

ManageEngine<sup>®</sup>  
**WebAnalyzer Plus**



# WebAnalyzer Plus Getting Started Guide

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## 1. Introduction

This guide is intended for first time users for WebAnalyzer Plus and can be used for evaluation purposes. This guide covers the basics of installation, tracking codes and their configuration, mailer server configuration, and user management.

### WebAnalyzer Plus Overview

WebAnalyzer Plus is a real-time web analytics solution that provides valuable insights into your online visitors and website's performance so you can optimize your customers' experience and maximize revenues.

- **Real Time Analytics:** See who's on your site, how they are engaging with your content, your site's performance and more as it happens.
- **Heat Map Analytics:** Learn where your visitors click on a page, and identify hot and cold click zones with our beautifully designed device specific heat maps.
- **Customer Behavior Analytics:** Get to know about the visitors to your website with details, such as geography, technology and referrer, and sketch out the perfect strategy to improve customer retention.
- **Mobile User Analytics:** Understand how your mobile visitors engage with your website; see what devices they use, the platform they are in, and much more.
- **Error Page and Site Speed Monitoring:** Find out when, where, and to whom an error page was served; check your website's load time – in real-time - based on browser, country, etc.
- **Custom Reports:** Apart from the rich set of reports that are available by default, you can create your own customized report by utilizing our rich set of filters.

## 2. Getting Started

This section provides all the information required for installing and getting started with WebAnalyzer Plus.

## System Requirements

### Hardware Requirements

Hardware	Recommended
Processor	Dual Core processor or better
RAM	2 GB
Disk Space	4 GB

### Software Requirements

Component	Requirements
Operating system	<ul style="list-style-type: none"><li>Windows Desktop OS (64-bit): Windows 10, Windows 8.1, Windows 8, Windows 7, Windows Vista</li><li>Windows Server OS (64-bit): Windows 2012 R2, Windows 2012, Windows 2008 R2, Windows 2008, Windows 2003 R2, Windows 2003</li></ul>
Browser	<ul style="list-style-type: none"><li>Internet Explorer 8 and above</li><li>Firefox 4 and above</li><li>Chrome 10 and above</li></ul>

## Installation

- **Download** the latest version of ManageEngine WebAnalyzer Plus from [our website](#).
- Double-click the **ManageEngine\_WebAnalyzer\_Plus\_64bit.exe** file to start the setup wizard.
- Follow the instructions of the setup wizard. When prompted for **License Agreement**, click **Yes**.
- On the **Choose Destination Location** step, specify the installation folder and click **Next**.
- On the **Web Server Port Selection** step, specify the port number and click **Next**.
- Enter your details to register for technical support and click **Next**.
- On the **Begin Installation step**, click **Next** to start installing WebAnalyzer Plus.
- Click **Finish**.

## Starting and Accessing WebAnalyzer Plus

- To start WebAnalyzer Plus, navigate to **Start > All Programs > WebAnalyzer Plus > Start WebAnalyzer Plus**.
- You can **double-click** the **desktop icon** of WebAnalyzer Plus to access the WebAnalyzer Plus console.
- Alternatively, you can open a web browser and type **http://localhost:<port\_no>** to access WebAnalyzer Plus or type **http://<server\_name>: <port\_no>** if you are accessing it from a remote machine.

### IMPORTANT

- **<server\_name>** refers to the **hostname or IP address** of the machine in which WebAnalyzer Plus is installed and **<port\_no>** refers to the **port number** you specified during installation.
- When you are logging into WebAnalyzer Plus for the first time, please use "admin" as the **username** and "admin" as the **password**.
- To **change the default admin password**, click the user account settings icon in the top right corner of the web console and click **Reset Password**.
- To shutdown WebAnalyzer Plus, navigate to **Start > All Programs > WebAnalyzer Plus > Shutdown WebAnalyzer Plus**.

## Running WebAnalyzer Plus as a Service

The best way to install and run WebAnalyzer Plus as a service is by using the BAT script files that can be found in the bin folder of the installation directory.

- Navigate to **<install\_dir>\WAP\bin** (by default: C:\ManageEngine\ANALYTICS\WAP\bin).
- Double-click **InstallNTService.bat** to install WebAnalyzer Plus as a service.
- Double-click **StartService.bat** to start the WebAnalyzer Plus service.
- Double-click **StopService.bat** to stop the service.

## Licensing of WebAnalyzer Plus

WebAnalyzer Plus is 100% free to use. There are no feature restrictions and you don't need to buy any license to use the tool.

## 3. Web Analytics

The Analytics tab contains all the analytics related reports. Here you can view the real-time stats for your website, historical visitors' data, create custom reports, and much more.

### Dashboard

The dashboard shows you a quick snapshot of all essential information and key metrics of your website. You can select the project for which you want to view the dashboard from the drop down list. You can also select the time period for which to display the data.

### Reports

As discussed in the overview section, WebAnalyzer Plus provides data in graphical reports. Simply select a report and view the information you need. You can also use filters to create your own custom reports and also export reports in another reusable format for further analysis.

### Custom Reports

To create a custom report:

- Navigate to **Analytics > Custom Reports > Default**.
- Select the **Project** from the drop down list at the top.
- Select the **Report Type**
- Select a set of secondary parameters (**Report based on**) if needed.
- Now **add the filters** by clicking on the filter name under **Available Filters**.
- You can further select the values for each filter.
- Once you have selected the necessary filters, click **Save Report**.

### Export Reports

- Select a report that you want to export.
- Click the Export button in the top right corner of the report view.
- Select the format (CSV, Excel or PDF) in which you want to export the report.
- Save the file in a desired location.

## 4. Tracking webpages and online visitors

Tracking webpages and online visitors with WebAnalyzer Plus is as simple as inserting a tracking code in your website. As soon as you add your website in WebAnalyzer Plus, a JavaScript code will be generated. Simply copy and paste the code in all the webpages that you would like to track. Voila! WebAnalyzer Plus will start to receive page view data and visitor actions from your website. It will then process the data and generate graphical reports in real-time. Here's an example of how a tracking code will look like:

### Sample code:

```
<script type="text/javascript" src="http://web-analyzer-plus-web.com/js/za/za.js"></script>
<script type="text/javascript">
za.data (["100001","www.example.com"]);
za.init();
</script>
```

### Add Project - Getting tracking code for your website

When you first log into WebAnalyzer Plus, you'll be shown a message in the Dashboard page asking you to add your website to start monitoring it. Clicking on that message will open an Add Project dialog box, where you can enter the name of your website and a description. When you click Add Project, tracking code will be generated for that website and displayed to you. To add more projects and to get the tracking codes for each project, follow the steps given below:

### Add a new project

- Navigate to **Admin > Project > Add Project**.
- Enter a **name** and **description**.
- Click **Add Project**.

### Where to find the tracking code?

- Navigate to **Admin > Tracking Code**.
- **Select the project** for which you want to view the tracking code.
- **Copy and paste** the code shown there on the pages of your website that you want to track.

### Types of tracking code

WebAnalyzer Plus uses different tracking codes for different purposes such as page tracking, conversion tracking and error page tracking.



## Page Tracking Code

The code given in this section is the basic site tracking code that you need to insert in your webpages. This code is enough to track all visitors' data in real-time.

### Sample code:

```
<script type="text/javascript" src="http://web-analyzer-plus-web.com/js/za/za.js"></script>
<script type="text/javascript">
za.data (["100001","www.example.com"]);
za.init();
</script>
```

## Conversion Tracking Code

The code given in this section is used to track conversions. You need to define what actions count as a conversion. For example, clicking the 'Download' button can be defined as a conversion. You need to provide the elementID of the download button and also specify whether the action consists of a single click or a double click.

### Sample code:

```
<script type="text/javascript" src="http://web-analyzer-plus-web.com/js/za/za.js"></script>
<script type="text/javascript">
za.data (["100001","Project1"]);
za.action (["elementID","click(or)dblclick"]);
za.init();
</script>
```

## IMPORTANT

If you already have page tracking code inserted in the webpage, then you have to replace that code with the conversion tracking code. You don't need to embed both the page tracking code and the conversion tracking code in the same webpage.

## Error Page Tracking Code

The code given in this section is used to track conversions. All you need to do is identify the error page in your website and insert the error page tracking code. WebAnalyzer Plus will start to track visits to your error pages.

### Sample code:

```
<script type="text/javascript" src="http://web-analyzer-plus-web.com/js/za/za.js"></script>
<script type="text/javascript">
za.data (["100001","test","error"]);
za.init();
</script>
```

### IMPORTANT

If you already have page tracking code inserted in the webpage, then you have to replace that code with the error tracking code. You don't need to embed both the page tracking code and the error page tracking code in the same webpage.

## 4. Heat Map

WebAnalyzer Plus can turn your webpage in to a heat map, so that you can see where visitors actually clicked on your website. Heat Map is a great way of visualizing how visitors to your website are interacting with its various elements. With this information you can analyze what's working and what's not, and strategically make necessary changes to your website to increase conversion. It's pretty simple to enable heat maps for your website.

- Click the **Heat Map tab**.
- Enter the **webpage URL** in the text box provided and click **Get**.
- Enter a **name** for the heat map and click **Create**. A pop up containing the **heat map script** will be shown.
- **Copy and paste** the script in the webpage.

### To view the heat map of a webpage

- Click the **Heat Map tab**.
- Search for the **webpage** you added.
- Click **View** to view the heat map for that webpage.

### To add more webpages for heat map

- Click the **Heat Map tab**.
- Click **New Test**.
- Enter the **webpage URL** in the text box provided and click **Get**.

- Enter a **name** for the heat map and click **Create**. A pop up containing the **heat map script** will be shown.
- **Copy and paste** the script in the webpage.

### To view the heat map script

- Click the **Heat Map tab**.
- Search for the **webpage** you added.
- Click **Script** to view the heat map script of that webpage.

## 6.Admin Settings

Here you can configure mail settings, proxy settings, AdGroup settings, add more projects (websites) for tracking, and manage users.

### Host Settings

The tracking script, by default, includes the hostname of the machine in which WebAnalyzer Plus is installed and its port number. If you don't want to expose your internal server's hostname and the port number through the tracking scripts in the webpages you track, you can use the host settings to hide them behind another IP address and port number.

To configure host settings:

- Navigate to **Admin > Basic Settings > Host Settings**.
- Enter the **Protocol [HTTP/HTTPS]**, **Host IP Address** and **Port Number**.
- Click **Apply Settings**.
- Make sure that you update the IP address and the port number in the tracking codes you have already used in your websites.

### Connection Settings

Here you can enable SSL to secure the connection between your web browser and the WebAnalyzer Plus server. Secure Sockets Layer (SSL) is the de facto standard on the web for establishing an encrypted link between a server and a web browser. It ensures that all data transferred between the server and the browser remains secure. Follow the steps below to enable SSL in WebAnalyzer Plus:

- Navigate to **Admin > Basic Settings > Connection Settings**.
- Select **Enable SSL Port [https]**. You can either use the default port number (8443) or change it as per your requirement.
- Click **SSL Certification Tool**. You will be taken to a page which contains the steps required to generate CSR, submit it to your CA, get CA signed certificates added to the keystore, and bind the certificate with WebAnalyzer Plus.
- Once you are done, click **Apply Settings**.
- Restart WebAnalyzer Plus for the changes to take effect.

**IMPORTANT:** Make sure any changes you make to SSL settings is reflected in [Host Settings](#), too.

## Email Settings

Email configuration is needed for inviting users to use WebAnalyzer Plus and to receive reset password link in case users forget their passwords. To configure email settings:

- Navigate to **Admin > Basic Settings > Email Settings**.
- Enter a value in the **From Address** field.
- Enter the mail **server ID (SMTP)** and the **port number (21)**.  
**IMPORTANT:** WebAnalyzer Plus supports only SMTP mail server currently.
- If you want to secure the emails, then select **Use SSL**.
- If the SMTP mail server requires authentication, select **Use Authentication**, and then enter the **username** and **password**.
- Click **Apply Settings**.

## Proxy Settings

If you use a proxy on your network, you can configure WebAnalyzer Plus to direct requests through that proxy server. To configure proxy settings:

- Navigate to **Admin > Basic Settings > Proxy Settings**.
- Select **Use Proxy**.
- Enter the **Proxy Address** and **Port Number**.

- If the proxy server requires authentication, select **Use Authentication**, and then enter the **username** and **password**.
- If you want to use the proxy settings for sending emails, select **Apply proxy for Email**.
- Click **Apply Settings**.

## AdGroup Settings

You can track your AdWords performance by analyzing the referrer type – Google (paid) – in reports. To configure your ad groups using WebAnalyzer Plus:

- Navigate to **Admin > Basic Settings > AdGroup Settings**.
- Enter the following information:
  - Client ID
  - Client Secret.
  - Refresh Token and Developer Token.
  - User Agent.
  - Customer ID.
- Click **Apply Settings**.

## Exclude Visitors

You and your own team would usually contribute the most visits to your website as you constantly visit and update webpages. You can exclude visits from internal users (or employees in your organization) by using Exclude IPs setting. To exclude a particular group of visitors from being tracked:

- **Navigate to** Admin > Basic Settings > Exclude IPs.
- **You can either** manually enter the IP addresses **or choose a CSV file containing the list of IP addresses**.
- **Click** Exclude.

If you want to reactivate an IP address, then select the IP address from the Excluded IPs list and click Remove.

## User Management

WebAnalyzer Plus can be accessed by multiple users. Users can be added as required for each project. There are two roles which you can assign to users:

Features	Admin users	Non-admin users
Dashboard	✓	✓
Reports	✓	✓
Custom Reports	✓	✓
Heat Map	✓	✓
Admin Settings	✓	✗
User Management	✓	✗

### To invite users to WebAnalyzer Plus:

- Navigate to **Admin > Users**.
- Click **Add User**.
- Enter the **email address** of the users, and also select the **role (Non-admin/Admin)**.
- Click **Add User**.
- **To remove a user**, select the user and click **Remove**.
- **To change the role of a user** from Admin to Non-admin and vice versa, select the user and click **Change Role**.

## 7. Support



If you need any assistance with WebAnalyzer Plus, please contact:  
[support@webanalyzerplus.com](mailto:support@webanalyzerplus.com)

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Dial Toll Free:  
+1-408-916-9393 (Direct)

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