Piwik 集成

Piwik 系列中文文档(内部资料)



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1. 将 Piwik 嵌入到其他网站或应用中

嵌入 Ptwik 比较简单。原理类似嵌入一段 YouTube 视频。只需要复制和粘贴一行代码到任何上下文中,例如使用 iframe 标签。很多博客和大多数站点允许这样做。我们以嵌入到 WordPress 网站为例进行说明。WordPress 是一个使用非常广泛的开源内容管理系统。该过程对于其他软件也是相似的。

1.1.设置用户权限

首先,需要设置权限。默认情况下,Pi wi k 不允许其他用户查看数据,将数据公开有两种方式:

- 1. 在公共网站或应用中发布 在 Pwik 的用户管理中设置匿名用户查看权限。
- 2. 将 Piwik widgets 嵌入到一个受密码保护或私有页面 在本示例中我们推荐该方式,创建一个新用户,并赋予对站点的查看权限, 该网站中准备嵌入的页面是受密码保护的。然后从用户管理页面复制该用 户的'token auth',并粘贴到 widget UPL的结尾:

&token auth=your token auth here

1.2.将 Piwik 报告嵌入到一个 HTML 页面

下一步是选择要嵌入的 Pi wi k 报告。从顶栏可以访问 W dget s 页面,列出了所有 wi dget s 的实时预览页面。当预览每个 wi dget 时,在预览的下面可看到嵌入代码(这里红色方框中显示):

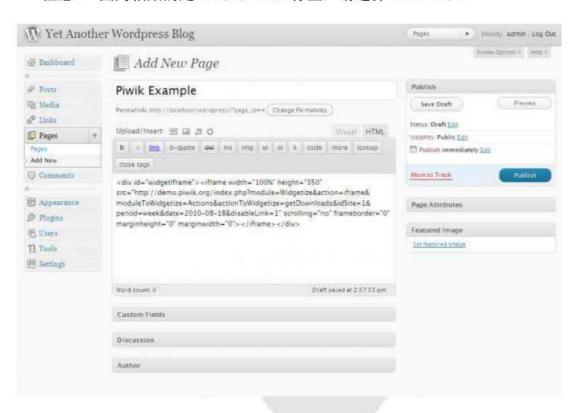


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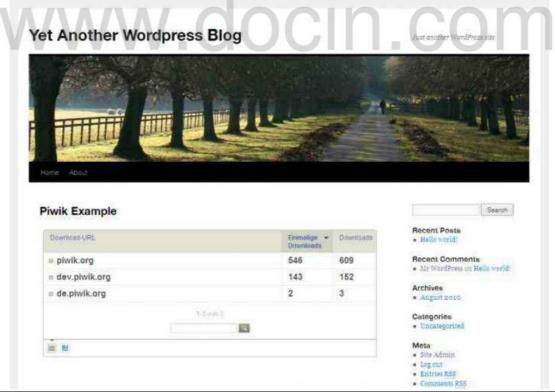


选择一个widget,并复制代码后,请将该代码嵌入到目标站点的页面。下面页面中,下载最多报告被嵌入到它自己的页面中。

注意: 因为粘贴的是iframe HTML 标签,请选择 HTML view:



单击保存,将看到类似 Pi wik 的界面嵌入到该站点:



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1.3.将 Piwik 仪表板嵌入到 HTML 页面

与嵌入单个报告类似,也可以嵌入完整的 Pi wi k 仪表板,在 Pi wi k 中,单击 " Wi dget s " ,可找到该完整仪表板的链接。这对于希望将 Pi wi k 集成到另一个仪表板或应用中特别有用。

1.4. 定制 Widget

为定制 Widget 的日期,站点 ID 或初始试图(表,图表,显示目标指标的表),可以编辑嵌入代码 URL 的参数:

- n idSte-站点 ID
- n period 天,周,月,或年(day, week, month,或 year)
- n date 日期 (YYYY-MM-DD), 日期范围(YYYY-MM-DD,YYYY-MM-DD), 或别名(例如'today')
- n disableLink 通常设置为 1;当启用时,单击 evolution graph 将重定向到 Piwik 仪表板。
- n viewDataTable 定义 widget 'view', 可有下面的值:
 - tableAllColumns
 - tableGoals
 - o table
 - doud
 - graphPie
 - graphVerticalBar
 - graphEvolution

例如,为了将 widget 数据显示为条状图,可在 widget URL 中设置:

&viewDataTable=graphVerticalBar

1.5.嵌入静态影像图

也可以嵌入 Pi wi k 报告的 PNG 图像(线图,垂直条形图或饼图)。

在元数据输出中,字段<i mage Graph Url>是一个可以生成静态 PNG 图形数据的 URL。静态 PNG 通常用于 Pi wi k mobile app (Pi wi k 移动应用)和 email reports (电子邮件报告)。这些静态图像也可以用在定制的仪表板,网页,监控页,电子邮件等。与 Pi wi k W dgets 不同, 静态图像不需要 Java Script 或 HTML。

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n 示例: 最近 30 天访问量



URL =

index. php?modul e=API &met hod=I mage Graph. get &i dSi t e=3 &api Modul e=Vi si t s Summary &api Action=get &t oken_aut h=anony mous &graph Type=evol ut i on &peri od=day &dat e=pre vi ous 30 &wi dt h=500 &height=250

n 示例: 本月浏览器的水平条形图



URL =

i ndex. php?modul e=API &met hod=I mage Graph. get &i dSi t e=3 & api Modul e=User Set t i ngs & api Act i on=get Browser &t oken_aut h=anony mous & graph Type=horizont al Bar & peri od=mont h&dat e=t oday & widt h=500 & height = 250

n 示例: 本周国家的水平条形图

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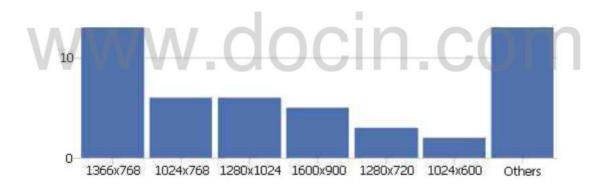


URL =

index. php?modul e=API &met hod=I mage Graph. get &i dSi t e=3 & api Modul e=User Set t i ngs & api Act i on=get Resol ut i on &t oken_aut h=anony mous & graph Type=vert i cal Bar & period=m on th & dat e=t oday & width=500 & height=250

n 示例:本月用户屏幕分别率图

■ Visits



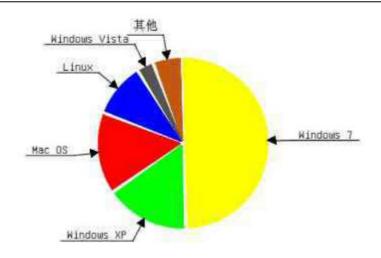
URL =

 $index.\ php?modul\ e=API\ \&met\ hod=I\ mage\ Gr\ aph.\ get\ \&i\ dSi\ t\ e=3\&api\ Modul\ e=Us\ er\ Set\ t\ ings\ \&api\ Act\ ion=get\ Resol\ ut\ i\ on\&t\ oken_aut\ h=anonymous\ \&gr\ aph\ Type=ver\ t\ i\ cal\ Bar\ \&per\ i\ od=m\ ont\ h\&dat\ e=t\ oday\ \&wi\ dt\ h=500\ \&hei\ ght=250$

n Example: Pie Chart with Custom Colors

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URL =

i ndex. php?modul e=API &met hod=I mage Graph. get &i dSi t e=7&api Modul e=User Set t i ngs & api Act i on=get OS&t oken_aut h=anony mous &graph Type=pi e&peri od=mont h&dat e=t oday & wi dt h=500&hei ght =250&col umn=nb_vi si t s&col or s=FFFF00, 00FF00, FF0000, 0000FF, 55 5555. C3590D

静态图 API 需要标准的 Pi wi k 参数 (i dSite, date, period 等) ,也接受下面参数:

- n graphType 定义图的类型,接受的值是: 'evolution' (线图), 'horizontalBar' (水平条形图), 'verticalBar' (垂直条形图) 和'pie' (二维饼图)
- n width 和 height 定义所生成图的高度和宽度,以像素为单位。
- n column 默认情况下,是访问量 (nb_visits)。可指定其他指标,例如: nb_actions, nb_visits_converted 等。
- n colors 指定要使用的 16 进制颜色,以逗号分隔,替代默认颜色。例如 *&colors=FFFF00,00FF00,FF0000*
- n aliasedGraph 默认,图是平滑的。如果生成的图很多,考虑到性能那个因素,可以设置 aliasedGraph=0。这将禁用反锯齿功能,图生成的快,可能不大好看。



2. Piwik Analytics API

可以使用 Analytics API (分析 API) 编写程序获取某些站点,某段时间,某个日期的报告(访问量,页面 URL,页面标题,用户设置,搜索引擎,关键词,引荐网站,用户浏览器等)。这些数据的格式可以是 xml, csv, j son, serialized php 等。

Pi wi k 也提供 API 用于创建,编辑和删除站点,用户,用户权限,目标和 PDF 报告。很多用户使用 API 自动向其用户提供 Pi wi k 数据。

2.1. 教程和示例

本教程演示如何以 XML 格式获得"昨天前 10 个关键词"。

2.1.1. 构建 URL

为构建 API 调用的 URL,需要:

- n Piwik 基础 UPL(用您的 Piwik 服务器的 UPL 和路径替换 demo.piwik.org) http://demo.piwik.org/?module=API
- n 所调用的方法名,格式是 *moduleName.methodToCall* (see the list on <u>API Methods</u>)。例如:
 - method=Referers.get Keywords
- n 网站 id.
 - idSte=1
- n 日期参数。可以是 today, yesterday, 或符合 YYYY-MM-DD 格式的任何日期 date=yesterday
- n 周期参数。可以是 day, week, month 或 year period=day

另外,如果你想请求某个日期的关键词,可以使用日期范围参数,例如,请求January 1st 2011以后的所有关键词:

period=range&date=2011-01-01, yesterday

n 格式参数。可以是 XML, JSON, CSV, PHP (serialized PHP), HTML (simple html)

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format=xml

n (可选) filter_limit 参数定义返回的行数 filter limit=10

最后的 URL 是

http://demo.piwik.org/?module=API&method=Referers.getKeywords&idSite=3&date=yesterday&period=day&format=xml&filter limit=10

2.1.2. XML 输出

下面是该请求的输出:

```
<?xml version="1.0" encoding="utf-8" ?>
<result>
         < r 0 W>
                  <label>virtual drums
                  <nb_uniq_visitors>18</nb_uniq_visitors>
                  <nb_visits>18</nb_visits>
                  <nb actions>19</nb actions>
                  <max_actions>2</max_actions>
                  <sum visit length>13</sum visit length>
                  <bounce_count >17</bounce_count >
                  <nb visits_converted>0</nb_visits_converted>
                  <i dsubdat at abl e>35</i dsubdat at abl e>
                  <label > Keyword not defined </label >
                  <nb_uniq_visitors>15</nb_uniq_visitors>
                  <nb_visits>15</nb_visits>
                  <nb actions>20</nb actions>
                  <max_actions>6</max_actions>
                  <sum_visit_length>91</sum_visit_length>
                  <bounce_count > 14 < / bounce_count >
                  <nb_visits_converted>0</nb_visits_converted>
                  <i dsubdat at abl e>38</i dsubdat at abl e>
         </r>
         < r 0 W>
                  <l abel > virtual - drums.com
                  <nb_uniq_visitors>2</nb_uniq_visitors>
                  <nb_visits>2</nb_visits>
                  <nb_actions>2</nb_actions>
```

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```
<max actions>1</max actions>
         <sum_visit_length>0</sum_visit_length>
         <bounce_count > 2 </ bounce_count >
         <nb visits converted>0</nb visits converted>
         <i dsubdat at abl e>53</i dsubdat at abl e>
</row>
< 1 0 W>
         <label>virtual drum
         <nb uniq visitors>2</nb uniq visitors>
         <nb_visits>2</nb_visits>
         <nb actions>3</nb actions>
         <max_actions>2</max_actions>
         <sum visit length>22</sum visit length>
         <bounce_count >1 </bounce_count >
         <nb visits converted>0</nb visits converted>
         <i dsubdat at abl e>48</i dsubdat at abl e>
</r>
< r 0 W>
         <label>3d037 rock drums
         <nb uniq visitors>1</nb uniq visitors>
         <nb visits>1</nb visits>
         <nb_actions>1</nb_actions>
         <max actions>1</max actions>
         <sum_visit_length>0</sum_visit_length>
         <bounce count>1</bounce count>
         <nb_visits_converted>0</nb_visits_converted>
         <i dsubdat at abl e>40</i dsubdat at abl e>
< 1 0 W>
         <label>3d drum kit</label>
         <nb_uniq_visitors>1</nb_uniq_visitors>
         <nb_visits>1</nb_visits>
         <nb_actions>1</nb_actions>
         <max actions>1</max actions>
         <sum visit length>0</sum visit length>
         <bounce_count >1 </bounce_count >
         <nb_visits_converted>0</nb_visits_converted>
         <i dsubdat at abl e>39</i dsubdat at abl e>
</row>
< 1 0 W>
         <label>aplikasi drum 3d</label>
         <nb_uniq_visitors>1</nb_uniq_visitors>
         <nb_visits>1</nb_visits>
         <nb_actions>1</nb_actions>
```

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```
<max actions>1</max actions>
                  <sum_visit_length>0</sum_visit_length>
                  <bounce_count > 1 </ bounce_count >
                  <nb visits converted>0</nb visits converted>
                  <i dsubdat at abl e>41</i dsubdat at abl e>
         </row>
         < 1 0 W>
                  <label > drum games </label >
                  <nb uniq visitors>1</nb uniq visitors>
                  <nb_visits>1</nb_visits>
                  <nb actions>10</nb actions>
                  <max_actions>10</max_actions>
                  <sum visit length>21</sum visit length>
                  <bounce_count > 0 < / bounce_count >
                  <nb visits converted>0</nb visits converted>
                  <i dsubdat at abl e>55</i dsubdat at abl e>
         </r>
         < r 0 W>
                  <label>how to drum without a drum set</label>
                  <nb uniq visitors>1</nb uniq visitors>
                  <nb visits>1</nb visits>
                  <nb_actions>1</nb_actions>
                  <max actions>1</max actions>
                  <sum_visit_length>0</sum_visit_length>
                  <bounce count>1</bounce count>
                  <nb_visits_converted>0</nb_visits_converted>
                  <i dsubdat at abl e>42</i dsubdat at abl e>
         < 1 0 W>
                  <label > http://virtual - drums.com/ </label >
                  <nb_uniq_visitors>1</nb_uniq_visitors>
                  <nb_visits>1</nb_visits>
                  <nb_actions>1</nb_actions>
                  <max actions>1</max actions>
                  <sum visit length>0</sum visit length>
                  <bounce_count >1 </bounce_count >
                  <nb_visits_converted>0</nb_visits_converted>
                  <i dsubdat at abl e>43</i dsubdat at abl e>
         </row>
</result>
```

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2.1.3. 其他示例

- XML of the visits of the last 10 days, one entry per day
 http://demo.piwik.org/?module=API&method=VisitsSummary.getVisits&idSte=3&period=day&date=last10&format=xml
- XML containing keywords from the last 3 weeks, one entry per week
 http://demo.piwik.org/?module=API&method=Peferers.getKeywords&idSte=3&period=week&date=last3&format=xml
- XML containing the keywords from the last 3 days which match the pattern "piwik"
 http://demo.piwik.org/?module=API&method=Referers.getKeywords&idSte=3&period=day&date=last3&format=xml&filter_column=label&filter_pattern=piwik
- RSSfeed containing the top 30 keywords for the last 3 weeks, ordered by the number of actions people did when coming from these keywords
 http://demo.piwik.org/?module=API&method=Peferers.getKeywords&idSte=3&period=week&date=last3&format=rss&filter_limit=30&filter_sort_column=3

返回的数据格式可以是: XML, JSON, HTML, CSV, TSV 等。详细内容请参考 API Reference。函数可参考 Pi wik API Reference

2.2.调用技术

该节说明如何调用 Pi wi k API 请求 web 分析数据。有两种方式。

2.2.1. 使用 REST API over HTTP 调用 Piwik API

如果您想以任意语言(PHP, Python, Ruby, ASP, C++, Java, etc.)请求数据,可以使用 REST API。这是通过标准 HTTP GET 最简单请求数据的方法。

安全提示:如果 API 调用需要 token_auth 并且 HTTP 请求在不受信任的网络上传输,我们强烈建议使用加密请求。否则, token_auth 可能会泄漏。可用 HTTPS 替代 HTTP。在下面的示例中,可将 HTTP 替换为 HTTPS。

例如,获得本周发现您网站的前 100 个搜索引擎关键词。下面是 PHP 示例:

```
<?php
exit; // REMOVE this line to run the script
// this token is used to authenticate your API request.
// You can get the token on the API page inside your Piwik interface
$token_auth = 'anonymous';
// we call the REST API and request the 100 first keywords for the last month for
the idsite=1
$url = "http://demo.piwik.org/";</pre>
```

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```
$url . = "?module=API &method=Referers.get Keywords";
$url .= "&idSite=7&period=month&date=yesterday";
$url .= "&format=PHP&filter_limit=20";
$url .= "&token_auth=$token_auth";
$fetched = file_get_contents($url);
$content = unserialize($fetched);
// case error
if(!$content)
         print("Error, content fetched = ".$fetched);
print("<h1>Keywords for the last month</h1>");
foreach($content as $row)
         $keyword =
ht ml special chars (ht ml _entity_decode(url decode($row['label']), ENT_QUOTES),
ENT_QUOTES);
         $hits = $row['nb visits'];
         print("<b>$keyword</b> ($hits hits)<br>");
```

下面是输出的代码:

```
Keywords for the last month
Keyword not defined (11092 hits)
downloads anzeigen (63 hits)
piwik forum (23 hits)
alle downloads anzeigen (20 hits)
nginx log format (19 hits)
suhosin.cookie.max value length (18 hits)
10.5.8 auf 10.6 (15 hits)
pdo_mysql (14 hits)
the pdo extension is required for this adapter but the extension is not loaded (14 hits)
exit signal segmentation fault (11) (13 hits)
"powered by phorum" (11 hits)
child pid exit signal segmentation fault (11) (11 hits)
ec2 install piwik (11 hits)
open web analytics vs piwik (11 hits)
your browser sent a request that this server could not understand. size of a request header
field exceeds server limit. (11 hits)
failed to open stream (10 hits)
forum (10 hits)
json_encode(): invalid utf-8 sequence in argument (10 hits)
show all websites (10 hits)
```

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nginx piwik (9 hits)

2.2.2. 在 PHP 中调用 Piwik API

如果请求数据的 PHP 脚本与 Pi wi k 在一个服务器上,可使用这个简单的技术。由于不需要在网络上传输,所以更为有效率。可以直接调用 PHP Pi wi k 运行时并且得到 PHP 数据结构。

如果是开发插件,必须使用这种技术。

```
<?php
// if you don't include 'index.php', you must also define PIWIK_DOCUMENT_ROOT
// and include "libs/upgradephp/upgrade.php" and "core/Loader.php"
define('PIWIK_INCLUDE_PATH', real path('..'));
define('PIWK_USER_PATH', real path('..'));
define('PIWIK_ENABLE_DISPATCH', false);
define('PIWK_ENABLE_ERROR_HANDLER', false);
define('PIWK ENABLE SESSION START', false);
require once PIWIK INCLUDE PATH . "/index.php";
require_once PIWK_INCLUDE_PATH . "/core/API/Request.php";
Pi wi k_Front Controller::getInstance()->init();
// This inits the API Request with the specified parameters
$request = new Pi wi k API Request('
                           method=User Settings.get Resolution
                           &idSite=7
                           &date=yesterday
                           &period=week
                           &format = XML
                           &filter_limit=3
                           &token auth=anonymous
');
// Calls the API and fetch XML data back
$result = $request->process();
echo $result;
```

下面是该脚本的输出:

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```
<max actions>69</max actions>
                  <sum visit length>161340</sum visit length>
                  <bounce_count > 734 / bounce_count >
                  <nb_visits_converted>25</nb_visits_converted>
                  <sum daily nb uniq visitors>942</sum daily nb uniq visitors>
         </row>
         < 1 0 W>
                  <l abel > 1366x768/ label >
                  <nb visits>927</nb visits>
                  <nb_actions>2412</nb_actions>
                  <max actions>43</max actions>
                  <sum_visit_length>160814</sum_visit_length>
                  <bounce count > 638 < / bounce count >
                  <nb_visits_converted>69</nb_visits_converted>
                  <sum daily nb uniq visitors>795</sum daily nb uniq visitors>
         </row>
         < r 0 W>
                  <l abel > 1680x1050/ label >
                  <nb_visits>727</nb_visits>
                  <nb actions>2010</nb actions>
                  <max actions>84</max actions>
                  <sum_visit_length>141662</sum_visit_length>
                  <bounce count>455</bounce count>
                  <nb_visits_converted>22</nb_visits_converted>
                  <sum daily nb uniq visitors>615</sum daily nb uniq visitors>
         </row>
</result>
```

2.3.实时 Analytics API

Pi wik Live! API (Pi wik 实时! API) 提供访问站点上所有访问和动作。

Live! API 可用于查询指定天或时间范围内的单个访问者的记录或所有访问。 例如,可以用于与其他用户数据库集成,得到访问者从找到您的网站,到有效转 换,到他们的停留和网站或应用的体验等一系列的访问历史和路径视图。

这里是一些 Live! API 输出的示例, XML 格式 (其他格式或选项请参考文档 Analytics API). 这些是 Pi wik Forums 的分析数据。

See XML output of the Real Time counter API, for the last 30 minutes

```
<result>
   <row>
    <visits>15</visits>
                                                                              16/22
电话: 010-62139280
```



```
<actions>33</actions>
<visitsConverted>2</visitsConverted>
</row>
</result>
```

See XML output of the last 10 visits and their actions and Goal conversions

```
<?xml version="1.0" encoding="utf-8" ?>
<result>
    <row>
        <idSte>7</idSte>
        <idVisit>3193438</idVisit>
        <visitlp>0</visitlp>
        <visitorId>0</visitorId>
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             </row>
```

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```
<row>
                 <type>action</type>
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created?</pageTitle>
                 <pageIdAction>472481</pageIdAction>
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             </row>

√actionDetails>

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             </row>

⟨customVariables>

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        <referrerUrl>http://piwik.org/</referrerUrl>
        <referrerSearchEngineUrl/>
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```

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```
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    <br/>browserFamilyDescription>WebKit (Safari, Chrome)
    <br/>browserName>Safari 5.0
    <br/>browserlcon>plugins/UserSettings/images/browsers/SF.gif</browserlcon>
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    <plugins>pdf, flash, java, quicktime, windowsmedia, silverlight
    <pl>doluginslcons
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            <pluginlcon>plugins/ UserSettings/ images/ plugins/ pdf.gif
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        </row>
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```

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</row>

.....

See XML output of the last visit (and list of pages) of one specific Visitor ID

更多内容请参考 <u>Live! Pi wik Analytics API</u> http://pi wik.org/docs/analytics-api/reference/#Live。



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3. Include & Customize Piwik for your Project

3.1.config/config.ini.php: Piwik 配置文件

Pi wi k 安装过程中创建 config/config.ini.php 文件。该文件覆盖 config/global.ini.php 文件中的默认配置。在 Pi wi k 更新中,该文件不会被替换。

可以在该文件中定制一些设置。例如,默认返回的行数, proxy 配置和强制 admin 访问采用 SSL。

3.2.bootstrap.php: 在 Piwik 运行前执行定制代码

Piwik will load bootstrap.php if it exists in the top level Piwik folder. This file is not overwritten by subsequent software updates.

You may customize bootstrap.php to contain any legitimate PHP to tailor Piwik to your local requirements, or even perhaps initiate custom code such as a logging process.

You may also use the bootstrap.php file to customize a few Piwik core constants:

- n PIWIK_ENABLE_ERROR_HANDLER when set to 0, the calling application must implement its own exception/error handler, e.g., try...catch any uncaught exceptions returned by index.php.
- n PIWIK_SESSION_NAME allows an application to embed Piwik and share session data. The default is 'PIWIK SESSID'.
- n PIWIK_ENABLE_SESSION_START by default (enabled), the Dashboard will initialize and start the session (this has the side-effect of sequentially loading widgets). When calling Piwik from another PHP script which has its own session handling code, or to increase responsiveness (through partial parallel loading), set to 0. Note: this requires more concurrent MySQL connections (see my.cnf's max_connections).
- PIWIK_USER_PATH override the default to relocate config and tmp files outside the web document root. This facilitates a "best practice" of preventing direct access to php files. It is also useful with shared hosting to separate shared code from user/account-specific configuration. The default is the same as PIWIK_DOCUMENT_ROOT.

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注意: open_basedir() restrictions may apply

n PIWIK_INCLUDE_PATH – override the default to relocate files loaded by index.php and piwik.php (e.g., viainclude, include_once, require, and require_once). This facilitates a "best practice" of preventing direct access to PHP files. Default is the same as PIWIK_DOCUMENT_ROOT.

```
Note: open basedir() restrictions may apply
```

Check out the sample bootstrap.php file for inspiration.

3.3.加载 Piwik PHP 类和调用 API

Check out the <u>user doc about calling Piwik Rest APIs</u>, either using http requests or using the internal helper classes.

3.4.crossdomain.xml

A sample crossdomain.xml file can be found in misc/crossdomain.xml. This file would be copied into the web document root of any site where you embed Flash OBJECTs in a Piwik widget. This is useful when your Piwik server is hosted on another domain to the tracked website(s).

For more information, see:

- Adobe: External data not accessible outside a Hash movie's domain
- Adobe specification for crossdomain.xml

3.5.php.ini 和.htaccess 注意事项

- n mod_security 为避免误报,需要禁用该扩展或将排除。
- n http authentication 确保 piwik.js 和 piwik.php 不会被禁止访问。
- n PHP session.auto start 由于与 Zend Session 不兼容,所以不用于 Piwik。

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