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What Your Click Tracking Script Should Tell You?

By Radhika Venkata

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<http://www.yourdomain.com/ezinead.html>

By giving '?source=campaign1' tag to your URL

Ex:

<http://www.yourdomain.com/product.html?source=ezinead>

By using a Click tracking script

<http://www.scripts4webmasters.com/clicktracking/index.shtml>

So what a Click tracking script should tell you?

1. Tell the number of clicks to tell the click thru ratio:

By this you can optimize your ads. If a specified ad get low click thrus you can change the optimize it.

2. Tell the ip address of the visitor:

3. Tells the geographical distribution of the clicks:

4. Tell the date and time of clicks:

5. Referers:

You can know that which link exchange program or banner ad on web sites bring you the most clicks.

6. Clicks by time and date:

<http://www.webmasters-central.com/subscribe.shtml>

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Tracking: Don't Leave Home Without It

By Pat Marcello

Pat Marcello is the owner of

<http://ovweb.net>

,

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, and uses

her own server-side tracking system on a daily basis. For more information, contact Pat at

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