



Who's On

Help Documentation

Who's On

Who's On is a great way to take stock of your website traffic, and then act on that knowledge, by allowing agents and managers to see who is on a website, where they are from, where they were prior to coming to the website and then follow visitors as they travel from page to page. For example, sales agents can see when a visitor lands on a specific page and possibly invite the visitor to a live chat or even push a live chat to the visitor to entice them to buy. By default, Who's On will track only the SmarterTrack portal; however, integration with a company website is also available.

To access this section, log into the management interface with an administrator account. Then click on the Settings icon . In the Configuration area of the navigation pane, click on Who's On . The settings will load in the content pane and the following tabs will be available:

Options

Use this tab to edit the following settings:

- Enable Who's On - Who's On is not enabled by default. Check this option to begin analyzing your real-time visitor traffic.

Website Integration

When Who's On is enabled, it will automatically begin monitoring SmarterTrack portal traffic. Use this tab to integrate Who's On with your company website as well. The following settings are available:

- Host Header - In those instances where multiple brands are utilized and host headers are set up for each, a unique Who's On script can be generated for each brand that is set up. Leaving this as the default means that the script will be generated for the SmarterTrack Base URL.
- Virtual Page - Virtual pages can be used to alter the name of the page displayed in Who's On. This is beneficial in differentiating Web pages that would otherwise be rendered as the same page. For example, your company's shopping cart may be shown as one page. If you want to know when a user is in the checkout section specifically, you can create a new Who's On script to put in that section with a virtual page of "Checkout". Then, when viewing your website traffic, you'll see when a customer moves from modifying their shopping cart to actually checking out. Virtual pages can also be used to simply shorten URL names. If the initial page URL is lengthy, the administrator may want to create a virtual page with a shorter identifier.
- Support HTTPS - If your SmarterTrack installation is configured with HTTPS, check this box to ensure Who's On works on your website, secured or unsecured.
- Put the following right before the page's ending `</body>` tag - This is the actual script that will

be placed on your website, between the main <BODY> HTML tags. The BODY end tag will generally be at the very bottom of the Web page's source. The code should be copied and pasted exactly as it appears, and it should be placed at the very bottom of your Web page so that the script is the LAST thing called when your website renders. This will prevent any potential issues with SmarterTrack prohibiting your website from loading when customers visit.