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**WESTLAW™**

# How To Access Web Analytics On PeopleMap

## Web Analytics

This feature allows you to research a person's social media footprint and web results through categorized and filterable deep web search results. Web Analytics offers filtering options of web results and allows you to link out to Social Media and Web pages possibly associated with the subject. Click the **Web Analytics** tab within the PeopleMap workflow to get started.

The screenshot displays the PeopleMap interface for a subject named "JANE SAMPLE-DOCUMENT". The "Web Analytics" tab is selected, showing search results for "Social Media and Web (105)". The left sidebar contains various filter categories such as "Possible Risk Flag", "Person", "Email Address", "Phone Number", "Company", "Organization", and "Industry Term". The main content area lists five results:

- 1. Professional Profile & Networking - LinkedIn**: Jane Sample-Documents at Sample-Documents Dentistry.
- 2. Personal Web Profile - Facebook**: en\_US
- 3. Professional Profile & Networking - LinkedIn**: Jane Sample, Sales and Management Student at ABC Technical and Community College.
- 4. Clean & Simple Phone Directory - 10digits.us**: Jane Sample, 1410 Greeley Street, Stillwater, MN, US.
- 5. Unlimited Background Reports - Been Verified**: Jane Anne Sample, Chapter: A7, 118.

For assistance using PeopleMap, visit [legalsolutions.com/peoplemap](http://legalsolutions.com/peoplemap), or call your representative at 1-888-728-7677.

For free reference materials, visit [legalsolutions.com/westlaw-support](http://legalsolutions.com/westlaw-support)

**Filtering Options** – An improvement over most web search offerings, Web Analytics Results can be filtered to narrow your research data. Filtering options appear on the left side of the Web Analytics tab and vary based upon your subject's available data but may include Person, Company, Industry Term, City, Phone Numbers, Organization, and risk flags among others. Checkmark a box or boxes next to the records you wish to utilize to narrow your search by clicking them and then click **Apply Filters**. Click **Cancel** to reverse the filtering. If your filter options are set to automatically filter when selecting each checkbox, that will be honored here as well.

**Social Media & Web Results** – All available social media and web data appears on the right side of the Web Analytics tab. Clicking a particular result navigates directly to the website associated with the result, which opens in a new browser window and pauses your Westlaw session. This is often a great source to check for photos and other information not found in other public records sources.

**Note** If a person has marked their Social media profiles such as LinkedIn and Facebook as private in those website settings, it is not accessible through Web Analytics.



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## WEB ANALYTICS TOOLBAR/TOOLS

Additional Web Analytics tools include the following:



- **Return to List** re-directs you to the initial Public Records Results List from the Person Record you are viewing.
- **Add to Report** allows you to add some or all of the Social Media & Web Results to the subject PeopleMap Report. Select one or more of the Social Media & Web Results by checking boxes next to individual results or **Select All** and click **Add to Report** to add the results into the PeopleMap report. The result list items added to the report are then available in the PeopleMap Report Attachments section when you open it. This feature is often used to bring photos into a report.

