

Real Estate Enhanced Reporting v.1 Setup and Configuration Guide

Table of Contents

| | |
|----------------------------|---|
| Overview..... | 2 |
| Logging Views..... | 2 |
| View and Click Codes | 2 |
| Logging Clicks..... | 3 |
| Available Reports | 3 |
| Support Information..... | 4 |

Overview

Accurate Real Estate reporting requires that the correct views and clicks be tracked as users navigate your web site. Morris Digital Works (MDW) provides 3-letter codes to distinguish these views. This guide describes in detail for the Webmaster the coding used to distinguish views and clicks in the database.

We configured an image server to assist us in gathering the data necessary to capture how a listing was presented. The image server logs all of the specially formatted image requests, and these requests form the foundation of our reporting tool. These formatted image calls are dynamically generated using our templating language and allow us to tie the viewing of a listing to the way the listing was presented. So we can tell that MLS id 1234 was shown 25 times as a search result, 5 times as a detailed listing, 3 times the map of that listing was viewed, and one person emailed you for more information about the listing. We can also tell you that this particular ad was a featured home and in that presentation it was viewed 7 times more often than non-featured ads and was clicked on twice as often as non-featured ads.

Logging Views

MDW uses image source calls to a ghost image to log in ad search specific information. For example, the statement below can be interpreted as logging the view of a Search Results page on the *Augusta Chronicle* newspaper, where the ad type (AT) is real estate (RE), and the page type (PT) is a real estate vertical ad. The unique ad ID (AI) is 11862437.

```

```

View and Click Codes

The following table lists and describes the views and clicks that are tracked. The corresponding paths contain the view-specific 3-letter codes.

| View | Description | Path |
|------------------|--|---|
| Multimedia | Logs clicks for VR Tours and additional photos. | <a href="http://reporter.belointeractive.com/MDW-AT:RE.PT:REVertical.AI:<mtlclassifieds.ad.id>.DT:MMV.gif">http://reporter.belointeractive.com/MDW-AT:RE.PT:REVertical.AI:<mtlclassifieds.ad.id>.DT:MMV.gif |
| Agent Web Site | Logs clicks for agent sites. | <a href="http://reporter.belointeractive.com/MDW-AT:RE.PT:REVertical.AI:<mtlclassifieds.ad.id>.DT:WWW.gif">http://reporter.belointeractive.com/MDW-AT:RE.PT:REVertical.AI:<mtlclassifieds.ad.id>.DT:WWW.gif |
| Email | Logs views of agent contact form. | <a href="http://reporter.belointeractive.com/MDW-AT:RE.PT:REVertical.AI:<mtlclassifieds.ad.id>.DT:EMA.gif">http://reporter.belointeractive.com/MDW-AT:RE.PT:REVertical.AI:<mtlclassifieds.ad.id>.DT:EMA.gif |
| Search Summary | Logs views on Search Results pages. | <a href="http://reporter.belointeractive.com/MDW-AT:RE.PT:REVertical.AI:<mtlclassifieds.ad.id>.DT:SUM.gif">http://reporter.belointeractive.com/MDW-AT:RE.PT:REVertical.AI:<mtlclassifieds.ad.id>.DT:SUM.gif |
| Detail | Logs views on More Details pages. | <a href="http://reporter.belointeractive.com/MDW-AT:RE.PT:REVertical.AI:<mtlclassifieds.ad.id>.DT:DET.gif">http://reporter.belointeractive.com/MDW-AT:RE.PT:REVertical.AI:<mtlclassifieds.ad.id>.DT:DET.gif |
| Printer Friendly | Logs views of Printer Friendly pages. | <a href="http://reporter.belointeractive.com/MDW-AT:RE.PT:REVertical.AI:<mtlclassifieds.ad.id>.DT:PRT.gif">http://reporter.belointeractive.com/MDW-AT:RE.PT:REVertical.AI:<mtlclassifieds.ad.id>.DT:PRT.gif |
| Open House | Logs views where the ad appeared as an Open House. | <a href="http://reporter.belointeractive.com/MDW-AT:RE.PT:REVertical.AI:<mtlclassifieds.ad.id>.DT:OPE.gif">http://reporter.belointeractive.com/MDW-AT:RE.PT:REVertical.AI:<mtlclassifieds.ad.id>.DT:OPE.gif |

| View | Description | Path |
|---------------|---|---|
| Featured Home | Logs views where the ad appeared as a Featured Home. | <a href="http://reporter.belointeractive.com/MDW-AT:RE.PT:REVertical.AI:<mtlclassifieds.ad.id>.DT:FEA.gif">http://reporter.belointeractive.com/MDW-AT:RE.PT:REVertical.AI:<mtlclassifieds.ad.id>.DT:FEA.gif |
| Map | Logs views where a user clicked to view the listing on a map. | <a href="http://reporter.belointeractive.com/MDW-AT:RE.PT:REVertical.AI:<mtlclassifieds.ad.id>.DT:MAP.gif">http://reporter.belointeractive.com/MDW-AT:RE.PT:REVertical.AI:<mtlclassifieds.ad.id>.DT:MAP.gif |

Logging Clicks

In most cases, the above paths just logs the ad ID (unique identifier in our database) and the type of view (PRT, SUM, DET, etc.) by simply placing the path in the template.

There are occasions where we not only log a “view,” but also log a “click.” This distinction is necessary to show that a user clicked a link to the agent’s web site, or clicked to view a virtual tour for the listing. A CGI script is used for linking in these instances.

This script accepts 2 arguments: the first is the path to log the ad ID and the view type; second, is a redirect URL where the user is taken once the click is logged.

Here is an example of how this is implemented:

Ex. A listing for the world’s greatest real estate agent appears; there is a link to his personal web site with the listing, and we need to report how many times a user clicked to view the world’s greatest agent’s web site. The link is labeled “Visit Agent’s Web Site,” and it links to the following:

```
http://reporter.belointeractive.com/cgi-bin/redirectLogger.cgi?
http://reporter.belointeractive.com/MDW-AT:RE.PT:REVertical.AI:<mtlclassifieds.ad.id>.DT:WWW.gif&http://worldsgreatestagent.com
```

Once the user clicks on the “belointeractive” link above, the CGI script logs the click, and forwards the user to the worldsgreatestagent.com, all happening seamlessly to the user.

Available Reports

For information on reporting options and available reports, see the *Real Estate v.1 User Guide*.

Support Information

Morris Digital Works (MDW), a division of Morris Communications Co., provides tools, technologies, consulting and Web development services to Morris newspapers and external clients. MDW award winning technologies include; world-class hosting facilities, robust content management software, high performance application tools, site enhancement tools and comprehensive classified and display classified technology. Founded in 1995, Morris Digital Works has over 100 employees with offices in Topeka, KS, Joplin, MO, New York, NY and headquartered in Augusta, GA. An additional 250 MCC employees also participate in our Internet business and report directly to newspapers, magazines, book publishing and other internal organizations.

If you are experiencing problems with any of Morris Digital Works products, please contact customer support at (706) 828-2955 ext. 2.