

## Siteimprove to Tableau Web Data Connector



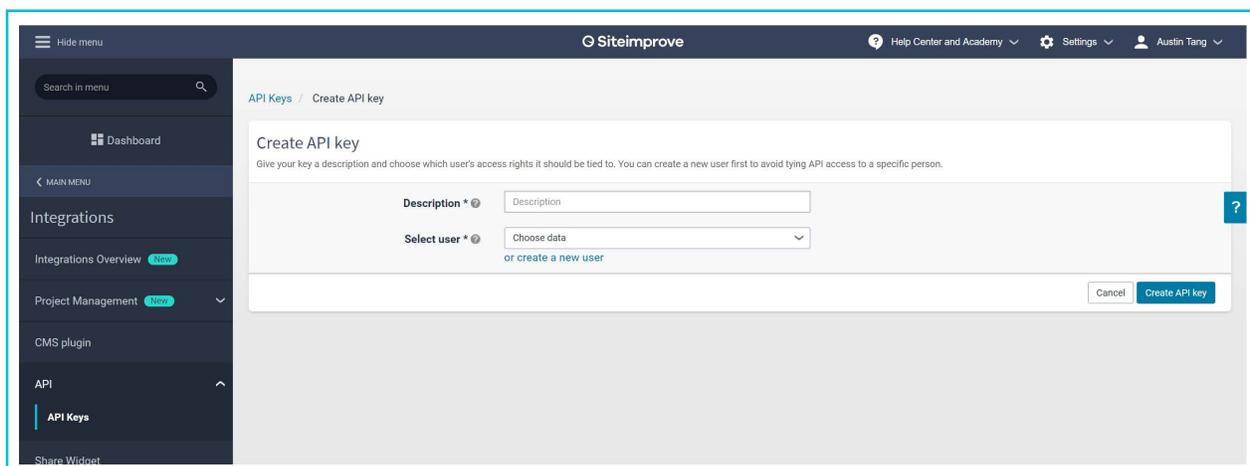
Guide

The Siteimprove Web Data Connector (WDC) allows users to visualize Siteimprove data within Tableau. The data is obtained via the Siteimprove REST API, which is available to all Siteimprove customers.

To access the API, you'll need to log in with a username and an API-key. Once logged in, you'll have the same permissions as if you were logged in to the Siteimprove platform. You can create and manage API keys from the Settings Panel in the Siteimprove platform.

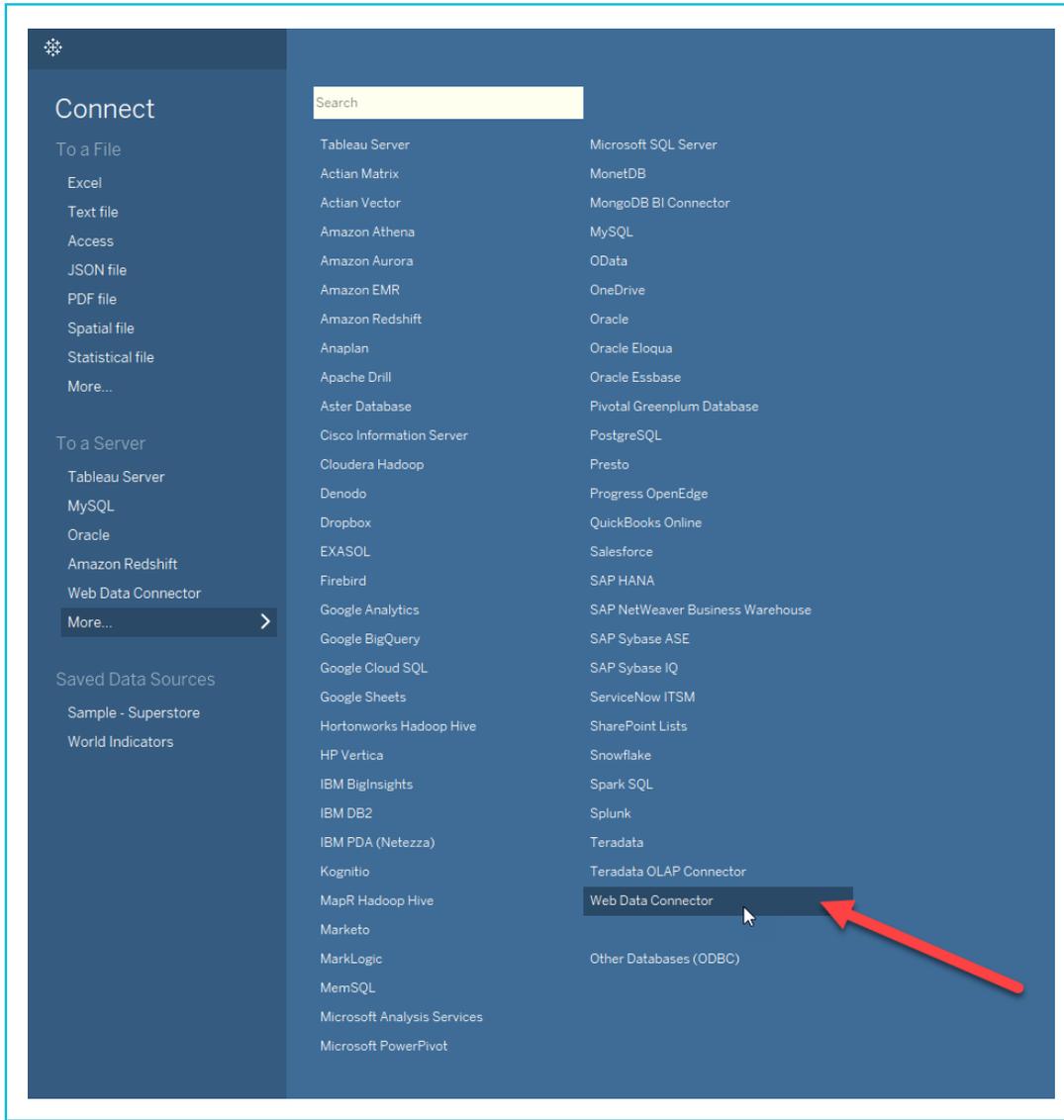
To visualize Siteimprove data in Tableau, follow these steps:

1. Log into the Siteimprove platform.
2. Go to Integrations > API > API Keys and click on "Create API Key".
3. Fill in the required information and click on the "Create API key" button.



4. Open Tableau.

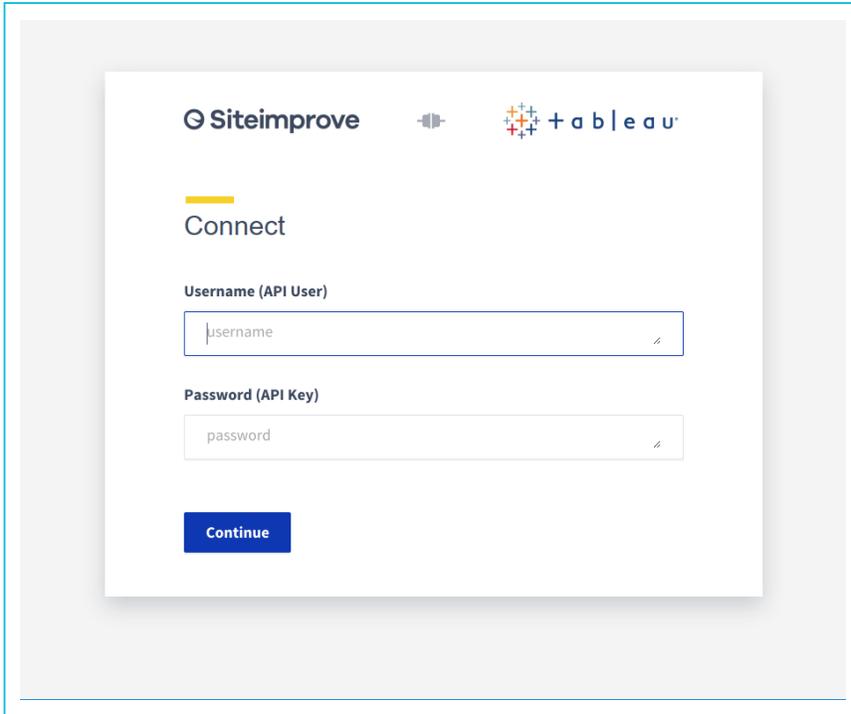
5. Click on “More...” in the “To a Server” category and choose “Web Data Connector”.



6. You will be prompted to fill in the URL to the Siteimprove Web Data Connector. Copy the URL below into either the input field or directly into the address bar: <https://cdn.siteimprove.net:443/connectors/siteimprove-tableau-data-connector/index.html>. Tableau will remember the URL as a recently used connector, so you won't have to copy it again next time.



7. Enter your username (API user) and password (this is the API key that was generated in Steps 1-3).

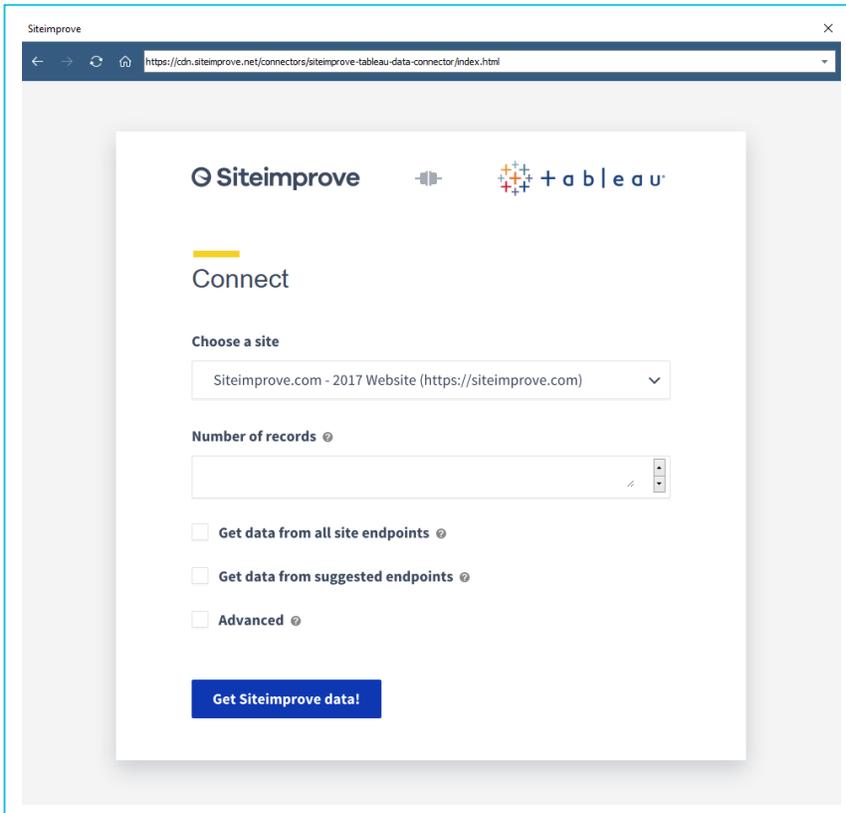


The screenshot shows a web interface for connecting Siteimprove to Tableau. At the top, there are logos for Siteimprove and Tableau. Below the logos, the word "Connect" is displayed. There are two input fields: "Username (API User)" with the placeholder text "username" and "Password (API Key)" with the placeholder text "password". A blue "Continue" button is located at the bottom of the form.

8. Select one of your sites from the dropdown list.

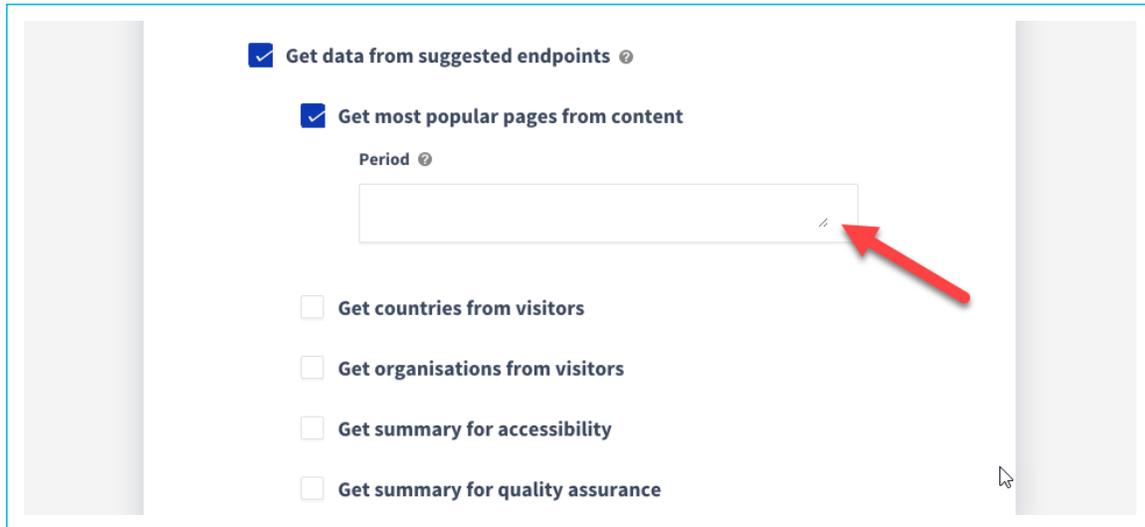
9. Enter the maximum number of records that you want to retrieve. The value must be between 1 and 1000.

10. Below "Number of records" you have three options for choosing the data you want to extract from your chosen site (you can choose more than one):

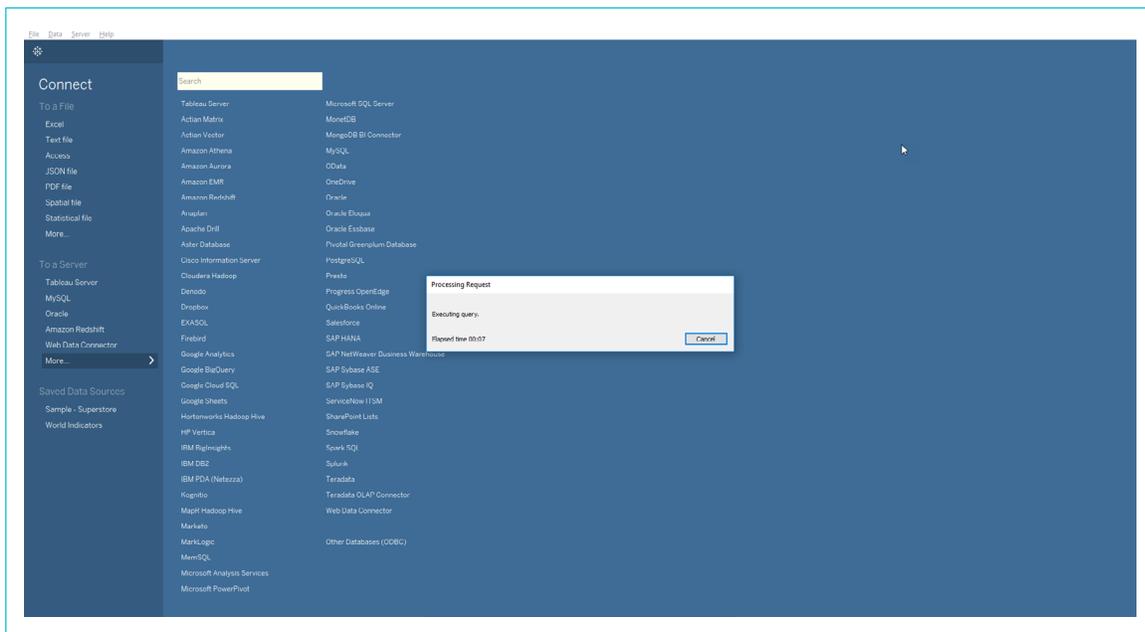


The screenshot shows the same "Connect" screen as in step 7, but with additional options. The "Choose a site" dropdown menu is open, showing "Siteimprove.com - 2017 Website (https://siteimprove.com)". Below the dropdown is a "Number of records" input field with a range indicator. There are three checkboxes: "Get data from all site endpoints", "Get data from suggested endpoints", and "Advanced". A blue "Get Siteimprove data!" button is at the bottom.

- o **Get data from all site endpoints:** fetches data from all endpoints that do not require additional parameters to be specified (e.g. choosing a particular page).
- o **Get data from suggested endpoints:** fetches data from Siteimprove’s recommended endpoints. This may require that you enter additional parameters for data extraction, such as a specific period or page

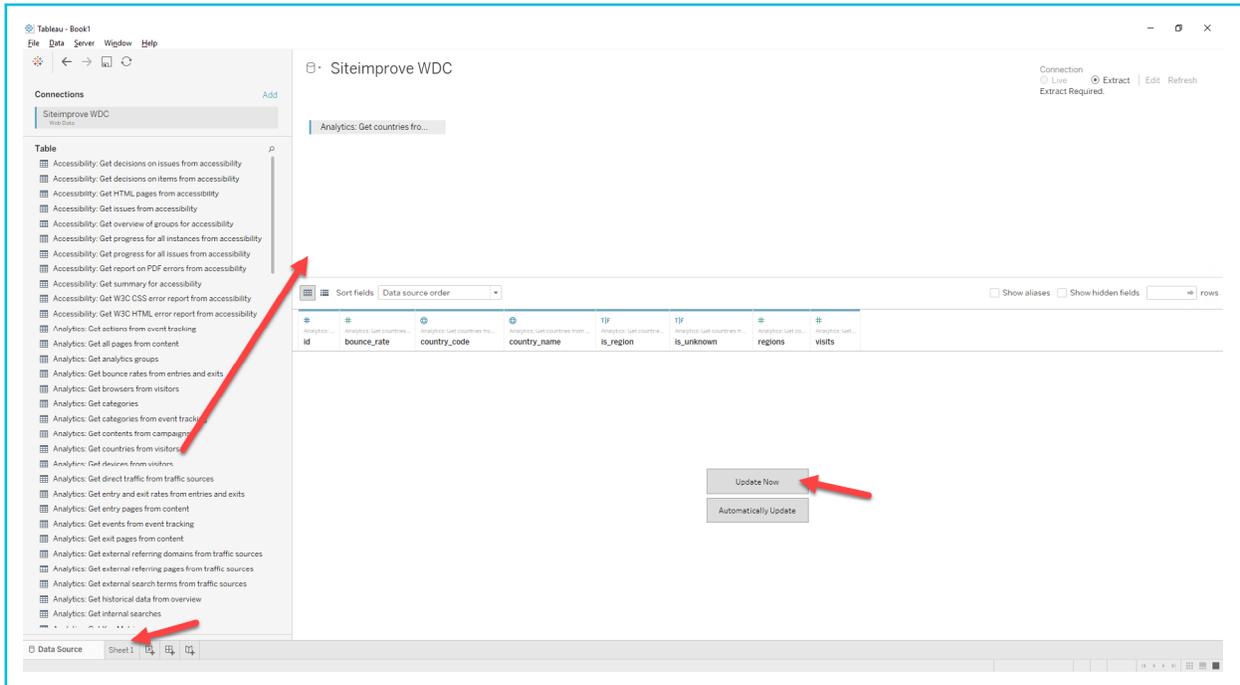


- o **Advanced:** allows you to extract data from a specific endpoint using specific parameters. You have to specify the endpoint in the input field in the following format (example): /sites/{site\_id}/analytics/content/most\_popular\_pages?page\_size=100. More information about endpoints is available in this documentation: <https://api.siteimprove.com/v2/documentation>



11. Click on “Get Siteimprove data!”.
12. Wait for the request to be processed. This might take some time, depending on how much data you want to extract.

13. On the left, you will find all the tables with the Siteimprove data you opted to extract. One table is displayed per endpoint. Choose one and drag it to the top section. Then either click on “Update now” or “Sheet.1” to see the results for that endpoint.



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