



USING THE 1PARKPLACE SMART TRACKER

Measure your marketing efforts online and off
with 1parkplace's SMART Tracker Analytics Tool.
Available with all Ultimate Agent Solutions.

Reference Guide



Real Estate Business Strategies & Marketing Solutions

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SMART Tracker

Overview

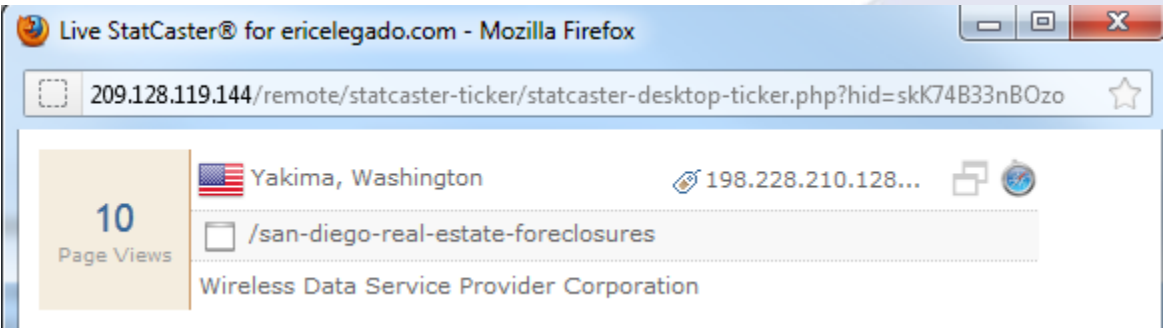
The 1parkplace SMART Tracker is an analytics tool that can be placed on any website. SMART Tracker is like Google Analytics on steroids. It only comes with an ultimate agent solution, and is already automatically tied to a 1parkplace turnkey site. If you are working with a client that has a 3rd party website, you can give them the tracking SNIPPET which can be found on the “My Service Links” page in the BOSS. There are further instructions on how to implement the SNIPPET onto the 3rd party website in the same place where you grab the code.

The information that can be gained from this tool is going to be invaluable to the websites admin. You can track marketing materials, specific pages of the website, but get as in depth as finding out the IP address and duration of stay of a contact from Albania and whether they are a VIP or not. SMART Tracker can get extremely in depth with the information that can be provided from this tool. The following document will show you what information can be obtained and why it’s important to know.

Launch Pad

StatCaster

The StatCaster is a tool that can show you in real time what clients are on your website. It will tell you their location in the world, which pages they are looking at, and more. Click on the StatCaster and a new window will open where the information will be displayed.





Alerts

Creating an alert can be a good way to find out when certain information is obtained in the SMART Tracker. You can create and store your alerts in this area. On the alerts page, you will see all the current alerts you have saved.

Create an Alert

Click on “Create New Alert” in the right corner of the page. Enter the email address of where you want the alert sent to, choose a rule, add the details, when complete hit the “create” button

The screenshot shows the 'Create New Alert' form with several annotations:

- Click here**: Points to the '[Create New Alert]' link in the top right corner.
- Enter Email**: Points to the 'Send an Alert to ...' field, which contains 'Eric@EricElegado.com'.
- Choose Rule**: Points to the 'whenever the ...' dropdown menu, which is open and shows a list of rules: Daily Page Views, Daily Unique Visitors, Visitors ISP, Visitors City/Region, Page Name visited, Search Keyword, Referral Address, IP Address, and Visitors Identity.
- Add Details**: Points to the 'Add Details' button.
- When Finished**: Points to the 'Create' button.

The form also includes a 'Send an alert to Eric@EricElegado.com, whenever the ...' preview and a table with columns 'Status', 'Edit', and 'Del'.

Identities

The Identities page shows all the current identities that you have saved. Here you can also create a new identity. Click on Identity search and you will be able to search for the identity of users of your website.

The screenshot shows the 'Identities' page with several annotations:

- enter identity**: Points to the 'Identity Contains' dropdown menu.
- Options: [Identities Search]**: Points to the 'Identities Search' link in the top right corner.

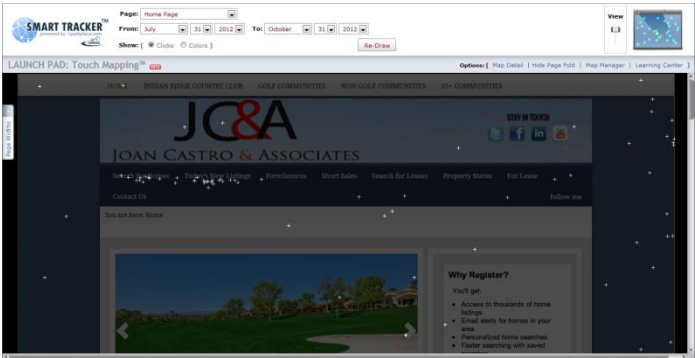
The page also includes a search bar, a date range selector (From: Jun 08 2012 To: Jun 08 2012), and a table with columns 'Identity', 'Page Views', 'Identity', 'Isolate', and 'Detail'.

[\[Click here\]](#) to learn about Identities™ tracking.



Touch Mapping

Probably one of the coolest features of the SMART Tracker is the touch mapping tool. The touch mapping tool shows where on your website people are clicking. You can choose which pages of your website you want view, and even choose the dates.



Website Summary

The website summary is a quick way to get an overall look at the information the SMART Tracker is tracking. Click the customize button to begin and load the different elements you want to see display. You can even get a report of the information, and save the information you are displaying.

Website Summary Editor - (Select the reports you wish to display, then click "Save")

Save

Avg. Visit Duration	Return Visitors	New Visitors
1 minutes 37 seconds	28.8%	71.2%

Visitor Totals

Page Views	Unique Visitors	Bounce Rate
102,151	32,969	46.5%

Bounces: 15,345

Avg. Views: 3.1

Select a Report...

Select a Report...

Visitor Averages

Popular Pages

Search Engine Keywords

Geographic Visitor Locations

Referring Websites

Visitor Identities

Internet Service Providers

Link Tracking

Browser Usage

Select A Report

Select a Report...

Select a Report...

Notes

The notes section is where you can make notes and put them on a calendar. This is good for marketing because if you send out a large mailer on a certain day, and you track over a week how many people go to the website as a result of sending out that marketing material, you can make a note that you sent out the mailer on one day and what make a note about the results. This is helpful so you can track what works and doesn't work when trying to get people to go to your website

Notes: Calendar View

Reporting Website: ericelegado.com

Logout

Calendar View

List View

Notes for Jun 1st, 2011

No Notes for this date

Add A Note

Favorite

Learning Center

June

2011

Go

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
5	6				10	4
						11

Popular Pages

This section of the site is used to display information in regards to the traffic going to the different pages of your website. Here is where you can get deep seeded information about your website. Click on any of the icons to display more in depth information in regards to the page. Be sure to setup the dates for the time period you want to display.

From: May 01 2007

To: Jun 07 2012

Go

Rename	Page Name	Percentage	Views	Uniques	AVD	Isolate	Group	Detail
1.	ericelegado.com (home page)	39.24%	31,902	22,011				
2.	/genre/Eric-Elegado	6.91%	5,616	4,431				
3.	/genre/Our-Associates	5.64%	4,582	3,339				
4.	/san-diego-real-estate-foreclosures	5.13%	4,169	2,715				
5.	/real-estate-featured-listings	4.69%	3,814	2,886				



Entry/Exit Pages

This section will show you which pages people are using to get into your website, and which people are getting to and leaving the site. The homepage is usually the first place people go to, but it is also good to know what other pages people are going to. ALSO if you put links to certain pages in marketing materials, then you can watch to see if those links are clicked to “enter” the site. Details give more info.

Save To Excel Learning Center

Shows:	Entry Pages	From:	May	01	2007	To:	Jun	07	2012	Go
	Entry Pages Exit Pages Average Duration Bounce Rate	Page Name	Entries				Detail			
1.		(Home Page)	(17,983)							
2.		/genre/Eric-Elegado	(2,288)							
3.		/real-estate-featured-listings	(440)							
4.		/open-houses	(294)							
5.		www.EricElegado.com	(232)							
6.		/real-estate-home-search	(230)							

Page Search

Page search is used to search for pages of your website so you can gather more information about them. Just enter the page name, or description and hit “Go”. The pages relating to the search will load below and you can use the icons on the right side to gain more information about that page.

Page Name	Contains	1parkplace	Go
Page Name			
1. /target.aspx?h=1500&Purl=tools.1parkplace.com/mlswizard/MlsRedirect.aspx?userid=24296&Pproviderid=...			
2. /target.aspx?h=1500&Purl=tools.1parkplace.com/mlswizard/mlsredirect.aspx?userid=24296&Pmode=30&Pi...			
3. /target.aspx?h=1500&Purl=tools.1parkplace.com/mlswizard/MlsRedirect.aspx?userid=24296&Pproviderid=...			
4. /target.aspx?h=1500&Purl=tools.1parkplace.com/mlswizard/Mlsredirect.aspx?providerid=0&Pid=09002255...			
5. /target.aspx?h=1500&Purl=tools.1parkplace.com/mlswizard/MlsRedirect.aspx?userid=24296&Pproviderid=...			
6. /ericellegado/target.aspx?h=1500&Purl=tools.1parkplace.com/mlswizard/MlsRedirect.aspx?userid=24296AM...			

Isolate Save Detail

Global Click Path

Set the date, and hit go. You can see what pages were popular and were clicked on to reach other pages within your site. The higher the % the better the content was to be clicked on. Also the more views on the page, the more instances that link was found on the page.

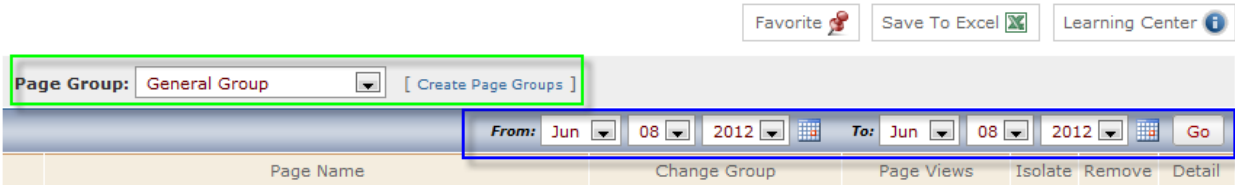
From: May 01 2008 To: Jun 07 2012 Go

Analyze Pages /index (Enter a page name to analyze the click path) Top 10 Go

Previous Pages			Subsequent Pages		
Page Name	Views	%	Page Name	Views	%
Our-Associates	2,380	15.1%	Eric-Elegado	3,011	14%
Eric-Elegado	1,878	13.1%	real-estate-featured-listings	2,908	13.6%
contact-us	798	5.6%	Our-Associates	2,588	12.1%
real-estate-featured-listings	747	5.2%	contact-us	1,550	7.2%
san-diego-real-estate-foreclosures	683	4.8%	san-diego-real-estate-foreclosures	1,392	6.5%
open-houses	610	4.3%	San-Diego-Real-Estate-Buyers	1,067	5%
San-Diego-Real-Estate-Buyers	540	3.8%	open-houses	794	3.7%
About-Us	391	2.7%	About-Us	709	3.3%
real-estate-home-search	290	2%	San-Diego-Real-Estate-Vip-Sign-Up	305	1.4%
San-Diego-Real-Estate-Sellers	228	1.6%	oms	251	1.2%

Page Grouping

Page grouping is a way that from the popular pages tab you can select certain pages you want to track specifically. This is a list of all those specific pages.



There are no pages currently in this custom page group. To add pages, go to the [Popular Pages](#) report and click the 'Save' icon next to the page name.

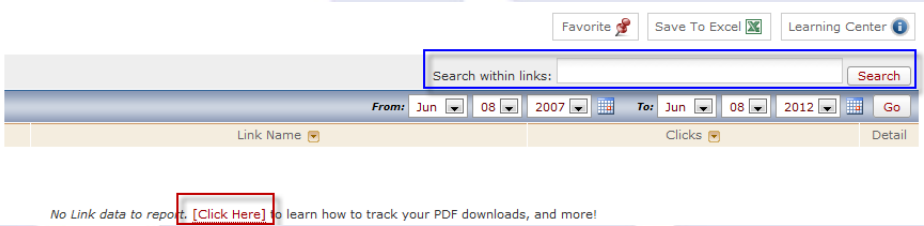
Adding a Page to Grouping

You can add a page to the grouping tab by selecting the group icon and following the instructions that will open in a new window. This icon can be found on the Popular Pages tab in SMART Tracker.



Link Tracking

You can setup a tracker for links on your website as well. From the link tracking page you can check the status of the links you are currently tracking. You can even track PDF downloads, image clicks, which sidebar buttons get clicked the most.





Live Page Visits

This page will display the live page visits that are happening on the site in real time. Set the information as you want to review, and let the report run until it displays what you are looking for. If there is no one on the site, then the report will not load until someone goes on the site.

Active Visitors on your Website within the past 10 minutes [\[Map View\]](#)

Show

All visitors

in the last

10 minutes

who are

From Anywhere

display the

Last page viewed

[Hover mouse to pause report]

IP/Identity	Geographic Location	OS/Browser	Last Activity	Page Currently Being Viewed	Detail
-------------	---------------------	------------	---------------	-----------------------------	--------

Scanning for Website visitor activity based on your current filter...

Conversion Funnel

Used to create reports based on your visitors click path through pages you designate. It's used to see how people interact with your website, click "create filter" to setup the filter.

Learning Center

Funnel Name:

Status:

Active

Save

Page Name	Remove
-----------	--------

To create a conversion funnel, enter the page names below in the order of your desired conversion process.

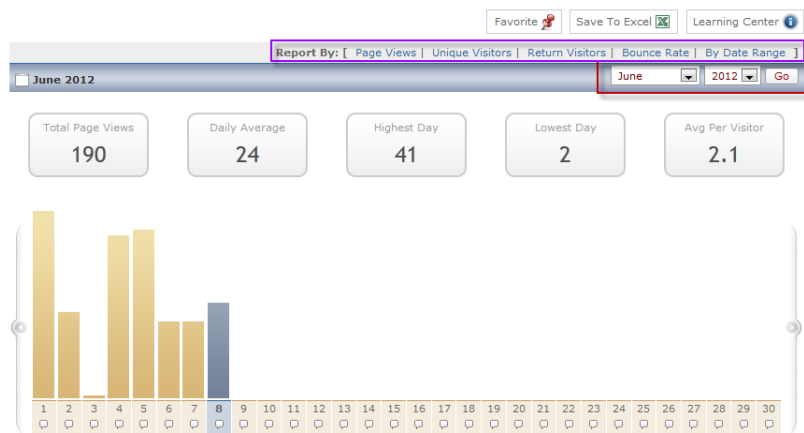
Add Page To Funnel:

Add



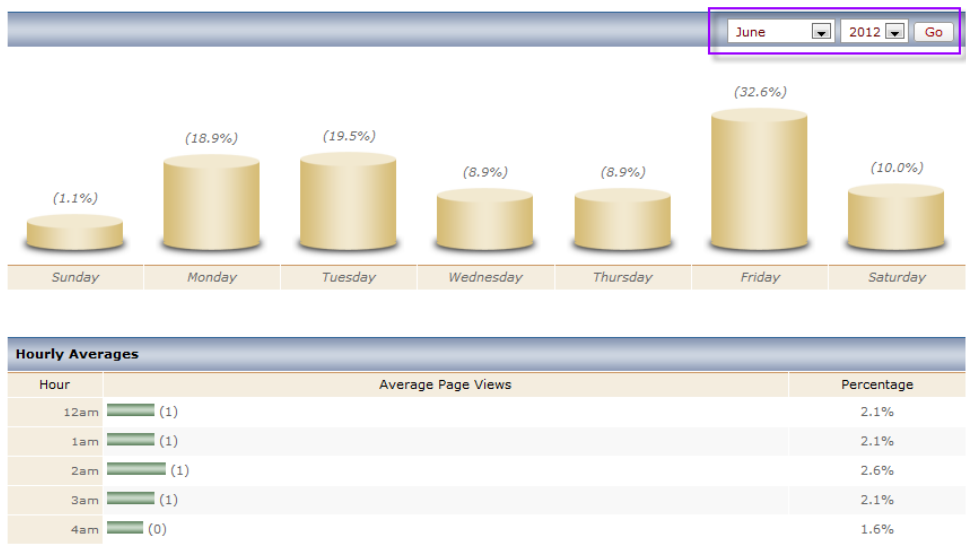
Visitor Totals

The visitor totals tab is used to gain all the information you can about the contacts that are going to your site, both VIP and non-VIPs. Use this section to see how the traffic to your site was obtained, and what they did on the site while they were there. This section can also help when building a website because it can tell you which pages people seem to gravitate to the most and why.



Traffic Averages

This section shows you the daily and hourly averages of which pages are getting the most traffic by visitors to your website





Traffic Sources

Traffic searches will allow you to see where the traffic to your site came from. Use the information to find out where the visitors to your site were referred from.

From: Jun 08 2007 To: Jun 08 2012 Go						
Date	Type-In Traffic	Search Engine Traffic	Link/Referral Traffic	Social Traffic	Uniques	Page Views
Jan 4th, 2010 (Mon)	58.3% (21 Uniques)	13.9% (5 Uniques)	27.8% (10 Uniques)	0.0% (0 Uniques)	36	122
Jan 5th, 2010 (Tue)	60.9% (28 Uniques)	15.2% (7 Uniques)	23.9% (11 Uniques)	0.0% (0 Uniques)	46	138
Jan 6th, 2010 (Wed)	65.5% (19 Uniques)	17.2% (5 Uniques)	17.2% (5 Uniques)	0.0% (0 Uniques)	29	84
Jan 7th, 2010 (Thu)	65.0% (26 Uniques)	10.0% (4 Uniques)	25.0% (10 Uniques)	0.0% (0 Uniques)	40	137

IP Search

IP search is used to follow a unique visitor's click path through your website. You can find out what a unique IP address is by going to the unique visitor activity tab and looking for IP/Identity. If you know the IP address of a particular building, you can track which people from that building are going to your website as well. This is not used that often.

Favorite Learning Center

IP Address: . . . Go

IP Host Name

Company/ISP Name

Date/Time	City, State/Region	Country	Identity	Page Visited	Detail
-----------	--------------------	---------	----------	--------------	--------

Unique Visitor Activity

This is a section where you can gather information about the Unique Visitors. This is a great way to find out which potential leads can be gathered from the website. These are typically people who did NOT sign up as VIPs.

Filter by page name: Display Host Name From: Jun 08 2007 To: Jun 08 2012 Go					
Rank	IP Address	City/Region	Country	Page Views	Detail
1.	65.170.157.250	Rancho Santa Fe, California	United States	(662)	
ISP: Pickford Realty					
Source: http://www.linkedin.com/profile/edit?trk=hb_tab_pro_top					
Landing Page: /index (home page)					
2.	816.70.242.33	San Diego, California	United States	(404)	
ISP: Internet Strategy					
Source: http://boss.1parkplace.com/TaskSystem/AdminUserSearch.aspx?cfuid=190769562445067					
Landing Page: /index (home page)					
3.	72.199.20.86	Chula Vista, California	United States	(391)	
ISP: Cox Communications					
Source: Google: mls/id:%D9100056720					
Landing Page: /penon-grove-condos					
4.	76.93.144.114	San Diego, California	United States	(380)	
ISP: Road Runner					
Source: Type-In Traffic					
Landing Page: /index (home page)					



Referral Links

This section is used to find out where people got to your website from. It's a very handy piece of information that is great for marketing. If you place a link in an email, and send out 1000 of those emails, wouldn't you want to find out how many people clicked on that link and came back to the website? This section allows you to track that information. It's also good for **social media** tracking to see if people are getting to your website from the social media sites you set up.

Favorite Save To Excel Learning Center

By Landing Page:

Exclude Filtered Referral Links

From: Jun 08 2007 To: Jun 08 2012 Go

Date/Time	Referrer Address	Save	Detail
1. Jun 8, 2012 12:53:22pm	http://www.linkedin.com/in/ericelegado		
Landing Page: /index (home page)			
2. Jun 8, 2012 11:40:45am	http://aprilordonez.typepad.com/sandiego/2005/10/who_the_hell_is.html		
Landing Page: /index (home page)			
3. Jun 6, 2012 8:46:35pm	http://www.google.com/url?sa=t&rct=j&q=&esrc=s&frm=1&source=web&cd=3&ved=0CF4QFjAC&ur...		
Landing Page: /index (home page)			

Referring Websites

In this section you can find out which websites refer the most traffic to your website.

Favorite Save To Excel Learning Center

Filter: All

Exclude Filtered Referral Links

From: Jun 08 2007 To: Jun 08 2012 Go

	Top Level Referring Domain	Percentage	Referring Clicks	Detail
1.	www.google.com	17.8%	(1866)	
2.	www.reddit.com	17.4%	(1827)	
3.	tools.1parkplace.com	10.7%	(1123)	
4.	www.facebook.com	10.3%	(1083)	
5.	www.nbcsandiego.com	7.1%	(747)	



Custom Referral Tracking

This section is where you can type in a website and search to see if any traffic has been sent to you site from that website. This can very helpful to see if the sites you have referring inks to are actually sending you leads or not.

Favorite Save To Excel Learning Center

Enter a Website address (URL) you wish to track: Add

From: Jun 08 2007 To: Jun 08 2012 Go

Referral Website Address (URL)	Clickthroughs	Remove	Detail
--------------------------------	---------------	--------	--------

Enter a domain(s) to build your report.

Top Referral Links

This section shows you the top links on other websites that refer traffic to your website. So if you are back linking, you can find out if any of them are actually sending traffic to your website.

Favorite Learning Center

Display: Top 10 From: Jun 08 2007 To: Jun 08 2012 Go

Referrer Address (URL)	Clickthroughs	Link
1. http://www.reddit.com/r/Design/comments/f3wyl/client_wants_website_to_pop_m...	(1158)	
2. http://www.nbcsandiego.com/news/local/Mira-Mesa-Real-Estate-Agent-Arrest-Er...	(723)	
3. http://www.reddit.com/r/Design/comments/f3wyl/client_wants_website_to_pop_m...	(394)	
4. http://www.shortsell.com	(349)	
5. http://shortsell.com	(265)	
6. http://aprilordonez.typepad.com/sandiego/2005/10/who_the_hell_is.html	(187)	

Referral Filtering

This section will allow you to specifically pull up a link that refers people to the site and see what kind of traffic it produces. Just put the name of the link in the search bar and hit add. The search results will be loaded below.

Learning Center

Referral address to block from reporting: Add

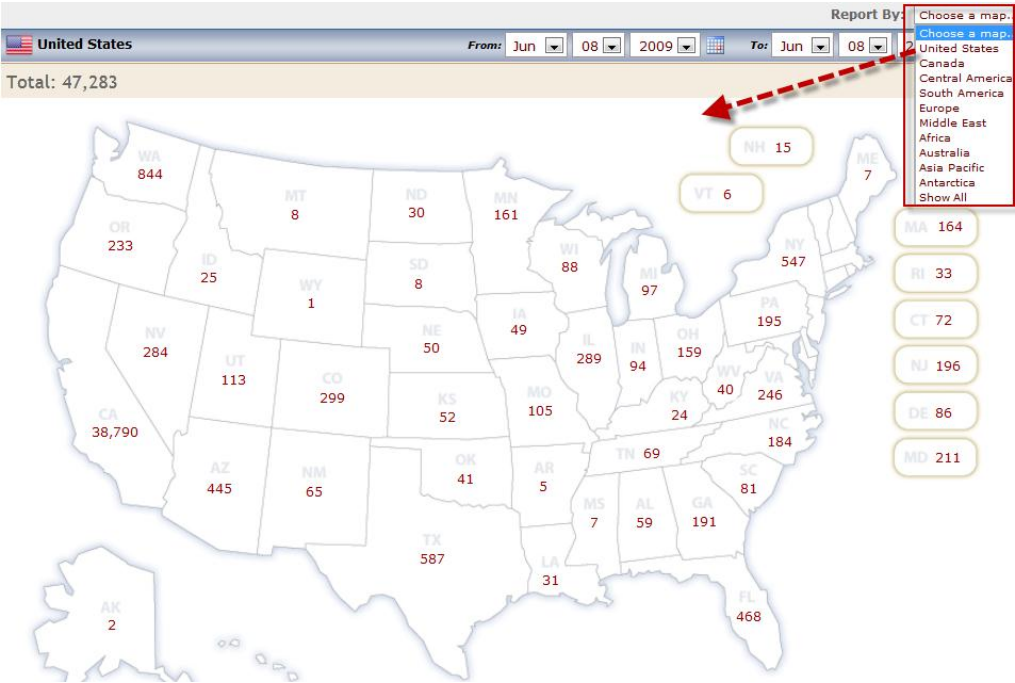
Filtered Referral Links

Filtered Referral Address	Del
---------------------------	-----

Enter a URL in the text field above that you wish to block from your Referral Link Report.

Global Stats

This is an awesome feature that allows you to see where in the world people are coming to your site from. This can be very helpful for marketing so you are sure to market in the right places to get people to come to the site. Sometimes it will surprise you to see where in the world people are finding your site.



All Countries

This section will display where and what percentage of the websites traffic is coming from worldwide

Report By: Choose a map...

Geographic Page Views

From: Jun 08 2009 To: Jun 08 2012 Go

Country	Percentage of Visitors
1. united states (View Map)	95.05%
2. canada (View Map)	1.08%
3. INDIA	0.75%
4. PHILIPPINES	0.36%
5. australia (View Map)	0.35%
6. MEXICO	0.27%
7. UNITED KINGDOM	0.26%
8. COSTA RICA	0.25%



City Detail

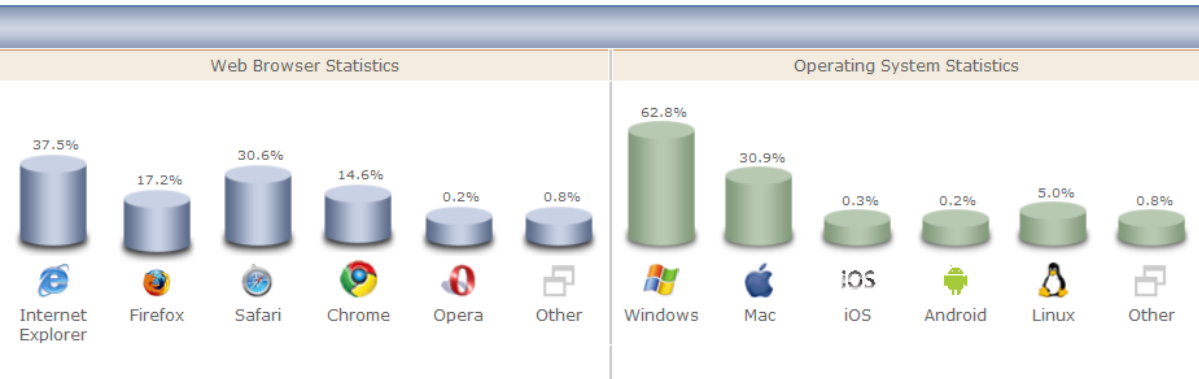
Shows the details and the traffic averages at the city level for your website.

Report By: Choose a map...
From: Jun 08 2009 To: Jun 08 2012 Go

	City, State/Region (Top 100)	Country	Page Views	Detail
1.	San Diego, California	United States	20,982	
2.	Chula Vista, California	United States	2,146	
3.	Escondido, California	United States	963	
4.	El Cajon, California	United States	922	
5.	Poway, California	United States	891	

Computer Stats

This is a cool feature that allows you to see what types of technologies people are using when browsing your website. With all the different technologies out there, it's a good idea to make sure you have a venue for each one of them, such as a mobile platform.



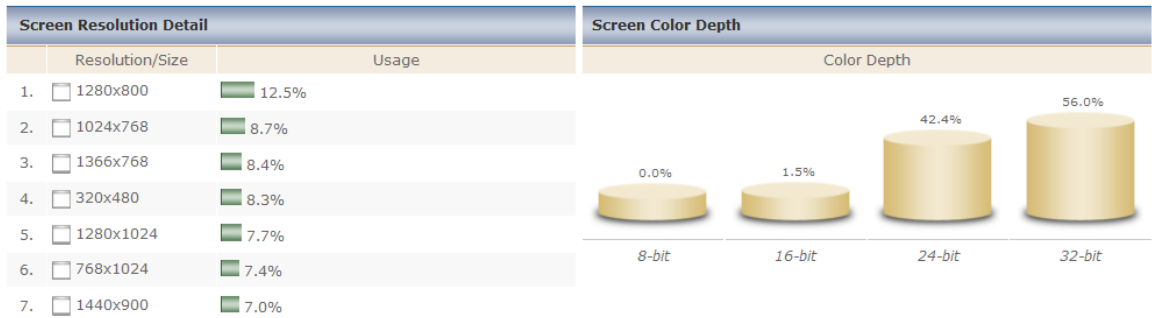
Mobile Platforms

Shows the different types of mobile devices that come to your site

Mobile Platform	Percentage	Mobile Views
1. Apple	79.0%	(174)
iPhone®	41.2%	(91)
iPad®	37.6%	(83)
2. Android	21.0%	(47)
Android® Smartphone	20.8%	(46)
Android Tablet	0.5%	(1)

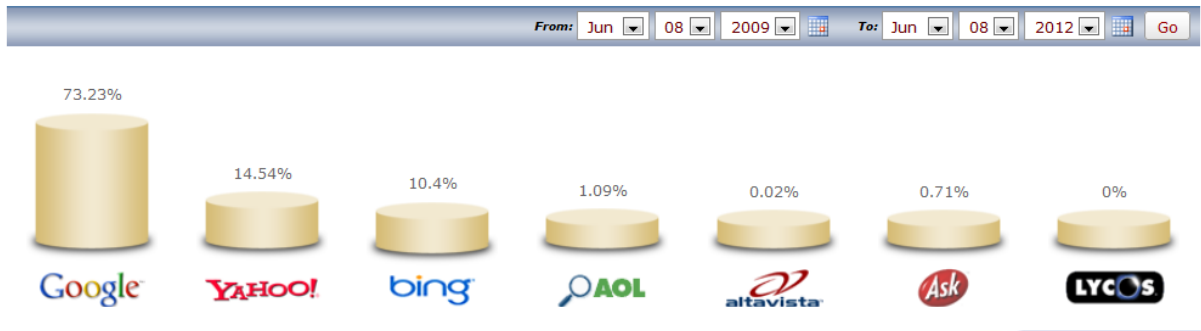
Screen Resolution

Shows the different types of screen resolutions people are using when viewing your site.



Search Engines

This area is used to show you the different traffic percentages of people being sent to your site via the search engines. This information is great use for SEO.



Keyword Overview

This area is a great place to check on the keywords on your website. Here you can view your top searched keywords which can show you how effectively you are using your keywords.

Google (All)

Keyword Detail

	Keywords/Key Phrases for Google	Searches	SearchDetail
1.	eric elegado	5,934	
2.	eric elegado & associates	219	
3.	elegado	212	
4.	eric elegado prudential california realty	199	
5.	eric elegado real estate	175	



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Quick Reference Guide & Glossary

Top Keywords

Shows the top ten most effective keywords on your website.

Keyword Tracking

You can use this area to search for keywords on your site and can see how effectively they are being used.

Keyword Trending

This area can show you how often keywords are being used to search on your site. It puts together the averages of how many people type in those phrases to find your website per day and displays them in a comparison chart per day. This is good if you are heavily marketing to a certain area to see what your presence for that keyword is online.

Keyword Analysis

This section shows the most effective keyword and phrases on your site. It looks at all the content on your website and compares the number of times certain words are used throughout the site. This is a great tool for checking on your sites SEO and what phrases you should be targeting in your SEO.

Page Rank

This page is used to find out what the page ranking for those keyword phrases is and how they work together with your sites overall SEO. This section is great for determining if your website pages are setup correctly

Local Search

The *Local Search* feature allows you to capture searches performed by visitors on your Website. If your Website has a search feature you can add a simple command to your tracking snippet to record those keyword searches into this report.

SEO Analyzer

Search Engine Optimization (known as SEO) is considered one of the most important elements in the online success of a website. In its most basic definition, it is the use of relevant keywords to get listed and ranked in search engines and directories. The goal is to optimize keywords for a Web page. Ideally, SEO looks to improve a site's visibility online through honest, structured, keyword-rich Meta tags and proper keyword saturation in site page copywriting.



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StatCaster API

Not really used and should not be tampered with to ensure that your tracking is not interrupted.

Account Options

This section is used to update person profile information; can be used to have daily reports sent to your email.

Preferences

Use this area to update your person information and you can set up daily reminders from here as well.

Permissions

Use this section to add additional users to the reporting section.

IP Filtering

You can use this section to disallow certain IP addresses from gaining access to your site.

Browser Filtering

You can use this area to disable information from being collected in regards to certain search browsers. For example, if you did not want to track what apple users are doing on your site, then you can filter that out of the results on this page.