## **Link Types and Site Catalyst Reports:**

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| Document | Exit | Other |
| If url matches  .exe, .zip, .wav, .mp3, .mov, .mpg, .avi, .wmv, .pdf, .doc, .docx, .dot, .dotx, .xls, .xlsm, .xlsx, .ppt, .pptx, .vsd, .rtf, .txt, .xml, .csv | If url begins with ‘https’ and doesn’t contain ‘slearnctr’ or ‘loanlookup’  If url begins with ‘http’ and doesn’t contain ‘www.freddiemac.com’ | If url does not match conditions to be a document or an exit link. |
| Link is tracked in the “File Name” Report | Link is tracked in the **“Exit Link**” report | Link is tracked in the“**Navigation Element**” report |

## **Naming Scheme:**

The following 3 strings are combined into one name: **Locale|Description:Text**

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| Locale (based on global section or dir) |
| ribbon (#ribbon - only on desktop) |
| foreseeinvite (.acsClassicInvite or URL privacy.truste.com) |
| Topnav (#header-nav, link IDs in .secondary-nav) |
| Footer (.footer) |
| Share (.share-widget) |
| If link is not in one of the above containers, look to page’s URL:   * if path has no directory, use ‘homepage’ * if path includes a directory, use top level directory name (such as about, research, blog, search) |

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| Description (based on container) |
| tertiarynav (.tertiary-nav) |
| modal (.modal-content) |
| feature (.feature-block) |
| carousel (.orbit) |
| faq (.accordion-faq) |
| accordion (.accordion-pointer, .accordion) |
| tab (.tabs-content, .tabs) |
| hero (.hero, hero-blended) |
| prefooter (.footer-promo) |
| sidebar (aside) |
| If url is /search, and search results exist:  *search string*|keymatch (.keyMatchTable)  *search string*|result (.main-results)  *search string*| category (.dn-attr & #attr\_1)  *search string*| filetype (.dn-attr w/o #attr\_1)  *search string*|stat-bar (.search-stat-bar) |
| If none of the above apply, use ‘content’ |

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| Text (based on the specific link) |
| if link is in secondary nav, use link’s id (this insures unique tracking of all nav links) |
| use text (hidden or visible) inside the anchor |
| if null, use title. |
| if null, use aria-label. |
| if null, and link is to homepage, use ‘home’ |
| if null, and contains an image with alt text, use ‘image:’ + alt text |
| if null, and contains an image with title, use ‘image:’ + title |
| if null, and contains an image with aria-controls, use ‘image:’+ aria-controls |
| if null, and use aria-controls |
| if null, and url contains a query string, use query string |
| if null, and contains a hash, use hash |
| if null, use ‘unidentified link’ (we can hopefully solve for these as we find them) |

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| Text Formatting |
| All text is lowercased, quotes are removed, and text is truncated to 100 characters. |