## **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 are combined into **Locale|Description:Text**

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| Locale (based on global section or dir) |
| ribbon (only on desktop) |
| foreseeinvite (unless they change their code) |
| topnav |
| footer |
| share |
| search (search content links) |
| If link is not in one of the above containers:   * if directory doesn’t exist, use ‘homepage’ * if directory exists, use directory name (such as about, research, blog) |

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| Description (based on content container) |
| tertiarynav |
| feature |
| carousel |
| accordion |
| hero |
| prefooter |
| sidebar |
| modal |
| search term | keymatch (search results only) |
| search term | result (search results only) |
| search term | category (search results only) |
| search term | filetype (search results only) |
| search term | stat-bar (search results only) |
| If links is not in one of the above containers, 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. |