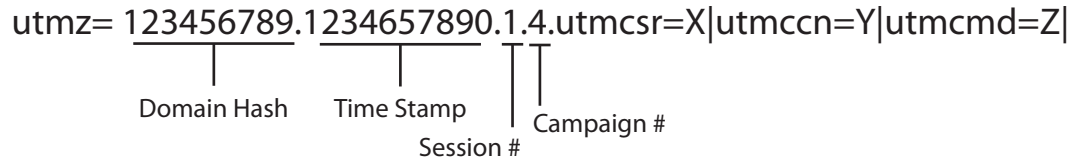
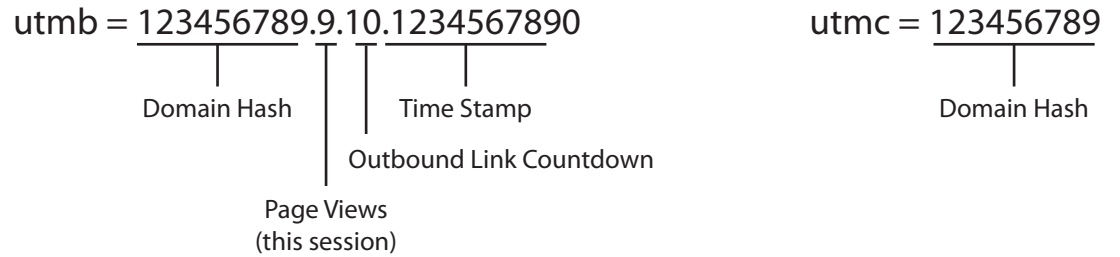
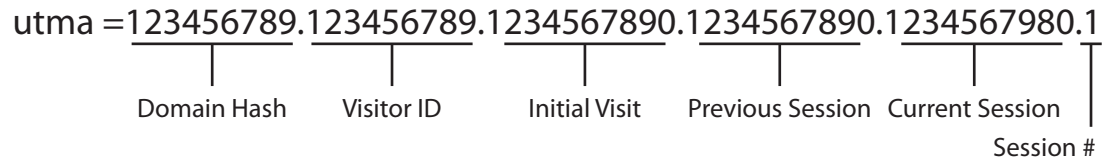




THE RUGA CHEAT SHEET

Variable Description

Variable	Description
utmac	Account String.
utmcc	Cookie values.
utmcn	Starts a new campaign session
utmcr	Indicates a repeat campaign visit.
utmcs	Language encoding for the browser.
utmdt	Page title
utme	Extensible Parameter
utmfl	Flash Version
utmhn	Host Name
utmipc	Product Code
utmipn	Product Name
utmipr	Unit Price
utmiqt	Quantity
utmiva	Variations on an item
utmje	Is Java-enabled (1 0)
utmn	Unique ID
utmp	Page request of the current page.
utmr	Referral
utmcs	Screen color depth
utmsr	Screen resolution
utmt	Type of request (event,transaction, item, or custom variable)
utmtci	Billing City
utmtco	Billing Country
utmtid	Order ID
utmtrg	Billing region
utmtsp	Shipping cost.
utmtst	Affiliation.
utmtto	Total
utmttx	Tax
utmul	Browser language
utmwv	Tracking code version



Pageviews:

_trackpageview(URL) - tracks the cited url as a pageview

Traffic Sources:

_addIgnoredOrganic(Keyword) - Defines ignored term(s) in Keywords reports, treating them as direct traffic.

_addIgnoredRef(Referrer) - Registers traffic from a specific referring source as direct traffic.

_addOrganic(engine, Keyword, prepend[true|false]) - Registers traffic from a source as search engine traffic.

Ecommerce:

_addTrans(orderID, affiliation, total, tax, shipping, city, state, country) - initializes a transaction object. Associated with items via an order ID.

_addItem(orderID, SKU, name, category, price, quantity) - tracks information specific to each item in a shopping cart.