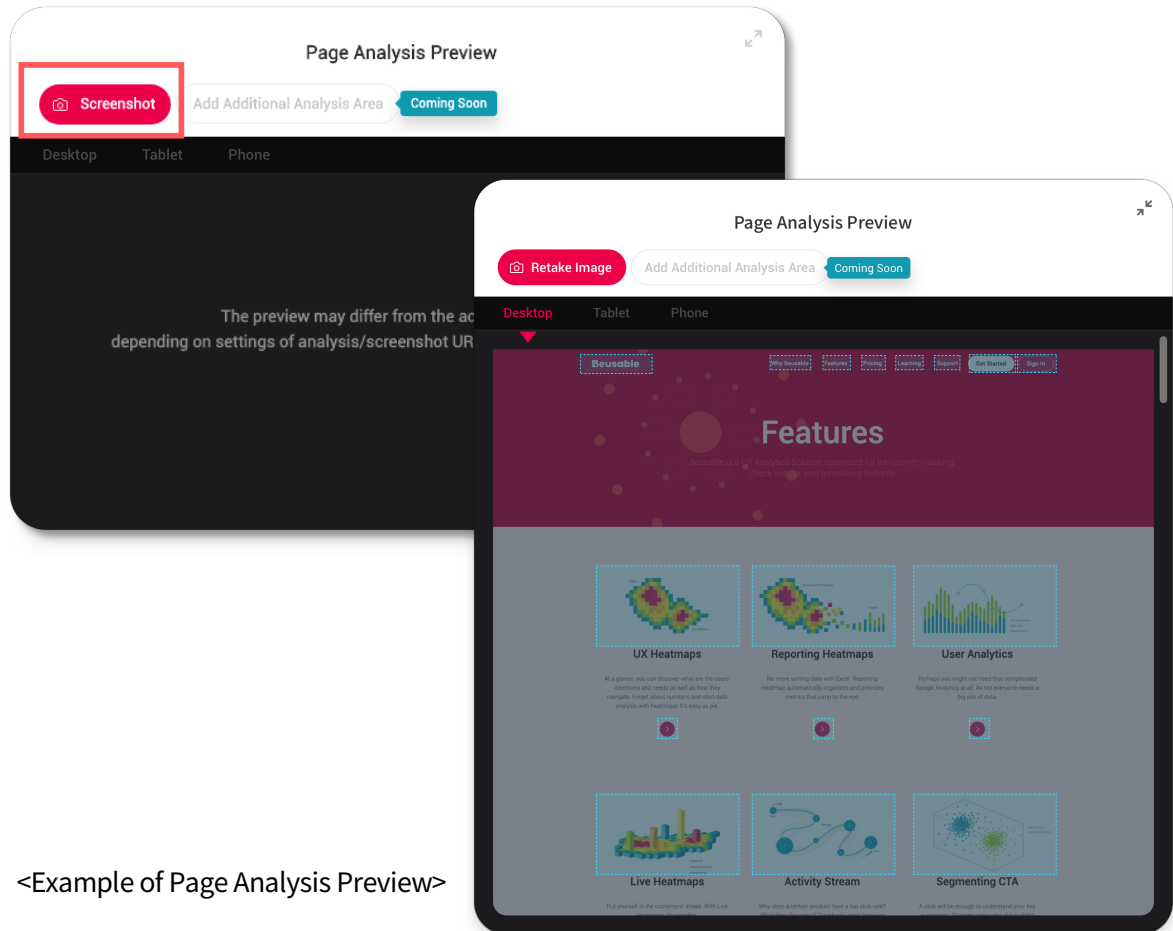**The final step is Page Analysis Preview (Optional).**

> **A preview of the analysis page is provided based on the settings made in the previous steps.**
> **With this feature, you can review the settings without deducting any of your PV credit.**
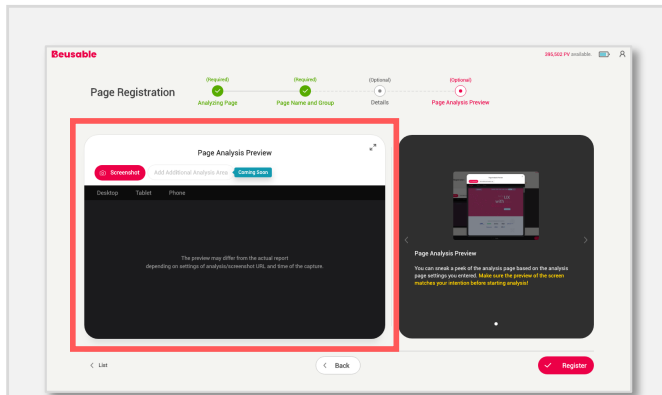
Note

Settings of URL to analyze (or capture URL), mobile access only, CSS Selector to exclude are reflected on the preview.

For Starts, Ends, Contains, Regular Expression Match Types, or login-necessary pages which have restriction to the page only with URLs are not supported.
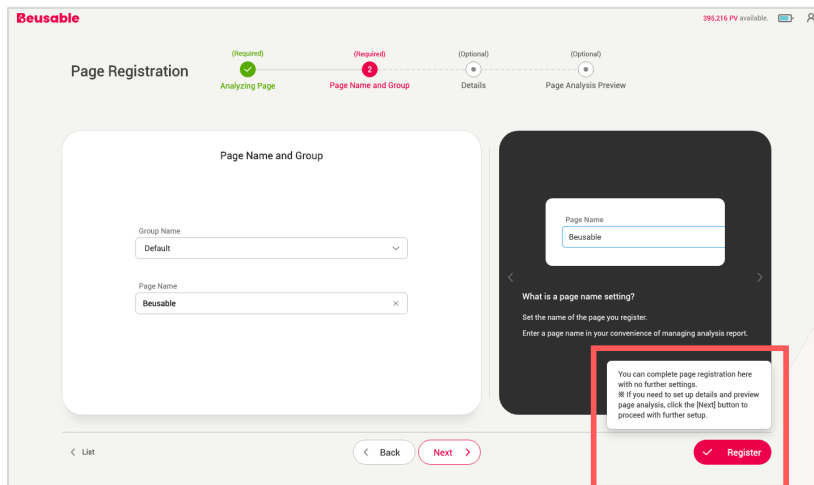

<Example of Page Analysis Preview>

2.6. Registration Complete

Analyzing Page Settings (Required) – Page Name and Group Settings (Required) – Detail Settings (Optional) – **Registration Complete**

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2. Registration Complete

[Register] button is activated as all the required fields are completed.

Set options of a page depending on your analysis purpose you have.

2. Registration Complete

Code installation must be completed to start data analysis.


```
<!--// [D] FOOTER -->
<script src="/js/slide_v2.js"></script>
</div>

<script type="text/javascript">
    (function(w, d, a){
        w.__beusablerumclient__ = {
            load : function(src){
                var b = d.createElement("script");
                b.src = src; b.async=true; b.type = "text/javascript";
                d.getElementsByTagName("head")[0].appendChild(b);
            }
        };w.__beusablerumclient__.load(a);
    })(window, document, '//rum.beusable.net/script/b160804e144953u53/856b0b83b6');
</script>
</body>
</html>
```

Insert

Tip! It's recommended to insert the tracking code in the common area of a domain, so that the code is installed in the pages with an identical domain.
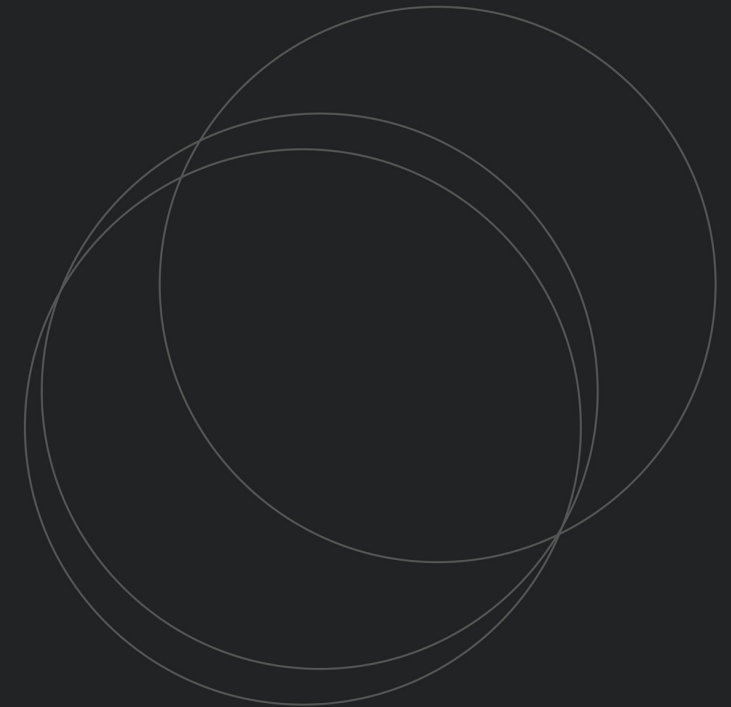
Thank you

www.4grit.com | www.beusable.net |

Suite 1100, 136 Pangyoyeok-ro, Bundang-gu, Seongnam-si, Gyeonggi-do, Republic of Korea

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