

One very important piece of setup is adding your website to VBOUT and installing our tracking code Now VBOUT's biggest technology or the most of our.

technology is actually what you cannot see happening in the background That.

entails things like doing lead scoring, tracking website visitors, where they came from, pages they're visiting, how much time they're spending, their iOS or PC device, etc etc There's so much that we track but that is contingent on you.

installing your website, a code on your website So let me show you how you can do.

that Now in terms of requirements, you need access to either your back end if you.

have some sort of a CMS or press and that's what I'm going to show you today But.

really it doesn't matter as long as you have access to a footer or a header file to install that code Now to add the website tracking code on the top right.

corner, click on settings, click on website tracking code and here you're going to add your website In this case I'm just going to take lead buffer as an example.

and add This is the tracking code All I have to do is just copy it as it is.

Don't do any modifications to it There's a little copy option right there and.

then you're going to have to log into your back end FTP or whatever you use.

Go to your theme editor, in this case I'm talking about WordPress and add that code right in here That's it It's all that is required Of course you have to save.

it Make sure you backup your files before you do any edits I always advise.

this or have an expert set it up for you We can certainly help you with this so.

if you need someone from our team to do that, we're happy to get in there and do that work In terms of your options or what happens after you do that, there is.

a secondary screen that's prompting you to what would you like us to track Now I.

do know some companies have compliance Maybe they don't want to track link clicks.

or videos like YouTube or Vimeo when people click on them So you can take.

some of these options on or off Now activating your heat map, that's an.

additional experimental layer where you can see how people are moving their mouse and where they're clicking on your screen Very cool feature to have Activating.

browser push notifications and I have a full section on that Very productive or.

very, very cool channel So you can reach your end clients, not only via email or.

via SMS, but also via web push messages Okay If you have an ecommerce component.

into your website like WooCommerce, Magento, Shopify, or even your own custom, you can activate our ecommerce component We have a whole new layer that gets.

opened up once you do that, including doing ecommerce automations, including ecommerce reporting, ecommerce tracking So this is really powerful in case you.

are using ecommerce or you have an ecommerce site You also have Google.

Tag Manager Now this one is used if you have installed your Google Tag Manager.

and I do have a full documentation on this, which you have to create an HTML pixel, add the code in there versus adding it like I did here to the footer.

And that's pretty much it So in this case, I installed directed the site, so I.

do not need this component Right Because I activated the browser push, I.

actually will see one additional screen These are settings for browser push.

I'll get back to that in a moment, like when to show it and so on, but I'll skip it for the time being Now on the top right, or on the question mark.

right here, if I want to see how I can install it for Tag Manager, I have Tag or GTM Oops And it's a custom HTML pixel You can install our code there.

and then go back and follow the prompt Now once you've installed the code, you.

can click on verify installation And you should always get that check mark.

right here So if you click verify installation, right now it's not.

installed So it's giving me an X that means we cannot track anything on your.

site, obviously If it's installed properly, it's going to show a check mark.

Now this could sometimes be impacted if you have caching on your site If you're.

using some sort of a component like an element or a website builder that requires you to add that code in the tracking area So please speak to your.

developers in terms to that And we can always kind of try to guide you ourselves.

if you ask our live chat And this is it, very easy You have the ability to add.

multiple site properties and track these differently in different capacities We.

don't cap you on that for the most part And it's really important to unleash the.

tracking layer on the boat.