



# Keyword Presence

## Implementation Guide

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## Background

Some content systems and site structures don't allow for consistent keywords in the URL, e.g. <http://www.website.com/sports>. Instead they have a structure of <http://www.website.com/1/2/3>.

In these cases, the URL structure doesn't allow for breaking out and assigning URLs to the dictionary in the traditional fashion. Clients can opt to use keyword presence in these cases to allocate traffic to different sub-sections of their site.

Many clients break out content on their websites into specific sections using a corresponding URL structure that allows creating reportable entities with a straightforward pattern definition

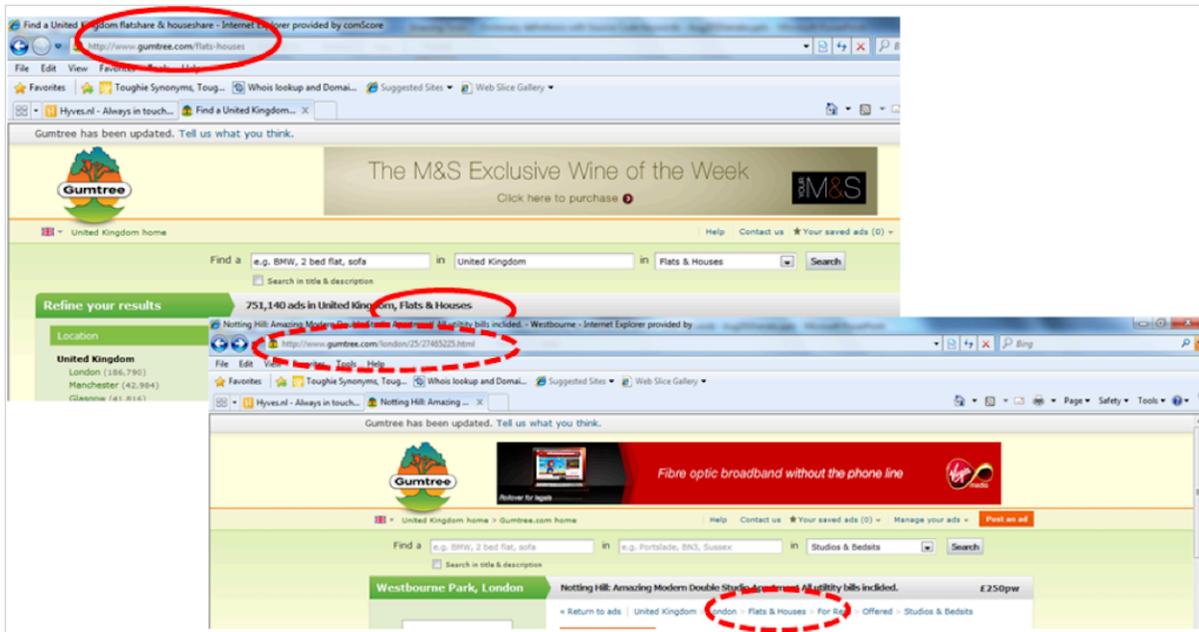
**Example:** *BBC News branded content is realized on `%.BBC.CO.UK/NEWS% URL`.*



Here BBC can categorize its content as per the URL in their reporting since their URL follows a straightforward pattern.

Some clients are only partially able (or not able at all) to match their URL structure to the specific content that they want to break out.

**Example:** *GUMTREE.COM – Flats & Houses homepage vs. article/advert in the Flats & Houses section.*



## Implementing Keyword Presence

### Step 1: Implement the Standard Website Tag on Direct

Place the Website Tag from Direct on all pages of the site, replacing `CLIENT_ID` by your Comscore client ID (found on [direct.comscore.com](https://direct.comscore.com)). It is recommended that this code is placed directly in the HTML source code of your page, otherwise additional implementation steps may be necessary (see [Step 3: Add the comscorekw Parameter to the HTML Source on page 4](#) for more details).

```

1. <!-- Begin Comscore Tag -->
2. <script>
3.     var _comscore = _comscore || [];
4.     _comscore.push({
5.         c1: "2",
6.         c2: "CLIENT_ID",
7.         options: {
8.             enableFirstPartyCookie: true
9.         }
10.    });
11.
12.    (function() {
13.        var s = document.createElement("script"), e1 = document.getElementsByTagName("script")[0]; s.async = true;
14.        s.src = "https://sb.scorecardresearch.com/cs/CLIENT_ID/beacon.js";
15.        e1.parentNode.insertBefore(s, e1);
16.    })();
17. </script>
18. <noscript>
19.     
20. </noscript>
21. <!-- End Comscore Tag -->

```

## Step 2: Add the `comscorekw` Parameter to the Website Tag

The parameter `comscorekw` is used to set the keyword for dictionary assignment. Modifying the Website Tag to include the `comscorekw` parameter should result in the following code:

```

1. <!-- Begin Comscore Tag -->
2. <script>
3.     var _comscore = _comscore || [];
4.     _comscore.push({
5.         c1: "2",
6.         c2: "CLIENT_ID",
7.         options: {
8.             enableFirstPartyCookie: true,
9.             url_append: "comscorekw=KEYWORD"
10.        }
11.    });
12.
13.    (function() {
14.        var s = document.createElement("script"), el = document.getElementsByTagName("script")[0]; s.async = true;
15.        s.src = "https://sb.scorecardresearch.com/cs/CLIENT_ID/beacon.js";
16.        el.parentNode.insertBefore(s, el);
17.    })();
18. </script>
19. <noscript>
20.     
21. </noscript>
22. <!-- End Comscore Tag -->

```

## Step 3: Add the `comscorekw` Parameter to the HTML Source

In addition to appearing in the tag, the `comscorekw` parameter must also appear in the HTML source code of each page for proper panel processing.

If the tag has been added to the source code of each page as recommended in [Step 1: Implement the Standard Website Tag on Direct on page 3](#), then this step has already been completed. However, if the tag is loaded by an external script on the page, or if the tag has been encoded on the page, then the following comment must be added to the HTML source:

```
<!-- Comscore Identifier: comscorekw=KEYWORD -->
```

## Implementation Rules

1. All pages containing the keyword in source code must meet the required branding for the chosen entity
2. The keyword must follow the syntax of `comscorekw=appropriatekeyword`
3. The keyword is allowed to be present only once per page
  1. Keyword needs to be implemented in the source code or instrumented through the Comscore Website Tag on all pages that contribute to the appropriate entity
  2. The keyword needs to be identical (per entity) for each page where implemented
  3. No blank spaces to be used in the keyword (use dashes or underscores)
  4. No ampersand sign (&) is allowed to be used as well in the keyword

4. When breaking out multiple sections of the site into several reportable entities, ensure that the keyword of one section is not contained in another keyword. e.g. `gtcsid_retail` is present in `gtcsid_retail_apparel` (precedence conflicts)

**Important Note:**

Once the keywords have been implemented, client should provide Comscore with the domain / keyword combinations

1. Domain name(s), e.g. *website.com*
2. Chosen entity name reflecting branding, e.g. *Website - Politics*
3. Keyword present in source code, e.g. `comscorekw=politics`
4. List of URL's keyword has been implemented on for testing by Comscore