



# SWITCHBOARDFREE

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## Referrer Phone Call Tracking Component

This is a free component to use on your web page(s) that enable you to track phone calls from different web referrers.

# Referrer Phone Call Tracking Component

This is a JavaScript component which is free to download and use on your own websites. It enables you to display a different 084 queue number based on where your visitor was referred from. This allows you to see what percentage of your calls originate from your website referrers. This product requires that you have a unique 084 number per referrer that you wish to track. Additional numbers are available from the upgrade page.

There are just 2 stages to adding this component to your website.

**1.** Include the following code immediately before the </head> tag on your web page.

You will now need to add in a piece of JavaScript to tell us which numbers you wish to use when a visitor to your website has come from a particular referrer. This will need to be placed immediately before the </head> tag on your web page:

```
<script language="JavaScript" src="http://www.liquid11.co.uk/js/callTracking.js" tyle="text/javascript"></script>
<script language="JavaScript" type="text/javascript">
    addTrackingSource("google","0844 884 1111");
    addTrackingSource("bing","0844 884 2222");
    addTrackingSource("yahoo","0844 884 3333");
    addTrackingSource("tiny","0844 884 5555");
    setDefaultTrackingNumber("0844 884 4444");
</script>
```

There are two functions that you should use here. The first one is addTrackingSource. The first string passed to the addTrackingSource() function is what you are searching for within the referrers URL, this can either be the full URL or part of the URL.

The second function is setDefaultTrackingNumber(), this sets the number you wish to appear when the user has come from a referrer which is unrecognised.

Here is a table showing some common referrers and what we would recommend you use as the first parameter in your call to the addTrackingSource() function in order to track them:

| String to use | Refferer         |
|---------------|------------------|
| google        | Google           |
| bing          | Bing (Microsoft) |
| yahoo         | Yahoo            |
| tiny          | Tiny URL         |

# Referrer Phone Call Tracking Component

**2.** Place code on your web page to display the appropriate number to track your user.

You will need to place the following code snippet on your web page wherever you wish the number to be displayed, this can be in as many or as few places as you wish.

```
<script language="JavaScript" type="text/javascript">displayNumber();</script>
```

You now have everything in place so that when a visitor to your website is shown your web page they are shown a different 084 queue number based on the website they were referred from.

For technical support and tips on what you can do with this component and other statistical and tracking features of Switchboard call us on 0844 884 3010.