

浙江政务埋点最佳实践 H5

1 集成 SDK

1.1 在页面 head 内引用 aplusJS

web 端通用采集 SDK: <https://d.alicdn.com/alilog/mlog/aplus.js?id=202951085>

```
<script>

(function(w, d, s, q, i) {
    w[q] = w[q] || [];
    var f = d.getElementsByTagName(s)[0], j = d.createElement(s);
    j.async = true;
    j.id = 'beacon-aplus';
    j.src = 'https://d.alicdn.com/alilog/mlog/aplus.js?id=202951085';
    f.parentNode.insertBefore(j, f);
})(window, document, 'script', 'aplus_queue');

// 如果是私有云部署还需要在上面那段 JS 后面紧接着添加日志域名埋点
// 通常私有云日志服务端域名类似于: quickaplus-web-api.xxx.com.cn , 具体
// 域名需找交付同学要

aplus_queue.push({
    action: 'aplus.setMetaInfo',
    arguments: ['aplus-rhost-v', 'alog.zjzfwf.gov.cn']
});

aplus_queue.push({
    action: 'aplus.setMetaInfo',
    arguments: ['aplus-rhost-g', 'alog.zjzfwf.gov.cn']
});

// 这个会落到 app_key 字段上
aplus_queue.push({
    action: 'aplus.setMetaInfo',
```

```
arguments: ['appId', '60506758']
});
</script>
})
```

1.2 基础埋点

普通页面的 PV 日志是自动采集的，如果你的应用为单页应用，或者需要在 PV 日志里加上特定的埋点参数，可以这样埋点（如无这方面需求略过）：

```
// 单页应用 或 “单个页面” 需异步补充 PV 日志参数还需进行如下埋点：
applus_queue.push({
  action: 'applus.setMetaInfo',
  arguments: ['applus-waiting', 'MAN']
});
// 单页应用路由切换后 或 在异步获取到 pv 日志所需的参数后再执行 sendPV：
applus_queue.push({
  'action': 'applus.sendPV',
  'arguments': [{
    is_auto: false
  }, {
    // 自定义 PV 参数 key-value 键值对（只能是这种平铺的 json，不能做多层
    嵌套），如：
    miniAppId: '应用开发管理平台-应用 ID',
  ]
})
```

说明：

如对 sendPV 这个 API 有疑问可以往下翻到 日志相关 API-sendPV 查阅其详细用法。

1.3 用户信息埋点

```
// 如采集用户信息是异步行为需要先执行这个 BLOCK 埋点
applus_queue.push({
  action: 'applus.setMetaInfo',
  arguments: ['_hold', 'BLOCK']
});

// 设置会员昵称
applus_queue.push({
  action: "applus.setMetaInfo",
  arguments: ["_user_nick", "当前用户昵称"]
});

// 设置会员 ID
applus_queue.push({
  action: "applus.setMetaInfo",
  arguments: ["_user_id", "当前用户 ID"]
});

applus_queue.push({
  action: "applus.setMetaInfo",
  arguments: ["_dev_id", "yourDeviceId"]
});

// 如采集用户信息是异步行为，需要在设置完用户信息后执行这个 START 埋点
// 此时被 block 住的日志会携带上用户信息逐条发出
applus_queue.push({
  action: 'applus.setMetaInfo',
  arguments: ['_hold', 'START']
});
```

说明：

如果需要采集用户信息，那么上述单页应用的 sendPV 调用也需要置于
_hold:BLOCK 和 _hold:START 配置之间。

app_version

日志参数用双 "|" 切割，倒数第四个参数即 app_version

web/h5 的 app_version 采集不到，用的是一个默认值：devtools

如下图：

```
accept-language: zh-CN,zh;q=0.9
cache-control: no-cache
pragma: no-cache
referer: http://30.4.212.162:8000/
sec-fetch-dest: image
sec-fetch-mode: no-cors
sec-fetch-site: cross-site
user-agent: Mozilla/5.0 (Macintosh; Intel Mac OS X 10_15_7) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/81.0.4044.138 Safari/537.36

Query String Parameters  view source  view URL encoded
5c176Vpk6Vpk9Q||GET||Mozilla/5.0 (Macintosh; Intel Mac OS X 10_15_7) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/81.0.4044.138 Safari/537.36||1680*1050||1618843||{"appId":"","||-||-||-||zh-CN||GMT
08:00||Mac OS X||10.15.7||{"customSdkId":"202958085_20201218_153530","platform_type":"pc"}||-||ni2YGK5L7TwCASP4S||Zopf||1611743144995||http://30.4.212.162:8000/#/components/app-
select||2001||http://30.4.212.162:8000/||0||0||{"uidaplus":"","dev_id":"","anony_id":"","user_id":"","user_nick":"","session_id":"","||/v.gif||aplus.js||1.4.1||devtools||-||-||-
```

arg1

pv 日志即固定值，日志参数用双 "|" 切割，倒数第 7 个参数即 args1

```
user-agent: Mozilla/5.0 (Macintosh; Intel Mac OS X 10_15_7) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/81.0.4044.138 Safari/537.36

Query String Parameters  view source  view URL encoded
5c176Vpk6Vpk9Q||GET||Mozilla/5.0 (Macintosh; Intel Mac OS X 10_15_7) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/81.0.4044.138 Safari/537.36||1680*1050||1618843||{"appId":"","||-||-||-||zh-CN||GMT
08:00||Mac OS X||10.15.7||{"customSdkId":"202958085_20201218_153530","platform_type":"pc"}||-||ni2YGK5L7TwCASP4S||Zopf||1611743144995||http://30.4.212.162:8000/#/components/app-
select||2001||http://30.4.212.162:8000/||0||0||{"uidaplus":"","dev_id":"","anony_id":"","user_id":"","user_nick":"","session_id":"","||/v.gif||aplus.js||1.4.1||devtools||-||-||-
```

令箭日志即/yourTrackerEventCode 就是 args1

```
aplus_queue.push({
  'action': 'aplus.record',
  'arguments': ['/yourTrackerEventCode', 'CLK', {
    gdLbs: '高德 GPS 定位',
    long: '经度',
    lati: '纬度',
    site_id: '站点 ID',
    userType: '用户类型，个人/企业',
    zlb_serviceId: '应用服务 ID',
    pageId: '应用页面 ID',
    pageName: '应用页面名称',
    miniAppId: '应用开发管理平台-应用 ID'
  }]
})
```

```
accept-language: zh-CN,zh;q=0.9
cache-control: no-cache
pragma: no-cache
referer: http://30.4.212.162:8000/
sec-fetch-dest: image
sec-fetch-mode: no-cors
sec-fetch-site: cross-site
user-agent: Mozilla/5.0 (Macintosh; Intel Mac OS X 10_15_7) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/81.0.4044.138 Safari/537.36

▼ Query String Parameters    view source    view URL encoded
5c174bbdFM5Hz9[GET][Mozilla/5.0 (Macintosh; Intel Mac OS X 10_15_7) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/81.0.4044.138 Safari/537.36][1680*1050][11618843][{"appId":"","||-||-||-||zh-CN][GMT
08:00][Mac OS X][10.15.7][{"customSdkId":"","202958085_20201218_153530","platform_type":"pc"}][||ni2YGK5L7TwCASP4Sij/Z0p[1611743240449][http://30.4.212.162:8000/#/components/app-
select][2101][http://30.4.212.162:8000/][0][{"uidaplus":"","561383","_dev_id":"","_anony_id":"","_user_id":"","_user_nick":"","_session_id":"","_gdlbs":"","高德 GPS定位","long":"","经度","lati":"","纬度","site_id":"","站点
ID","userType":"","用户类型, 个人/企业","zlb_serviceld":"","应用服务ID","pageld":"","应用页面ID","pageName":"","应用页面名称"}]/yourTrackerEventCode[aplus.js][1.4.1][devtools][||-||-:]
```

page

page 自动采集 即当前页面路径, 日志参数用双 "||" 切割, 倒数第 13 个参数即 page

```
user-agent: Mozilla/5.0 (Macintosh; Intel Mac OS X 10_15_7) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/81.0.4044.138 Safari/537.36

▼ Query String Parameters    view source    view URL encoded
5c174bbdFM5Hz9[GET][Mozilla/5.0 (Macintosh; Intel Mac OS X 10_15_7) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/81.0.4044.138 Safari/537.36][1680*1050][11618843][{"appId":"","||-||-||-||zh-CN][GMT
08:00][Mac OS X][10.15.7][{"customSdkId":"","202958085_20201218_153530","platform_type":"pc"}][||ni2YGK5L7TwCASP4Sij/Z0p[1611743240449][http://30.4.212.162:8000/#/components/app-
select][2101][http://30.4.212.162:8000/][0][{"uidaplus":"","561383","_dev_id":"","_anony_id":"","_user_id":"","_user_nick":"","_session_id":"","_gdlbs":"","高德 GPS定位","long":"","经度","lati":"","纬度","site_id":"","站点
ID","userType":"","用户类型, 个人/企业","zlb_serviceld":"","应用服务ID","pageld":"","应用页面ID","pageName":"","应用页面名称"}]/yourTrackerEventCode[aplus.js][1.4.1][devtools][||-||-:]
```

也可配置, 即上报配置的路径

```
aplus_queue.push({
  action: 'aplus.sendPV',
  arguments: [{
    // 写死即可
    is_auto: false,
    // 可选, 如传则需以 https 开头的页面 url, 不传则 aplus 会取
    currentPagePath 作为兜底
    pageUrl: 'https://yourPageUrl',
  }, {
    isMini: true,
  }]
});
```

```
user-agent: Mozilla/5.0 (Macintosh; Intel Mac OS X 10_15_7) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/81.0.4044.138 Safari/537.36

▼ Query String Parameters    view source    view URL encoded
45914bbd3Rdnw[GET][Mozilla/5.0 (Macintosh; Intel Mac OS X 10_15_7) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/81.0.4044.138 Safari/537.36][1680*1050][11618843][{"appId":"","||-||-||-||zh-CN][GMT
08:00][Mac OS X][10.15.7][{"customSdkId":"","202958085_20201218_153530","platform_type":"pc"}][||ni2YGK5L7TwCASP4Sij/Z0p[1611743337539][https://yourPageUrl/2001][http://30.4.212.162:8000/][0][
{"uidaplus":"","561383","_dev_id":"","_anony_id":"","_user_id":"","_user_nick":"","_session_id":"","isMini":true}]/v.gi[aplus.js][1.4.1][devtools][||-||-:]
```

biz_user_id

// biz_user_id 埋点 demo

```
aplus_queue.push({
```

```
    action: 'applus.setMetaInfo',
    arguments: ['_user_id', '551383'] // ${551383}即你要填写你要上报的值
  });
```

biz_user_nick

```
// biz_user_id 埋点 demo
applus.queue.push({
  action: 'applus.setMetaInfo',
  arguments: ['_user_nick', '任彩虹'] // ${任彩虹}即你要填写你要上报的值
});
```

日志参数用双 "|" 切割, 第 9 个参数即 biz_user_nick, 第 10 个参数即 biz_user_id,



Query String Parameters view source view URL encoded

45914bbdNEHxhp[GET][Mozilla/5.0 (Macintosh; Intel Mac OS X 10_15_7) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/81.0.4044.138 Safari/537.36][1680*1050][11618843][{"appid":"","}|-|||任彩虹][551383]-|||zh
CN][GMT 08:00][Mac OS X][10.15.7][{"customSdkId":"202958085_20201218-169600","platform_type":"pc"}]-|||nI2YGK5L7TwCASp4Sij/Z0p[1611743494326][https://yourPageUrl|2001][http://30.4.212.8000/][0][0]
["uidaplus":"","_dev_id":"","_anony_id":"","_user_id":"551383","_user_nick":"任彩虹","_session_id":"","isMini":true)][v.g][applus.js][1.4.1][devtools]-|||:-

event_args

pv 日志类型

```
applus.queue.push({
  action: 'applus.sendPV',
  arguments: [{
    // 写死即可
    is_auto: false,
  }, {
    isMini: true,
    // args 自定义参数, 注意: 参数值只支持字符串类型, 不支持多层 json
  }
]);
```

嵌套

```
gdLbs: '高德 GPS 定位',
long: '经度',
lati: '纬度',
site_id: '站点 ID',
userType: '用户类型, 个人/企业',
zlb_serviceId: '应用服务 ID',
pageId: '应用页面 ID',
```

```

        pageName:'应用页面名称',
        miniAppId:'应用开发管理平台-应用 ID'
    }
});

```

令箭日志类型

```

applus_queue.push({
    'action':'applus.record',
    'arguments': ['/yourTrackerEventCode', 'CLK', {
        gdLbs:'高德 GPS 定位',
        long:'经度',
        lati:'纬度',
        site_id:'站点 ID',
        userType:'用户类型, 个人/企业',
        zlb_serviceId:'应用上架 ID',
        pageId:'应用页面 ID',
        pageName:'应用页面名称',
        miniAppId:'应用开发管理平台-应用 ID'
    }
})

```

日志参数用双 "||" 切割, 倒数第 8 个参数即 event_args

▼ Query String Parameters view source view URL encoded

```

5c174bbdnl94yv[G]ET[Mozilla/5.0 (Macintosh; Intel Mac OS X 10_15_7) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/81.0.4044.138 Safari/537.36]1680*1050[11618843][["appId":"","||-||Q||任彩虹[551383]-||Q||zh-CN][GMT 08:00][Mac OS X][10.15.7][["customSdkId":"202958065_20201218_153530","platform_type":"pc"]]-||ni2YGK5L7twCASp4Sij/Z0p[1611743535107][http://30.4.212.162:8000/#/components/app-select#2101][http://30.4.212.162:8000/][N][["uidaplus":"551383","dev_id":"","anony_id":"","user_id":"","551383","user_nick":"任彩虹","session_id":"","gdLbs":"高德 GPS 定位","long":"经度","lati":"纬度","site_id":"站点ID","userType":"用户类型, 个人/企业","zlb_serviceId":"应用服务ID","pageId":"应用页面ID","pageName":"应用页面名称"]]/yourTrackerEventCode]applus.js[1.4.1][devtools]-||-||-:

```