**Before we start working on AA or DC, we should add the following meta tags fields in each page:**

|  |  |
| --- | --- |
| *<meta name="topnav"content="home"/>* | |
|  | *<meta name="subnav" content=""/>* | |
|  | *<meta name="keywords" content="View investments information and read research and commentary."/>* | |
|  | *<meta name="description" content="Low cost investments"/>* | |
|  | *<meta name="site\_mnem" content="institutional"/>* | |
|  | *<meta name="lang" content="en"/>* | |
|  | *<meta name="site" content="institutional"/>* | |
|  | *<meta name="rpt-Country" content="ch"/>* | |
|  | *<meta name="rpt-BusinessLine" content="inst"/>* | |
|  | *<meta name="rpt-PageName" content="home"/>* | |
|  | *<meta name="rpt-PageSection" content="home"/>* | |
|  | *<meta name="rpt-PageSubSection" content="home"/>* | |
|  | *<meta name="doubleclick-type" content=""/>* | |
|  | *<meta name="doubleclick-cat" content=""/>* | |
|  | *<meta name="sitemap" content="Yes"/>* | |
|  | *<meta name="priority" content="0.5"/>* | |

**DoubleClick Implementation Steps:**

***Step1****: include the iframe to the page*

<iframe id="doubleClickFloodlightTag"

name="4598102" width="1" height="1" frameborder="0"

style="display: none"></iframe>

***Step2****: include the JS file which will track the user behavior on the page.*

***Step3:*** *Test it in the IE HttpWatch and look for the URL which starts with doubleclick.*

**Adobe Analytics Implementation Steps:**

***Step1:*** *include the image pixel in your page*

*<noscript> <img src="https://COMPANY\_NAME.d2.sc.omtrdc.net/b/ss/vanguardchstaging/1/H.26.2--NS/0" height="1" width="1" border="0" alt="" /> </noscript>*

***Step2:*** *include the two JS files to your page*

* *AllAppMeasurement.js*
* *AdobeAnalytics.js*

***Step3:*** *Test Adobe in IE HttpWatch and look for the URL which has* ***d2*** *then query string.*