Installation & Getting Started

For version: **Agency 2.2.0**

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Foreword from the Stuffed Guys Crew

Thank you for choosing Stuffed Tracker!

We've worked hard to make this product the most beautiful and efficient piece of tracking software. It sports an elegant and easy to use interface (with bells and whistles, of course). And underneath, hidden behind the glamorous look, lies a powerful tracking engine, capable of storing and analyzing hundreds of megabytes of traffic data.

Please read further for installation and configuration instructions. For a detailed description of the product please refer to the complete User Guide available as a separate download at www.stuffedguys.com.

We hope you'll enjoy working with Stuffed Tracker and benefit from using its powerful functions.

Sincerely,
The Stuffed Guys Crew
http://www.stuffedguys.com
support@stuffedguys.com

Installation

Stuffed Tracker installation is a simple and straightforward process that usually takes only several minutes. But before we will start with the installation please make sure that you server meets system requirements that are outlined below.

System requirements

Web server

Any web server that is capable of running PHP, including Apache (recommended) and Microsoft IIS.

SSL

You would need to be able to call Stuffed Tracker from an SSL-protected secure site in order to track sales (not required if you don't plan to track sales or your "thank you" page, which is displayed right after a successful sale, is located on a non-secure site).

PHP

Stuffed Tracker works great with PHP versions starting from 4.0.3. PHP should have short tags (<??>) and MySQL extension enabled, which is usually the case on most of the PHP installations.

Zend Optimizer is recommended for better performance, but not required.

Database

MySQL version 3.23.54 or higher (4.0.18 or higher recommended).

Browser

To use the control panel you should have a modern browser (IE 5.5+, Firefox, Safari, Opera 8+) with Javascript and cookies enabled (standard settings).

Installation step by step

Before you begin the installation please note that if you are planning to track sales and your "thank you" page (which is displayed right after a successful sale) is located on a secure site, you would need to install Stuffed Tracker on a secure site too (accessed with "https://" instead of "http://"). A secure site where Stuffed Tracker should be installed can be different from the one where ordering pages are located.

If you are not planning to track sales or your "thank you" page is located on a non-secure site then you can ignore the above recommendation.

The zip

Please download the zip file with Stuffed Tracker distribution from www.stuffedguys.com if you haven't already done so. You can download the file directly to your server or to your local computer, whatever you prefer.

After you will have the zip file, you will need to unpack it preserving the directory structure inside of the archive (all modern archive tools do this by default). On Windows you can use a tool like WinZip to do this, on Linux or Unix based server you can use an unzip command if it is available:

```
unzip stuffed_tracker.zip
```

If you've decided to unpack the archive on your local machine first, then you will also need to transfer all unpacked files and directories to the server. You can do this with any FTP client, for example CuteFTP on Windows. We advise to first create a separate directory on your site for the tracker and then upload all the files from the distribution archive to this newly created directory.

Setting permissions

After you will put all files and directories from the distribution archive in a directory on your server, you will need to set up proper file and directory permissions so that Stuffed Tracker can function properly. You can do this with your FTP program or directly from a shell if you prefer to use it.

Please make directory "store" and file "conf.vars.php" readable and writable by all users (access rights 0666 on Unix based servers).

Launching installation

Now you are ready to launch the installation wizard. Just open your browser and point it to the directory on your server where you've installed Stuffed Tracker. For example, if you've uploaded the tracker in directory "tracker", use an URL similar to the one below

```
http://www.your-site.com/tracker/index.php
```

Please replace "www.your-site.com" with an actual URL of your site.
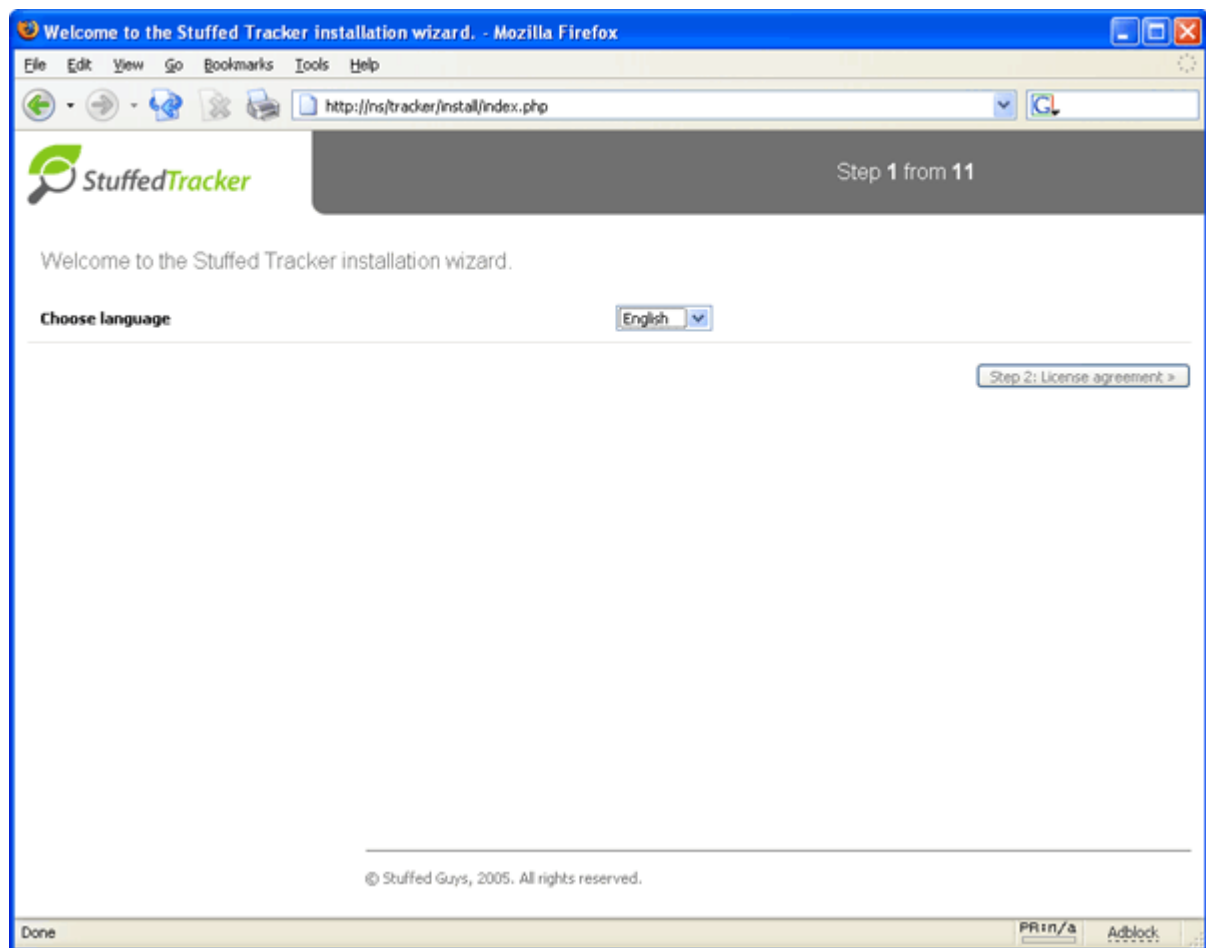
Or, if you are installing Stuffed Tracker on a secure site, use an URL similar to the one below:

```
https://www.your-secure-site.com/tracker/index.php
```

Please replace "www.your-secure-site.com" with an actual URL of your secure site.

If you did everything correctly – you will see the first page of the installation wizard (shown below).

If instead of the wizard you see a server error page please rename the ".htaccess" file which is located in the root Stuffed Tracker's directory to ".htaccess.old" or just delete it and try to open the URL mentioned above again.

Step 1 – Choosing a language

Stuffed Tracker supports a number of different languages. The language that you will choose on this step will be used on the subsequent steps in the installation wizard and in the program itself. You will be able to change this setting after the installation, from the control panel.

Step 2 – License agreement

Please read the Stuffed Tracker license carefully. If you agree to all terms then please check "I accept the license" checkbox and continue to the next step.

Step 3 – License key

If you've already purchased a license key for Stuffed Tracker, then please enter it in the text box on this page. If you are only evaluating the product, then just check "I want to try a trial version" checkbox and you will be able to use a full featured Merchant version of the product for 30 days without any limitations.

Step 4 – Settings

To complete this step please make sure that you have your database access details at hand (please consult your hosting company about these details if you are not sure what they are).

- **Database host** – the default value "localhost" should work for most of the cases. You only need to change it, if your database is located on a different server from the one where you install Stuffed Tracker.

- **Database port** – the default entry "3306" is a standard port that MySQL uses. Unless you have a non-standard database setup, you don't need to change this.

- **Database name** – a name of the database that Stuffed Tracker should use.

- **Database username** – a name of the user that has access to the database, specified in "Database name" field.

- **Database password** – a password of the user that has access to the database, specified in "Database name" field.

- **Tables prefix** – this is a prefix that would be used for all database tables that Stuffed Tracker would create in your database. This is helpful when you are using one database for several different products, or even for several different installations of Stuffed Tracker. If you are unsure about this setting, just leave the default "ns" entry intact.

- **Use mod_rewrite when working with Stuffed Tracker** – you might want to enable this setting if Apache is used as your web server and it has mod_rewrite module installed. If enabled, this will make the URLs in the tracking code and in the control panel prettier. This is a completely optional setting.

  Stuffed Tracker will automatically disable this option if the installation is done under any web server other then Apache (for example, Windows IIS).

- **Send anonymous usage statistics to developers to help improve this product** – this is another optional setting. If enabled, anonymous information about the ways you use the control panel and the reports constructor would be sent to Stuffed Guys. Please note that no tracked data is transferred with this option. We want to make this product more convenient with every new version, and information about your usage patterns would help us a lot.

Step 5 – Registration information

On this step you are creating an administrator user account that you will use after the installation to login to the control panel. Please fill in all the fields and continue to the next step.

Step 6 – Company information

Here you enter your company information and specify details about the site that you are going to track. You will be able to setup additional sites later in the control panel (if your license permits to track more then one site).

- o **Company name** – the name of the company.

- o **Company description** – a short optional company description, only for your information.

- o **Main domain of the site** – the main domain of the site that you are going to track, for example "www.mytools.com".

Step 7 – Confirm entered information

Please check that the information that you've entered in the previous steps is correct. If something was entered incorrectly, you can use the navigation buttons at the bottom of the page to go to the previous steps and correct things. Please, don't use the Back button in your browser for this, as some of the entered information might get lost.

If the entered information is correct, please proceed to the next step.

Step 8 – Installation

At this step, the installation wizard creates the required database structure and populates it with the data that you've provided. If no problems would be encountered, you will see a message that installation is complete.

If the wizard would display an error instead, please try to resolve the problem yourself or contact Stuffed Guys for assistance.

Please note that when this step is complete you can't go to previous steps any more.

Step 9 – Important search engines and browsers data

On this step the wizard imports the data about the known search engines and browsers, so that Stuffed Tracker can automatically recognize them during tracking.

Step 10 – Import search robots data

On this step the wizard imports the data about the known search robots, so that Stuffed Tracker can automatically recognize them during tracking and optionally ignore any requests from them.

Step 11 – Tracking code

This is the final step of the installation. You should copy the code provided in the text box on this page and paste it inside all of the pages (if possible) of the site that you are going to track, the one that you've specified on Step 6.

After you will put this code on the pages of your site, the statistics would start to accumulate immediately.

Remove the "install" directory

After you complete all steps of the installation, please delete the "install" directory located inside the directory where you've uploaded/unpacked Stuffed Tracker on your server. Keeping this directory imposes a great security risk and we strongly advise to remove it as soon as you successfully complete the installation.

Upgrade

The procedure of upgrading Stuffed Tracker to a newer version is even easier then the initial installation.

But before starting with the update we recommend to backup your database and the conf.vars.php file (which is located in the main Stuffed Tracker's directory). In case if something will go wrong during the update process you will always be able to go back to the previous version of Stuffed Tracker.

Update the files

First you should extract all the files from the distribution archive and upload them to the same directory where you have originally installed Stuffed Tracker on your server. You should upload all files and directories, except the file "conf.vars.php" (keep the original file) and the directory "install" (don't upload it, it's only required for initial installation).

Launching update wizard

Now you are ready to launch the upgrade wizard. Just open your browser and point it to the directory on your server where Stuffed Tracker is installed. For example, if the tracker is located in a directory "tracker", use an URL similar to the one below
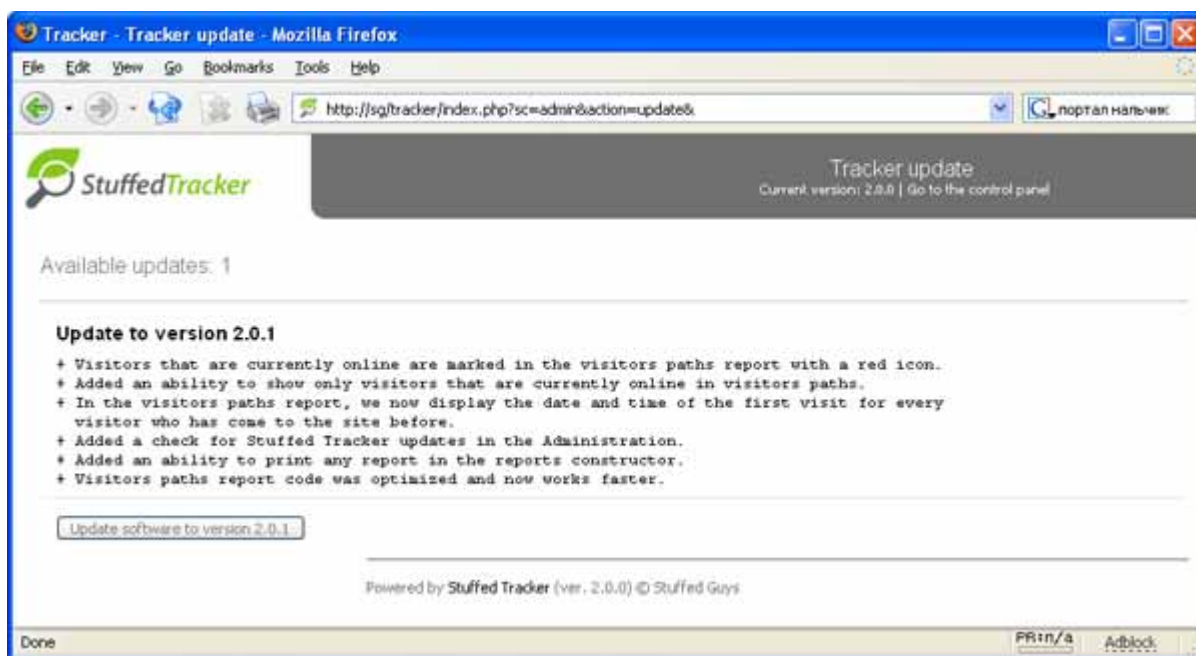
```
http://www.your-site.com/tracker/index.php
```

Please replace "www.your-site.com" with an actual URL of your site.

Or, if Stuffed Tracker is installed on a secure site, use an URL similar to the one below:

```
https://www.your-secure-site.com/tracker/index.php
```

Please replace "www.your-secure-site.com" with an actual URL of your secure site.

If you did everything correctly – you will see the first page of the upgrade wizard (similar to the one shown below). Please note that you should be logged in as an administrator in order to see the upgrade wizard and perform an update.

Updating process

To start the updating process just click on the "Update software to version" button and follow any additional instructions that a particular update might have.

If you have more then 1 update available for installation you will see an additional option "I'd like to run all updates in one step" that you can turn on to run all updates in one step, instead of going through them one after another.

When installation of the updates will be finished you will see a message confirming this. You can go to the Stuffed Tracker's control panel after this, the upgrade process is complete.

Getting started

The next thing you need to do after finishing Stuffed Tracker installation is to properly setup tracking for the sites, pages, actions and sales that you want to gather statistics for. To do this please log in to the Stuffed Tracker's control panel.
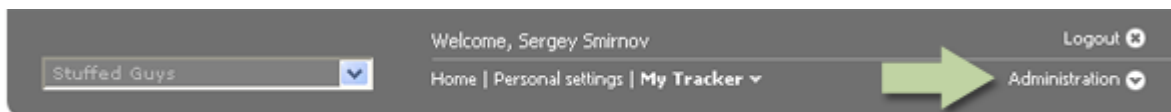
Control panel's URL is:

```
http://www.your-site.com/tracker/index.php
```

where "www.your-site.com" is the site where you've installed Stuffed Tracker and "tracker" is the directory where you've placed Stuffed Tracker on the site.

Sites setup

Before Stuffed Tracker can start to gather statistics data and calculate ROI and conversions you need to set up all the sites that you want to track inside the Stuffed Tracker and place a tracking code on relevant pages of these sites.

During the installation one site was already configured for you, but you can always add additional ones (if your license permits this). To do this, please go to the Administration section (a link to this section is located at the top right corner in the control panel):

Click on "Manage companies & sites" link located in Manage accounts section on the Administration page. You will see a list of all companies that are currently configured in Stuffed Tracker (if you are doing this right after the installation, you will see only one company in the list). Click on the name of the company which sites you want to setup. You will see a page similar to the one presented below:

On the right hand side of this page you will see a list of all sites that are already configured for this company. You can click on the name of any site to edit its settings.

To add an additional site you should click on the "Add new site" menu link located above the company and sites form.

On the page that opens you should specify the site's domain and optionally set any of the available site's options.

At the end click on the "Save" button and a new site will be added.

Secure URL setup

If you are planning to track sales with Stuffed Tracker and your "thank you" page (that is displayed right after a successful sale) is located on a secure site (accessed with "https://" instead of "http://") then you would need to make additional arrangements before you would be able to generate proper secure tracking code. Insecure tracking code located on a secure "thank you" page will make a warning about "insecure elements on the page" to appear in the visitor's browser.

If you are not planning to track sales or your "thank you" page is located on a non-secure site then you can safely ignore this section and continue to the next one.

To generate secure tracking code you will need to make Stuffed Tracker accessible from a secure site (it doesn't matter if the secure site where Stuffed Tracker can be accessed is the same as the one with the "thank you" page or it is different, the only requirement is that it should also be secure).

You can check if Stuffed Tracker is accessible on a particular secure site by trying to open its control panel, using a secure link similar to the one below

https://www.your-secure-domain.com/tracker/index.php

where "www.your-secure-domain.com" is the secure site where Stuffed Tracker can be accessed and "tracker" is the directory where Stuffed Tracker is located on the site.

Secure site setups can be very different from server to server. If you are not sure how to make Stuffed Tracker accessible on your secure site or if you don't know whether you can use a secure site at all, you can try consulting your hosting company or contact Stuffed Guys at http://www.stuffedguys.com for assistance.

After you've made Stuffed Tracker accessible on a secure site you should go to "Administration" page in the control panel and then click on "General settings" link located in "Program settings" section of the "Administration" page.

On the page that opens, please find a setting called "SSL-protected URL of the tracker". In the input field to the right of this setting you should specify a secure URL of the directory where Stuffed Tracker can be accessed on your secure site. For example:

https://www.your-secure-domain.com/tracker

To check if you've entered a correct URL, you can click on the "Open URL to see if it is correct" button that is located next to the input field. If you will see Stuffed Tracker control panel in the new window (even the Login page) then the URL that you've specified is correct.

With this your SSL setup will be complete. You only need to do this once for all of the sites that you are going to track.

Tracking code

After you have at least one site added to Stuffed Tracker, you should get the tracking code for it and put it inside the pages of the site. There are 2 ways to get the code.

If you are still on the page with the list of the company sites, you can click on the "tracking code" link located next to each site's name.

Or you can get to the same page by selecting the company that you need in the companies select box located at the top of every page in the control panel, then clicking on the "Settings" tab and then clicking on "Get tracking code" link. You will see a page similar to the one presented below.

There are 3 types of tracking code: to track visitors (their paths on the site), to track sales and to track actions.

Tracking visitors

First, you will need to get the code for tracking visitors. In order to do it, you will need to choose a site for which you want the code to be generated. Then you should select the code invocation type (we recommend using the default "Javascript" type). And finally select "Track visitors" and click on the "Refresh" button.

After this you should see the tracking code inside the textarea. You should copy it and place it inside the pages of your site. If you've chosen "Javascript" invocation type then you can place the code inside the HEAD part of the pages (anywhere between <HEAD> and </HEAD> tags). If you've chosen a "HTML" invocation type then you should place the code inside the BODY of the pages (anywhere between <BODY> and </BODY> tags). Finally, if you've opted to use PHP tracking code, you should place it inside of your PHP pages before any content was sent to the browser.

For Javascript and HTML invocation types only:

You should try to place the code as high on the pages as possible, because this increases the chances of successful tracking. If you will place the code too low on the pages, there is a probability that the tracking code won't manage to load if the visitor will start to load the page and then very quickly will browse to a different location.

If possible, you should place the tracking code on all pages of the site. If for some reason you can't do it, you should place the code on all landing pages (where visitors will land after clicking on your advertising links) and on action pages (which if opened by the visitor trigger an action – see "Actions setup" for additional information about actions).

If you've configured more then one site in Stuffed Tracker, you should generate and place the tracking code on all of them.

Tracking sales

The second type of tracking code is used to track sales. If you don't want to track sales then you can safely ignore this section and continue to "Campaigns setup".

Generally, the instructions to get the sales tracking code are the same: choose the site, choose the code invocation type, this time select "Track sales" and then click on the "Refresh" button.

After you will do this, you will see the code that should be placed inside the "thank you" page, which is displayed right after the order is successfully completed.

In order to get secure tracking code suited for placing on secure pages (for example, secure "thank you" page) please refer to the "Secure URL setup" section. If you've configured a secure URL for Stuffed Tracker previously, then the tracking code that you've got is already secure.

The provided sales tracking code will track an event of the sale, which is enough to calculate conversion ratio.

If you also want to track the total value of the sale (which is required for calculating ROI), particular products that were sold, id of the order in your own sales system or any other additional information then you will need to manually change the code using the instructions provided on the same page, under the textarea with the code.

These instructions are for advanced users and you can safely ignore them if you are not sure how to use them.

However, if you will decide to use them you should be prepared to specify dynamic parameters in the tracking code, such as total value of the sale, product's name, product's quantity, product's value and id of the order in your sales system. You should consult developers or maintainers of your sales system for recommendations about these parameters: whether they are available to you on the "thank you" page and how you can use them.

All of these additional parameters are optional; you can use only one of them if you want, ignoring all others. Or you can use all of them if so you desire.

Tracking actions

The third type of tracking code is used to track actions. However, before you will be able to generate tracking code to catch actions you will need to create at least one action of a proper type. Please refer to the section below for a detailed description of actions.

To get the action tracking code you should choose the site, choose the code invocation type, select "Track actions" and then click on the "Refresh" button. If you have at least one action of a proper type created for the selected site you will see it in a new drop down that will appear to the left of the "Refresh" button.

If you need to generate tracking code for another action and it is also present in the new dropdown, then just select it and click on the "Refresh" button again.
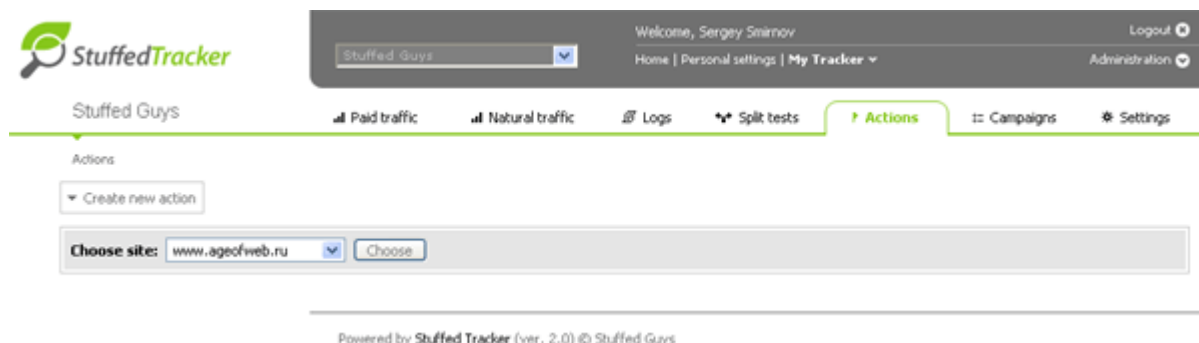
After this you should see the tracking code for the selected action inside the textarea. You should copy it and place it inside the page of your site which if requested by a visitor should trigger an action.

Actions setup

Actions are certain events that happen on your site. For example, a visitor subscribed to a newsletter, or downloaded a file or just loaded an important page. In order to track such events you first need to set them up in Stuffed Tracker.

To do this, please first select a company in the companies select box located at the top of every page in the control panel and then click on the "Actions" tab. You will see a page similar to the one below.

To add a new action, click on "Create new action" link located at the left top corner of the page.

On the next page you will see a form for adding a new action. The fields of the form are explained below:

- o **Site** – a site for which you want to create an action. First you need to choose a proper site from the list if it is not selected already and then click on the "Choose" button.

- o **Name** – the name of the action. For example, you can enter "Newsletter subscription" if you are creating an action to track subscriptions.

- o **Action type** – you should select here how you want this action to work:

   - o **Catch loading of a page** -- whenever a particular page is loaded this action would be triggered. The URL of the page that should trigger this action is specified in "URL of the page to catch" field that comes next.

   - o **Use redirect** -- is an advanced action type that is especially useful for tracking file downloads. The idea here is that instead of passively catching loading of a page, you specifically tell Stuffed Tracker to track this action. You do this by sending a visitor to the action's URL that would be displayed to you after you will create this action. When a visitor opens this URL, the action is triggered and logged and then the visitor is redirected to the location that you will specify in "Redirect to the following URL" field that comes next.

     For example, if you want to track downloads of a file, you can create a redirect action here, specify an actual URL of your file in "Redirect to the following URL" field and then replace file download link on your site with the URL that Stuffed Tracker would generate for this action. A visitor will click on this link, Stuffed Tracker will log an action and then immediately will redirect a visitor to the actual URL of your file and a visitor will download it.

   - o **Place tracking code inside a page** – after an action of this type will be created, you will be able to get a special tracking code for it ("Get tracking code" link will appear in the top menu). If you will place this code inside one of the pages on your site then every time the page will be opened by a visitor this action will be triggered.

If triggering an action when a particular page is loaded is not enough for you (because, for example, the page is dynamic and an action should be triggered only in certain circumstances) then this type of action should be just what you need.

You can put the tracking code for an action of this type inside of the code that generates a particular page on your site and then this code will be able to decide when it is time to trigger an action (display the tracking code to the visitor).

- **URL of the page to catch** – only available for "Catch page" type of action. Here you specify full URL of the page on your site that you want to catch. For example, if you are creating an action for a site "www.your-site.com", the URL of the page that you should enter here might look like this:

  `http://www.your-site.com/subscribed.html`

  When the above URL would be opened by the visitor this action will be triggered and logged.

  It is a good idea to use a page here that is displayed right after a certain action was performed. For example, right after a visitor is subscribed to a newsletter he or she sees a page called "subscribed.html" that thanks him or her for subscribing and you can use this page's URL to trigger a "Subscribed" action.

  Note, that you should have visitors tracking code inside this page in order to trigger an action.

- **URL of the page that would be associated with this action** – only available for "Redirect" type of action. Even though no actual page on your site is being loaded when redirect action is triggered, Stuffed Tracker still needs an URL of the page on your site that would be associated with this action. The URL that you will enter here will be shown to you in visitor paths report, next to the name of the action that was triggered.

  You can safely use the default value for this field (main domain of the site).

- **Redirect to the following URL** – only available for "Redirect" type of action. Here you specify the URL when the visitor will be redirected after this action will be logged.

- **Use dynamic URLs for redirect** – this is an advanced option only available for "Redirect" type of action. If enabled, it will automatically disable "Redirect to the following URL" field, because this action will now expect that a redirect URL will be passed to it dynamically.

  To pass a redirect URL to the action, you would need to add "&rurl=your_url" parameter to the action's URL that will be displayed after you will save the action.

- **Gather statistics for this action** – you can temporary switch off statistics logging for this action (you can also switch logging on or off later when editing an already created action). If this option will be enabled, redirects in the redirect action will still work, but no information about the action would be added to statistics when the action would be triggered.

After you will fill in all the fields, you can click on "Save" button and your action will be created. If you have created a "Catch page" action then nothing else is required from you here and you can move on to the next section of this guide.

If you were creating a "Redirect" action then after the action is created, you will see a green action's URL at the top of the page. You should copy this URL and place it on your site where a visitor can click on it. For example, if you are going to track file downloads you should replace an actual link to a file on your site with this action's URL.

To make sure that a redirect action actually works, you can copy its URL in your browser's location field and try to open it. If you are immediately redirected to the location that you've specified in the action, then action works correctly.
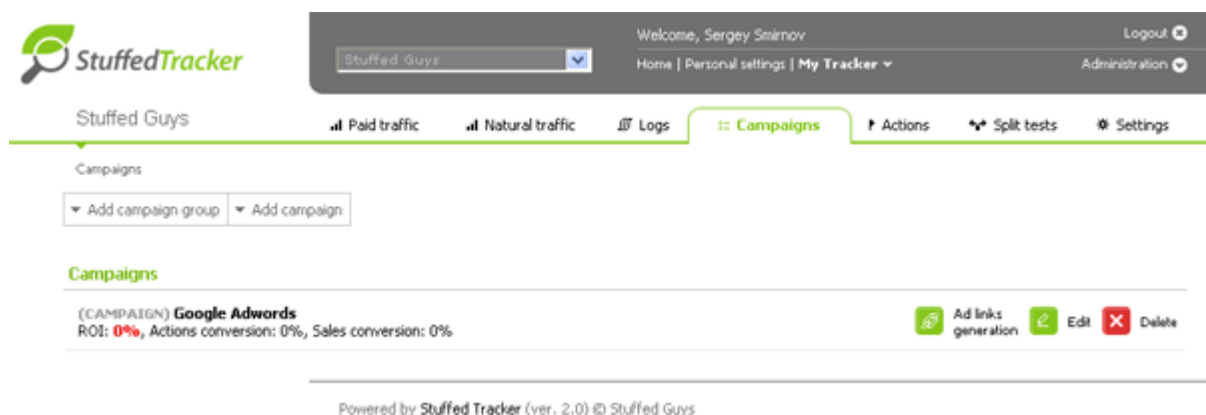
If you were creating an action with its own tracking code, then after the action is created, you should click on the "Get tracking code" link that will appear in the top menu. On the next page you will see tracking code generated specially for this action. Put this code inside of one of the pages on your site to trigger the action when this page is loaded by a visitor.

Campaigns setup

If you are going to track paid traffic (i.e. visitors coming from your advertising links), you would need to first setup at least one campaign in Stuffed Tracker. If you just want to track natural traffic then you can safely skip this section.

Stuffed Tracker has a concept of campaigns and campaign groups. Campaign groups are optional and are only used as containers for actual campaigns; they are useful for grouping together statistics from different campaigns.

To setup campaigns please first select a company in the companies select box located at the top of every page in the control panel and then click on the "Campaigns" tab. You will see a page similar to the one shown below (where 1 campaign called "Google Adwords" is already created).

To add a new campaign you should click on "Add campaign" link at the top left corner of the interface. You will see a form where you should enter a name for your campaign and an optional description. You should also choose type of cost for the campaign:

o **Cost per click** – choose this type if the cost of every click is fixed for this campaign (at least for a period of time).

o **Total cost** – choose this type if the cost of every click is not fixed for this campaign and you are going to specify the costs as totals.

Finally, click on the "Save" button and your campaign will be created.

You will then see a page where you can edit the campaign and enter its costs. You can safely ignore this for now.

Ad links generation

After you have at least one campaign created in Stuffed Tracker, you should generate ad links that you will then use in your advertising. They will point to the pages of your site as usual, but they will also include additional tracking parameters that Stuffed Tracker expects.

If you are still on the campaign editing page, you can click on the "Ad links generation" link located at the top left corner of the interface to open ad links generation page.

Or you can get to the same page by selecting the company in the companies select box located at the top of every page in the control panel, then clicking on the "Settings" tab and then clicking on "Ad links generation" link.

You will see a page similar to the one below.

To generate a link first you select a campaign for which you want to generate the link.

Then you can also choose a split test if you have at least one split test created in Stuffed Tracker already (this is an optional setting and you can ignore it at this stage).

Then you specify an URL of the page where visitor that will click on your advertising link will land. This page should be located on your site, which should be already configured in Stuffed Tracker. For example, if you want to send a visitor to the product information page on your site you might enter the following URL:

```
http://www.your-site.com/product/info.html
```

where "www.your-site.com" is the domain of your site and "/product/info.html" is the URL of the information page on your site.

You can also opt to switch on the "Redirect visitors to the landing page" option. With this option enabled, a special ad link will be generated that will point to Stuffed Tracker instead of the landing page that you've specified. With such ad link a visitor will first arrive to Stuffed Tracker which will log a click for a campaign and then a visitor will be redirected to the landing page. Redirect-based ad links could be useful if you want to link directly to a file from your advertising.

Finally, if you are generating this link for a pay per click engine, you can specify the keyword that your ad is assigned to. You can also add the keyword to the ad link later yourself. This is useful when pay per click engine allows you to use a special parameter in your ad link that is dynamically substituted with an actual keyword by the engine at the moment when someone clicks on your advert.

You can add keyword to the already generated ad link using "`&kw`" parameter. For example, the final ad link might look like this:

```
http://www.your-site.com/product/info.html?c=1&kw={keyword}
```

where "{keyword}" should be dynamically substituted by the pay per click engine that you use.

Please note that keyword is an optional feature. If you will not specify any keyword you will still be able to generate a completely valid ad link.

At the end click on "Generate" button and you will see a link at the top of the page. You should copy this link and use it in your advert.

Ready!

And that's all you need to do in order to properly setup tracking on your site. If you did everything correctly your stats should already start to accumulate.

For a detailed description of all features and reports in Stuffed Tracker please refer to the User Guide available for download at http://www.stuffedguys.com.