

# User Guides

The user guides help you develop and manage your site and monitor its performance using the Frosmo Control Panel. The guides also introduce practical use cases for working with the Control Panel.

Before starting with development, get familiar with the typical development workflow and how different Frosmo Platform features fit in it. For more information, see [Planning visitor journeys](#).

- [Data tracking](#) solutions allow you to track events and other data on your site:
  - [Conversion tracking](#) allows you to measure the business performance of your site and Frosmo's impact on it.
  - [Custom actions](#) allow you to track any visitor activity or state on your site.
- [Development](#) guides show you how to develop and manage your site, to improve its user experience, and to create personalized visitor journeys using the Frosmo Platform:
  - [Segmentation](#) allows you to target specific types of visitors with content that meets their interests.
  - [Placements](#) determine where on the web page a modification is placed.
  - [Modifications](#) are real-time changes to web pages designed to improve the usability and user experience of the website, and to guide visitors to complete conversions.
  - [Templates](#) define reusable pieces of content for modifications.
  - [Triggers](#) allow you to detect particular events on a web page and take predefined actions based on those events.
  - [Recommendations](#) are dynamically generated content predicted to appeal to a visitor and delivered through modifications.
  - [Workspaces](#) allow you to safely develop and test features without affecting the live content of your site.
- [Testing](#) tools help you test and debug your visitor journeys and the features used to build them:
  - [Frosmo Preview](#) allows you to preview and debug modifications on your site during development.
  - [Test mode](#) allows you to show modifications only to certain visitors for testing purposes.
- [Troubleshooting](#) guides help you when something goes wrong:
  - [Common problems and solutions](#) covers the most common problems that you might run into when working with modifications and other features.
  - [Console debugging with Frosmo Core](#) shows you how to debug modifications and other features on your site by using Frosmo Core in the browser console.
  - [Error tracking](#) allows you to track and troubleshoot errors on your site.
- [Analytics](#) allow you to monitor the performance of your site through statistics:
  - [Conversion statistics](#) allow you to monitor the number of conversions driven by the Frosmo Platform, and the revenue generated by the conversions.
  - [Modification statistics](#) give you a detailed view of the events and metrics tracked for modifications.
- [Administration](#) instructions help you configure your site and manage users:
  - [Sites and users](#) guide shows you how to create and manage sites and users.

## Version history

Version	Publication date	Description
6.9	2020-04-03	Updated <a href="#">Common problems and solutions</a> .
6.8	2020-04-01	Updated <a href="#">Segmentation</a> . Updated and renamed <b>Preview Tool</b> to <a href="#">Frosmo Preview</a> .
6.7	2020-03-31	Added <a href="#">Developing shared code in a workspace</a> . Updated the placements guide: <ul style="list-style-type: none"><li>• <a href="#">Placements</a></li><li>• <a href="#">Introduction to placements</a></li><li>• <a href="#">Checking where a placement is used</a></li></ul>
6.6	2020-03-16	Updated <a href="#">Creating and editing a trigger</a> .
6.5	2020-02-17	Updated <a href="#">Templates</a> .
6.4	2020-02-03	Updated <a href="#">Modifications</a> .
6.3	2020-01-10	Updated modification-related documentation to conform to the new modification UI introduced in the <a href="#">Happy Valley</a> release.
6.2	2019-12-19	Updated and renamed <a href="#">Multi-armed bandit optimization</a> . The topic was previously named <b>Optimizing modifications with the multi-armed bandit</b> . Updated modification-related documentation to conform to the new modification UI introduced in the <a href="#">Happy Valley</a> release.
6.1	2019-11-26	Added <a href="#">Migrating from template defaults to templates</a> . Updated <a href="#">Planning visitor journeys</a> .

6.0	2019-11-20	<p>Added <a href="#">Templates</a>. This is a completely rewritten and expanded guide to content templates.</p> <p>Updated <a href="#">Modifications</a>. This guide was rewritten and restructured to conform to the new modification UI and workflow introduced in the <a href="#">Happy Valley</a> release.</p>
5.0	2019-10-17	<p>Added new troubleshooting guides:</p> <ul style="list-style-type: none"> <li>• <a href="#">Common problems and solutions</a></li> <li>• <a href="#">Console debugging with Frosmo Core</a></li> </ul>
4.4	2019-08-29	<p>Updated the Frosmo Recommendations guide:</p> <ul style="list-style-type: none"> <li>• <a href="#">Creating recommendations</a></li> <li>• <a href="#">Retrieving recommendation data</a></li> </ul>
4.3	2019-06-17	<p>Updated the following topics:</p> <ul style="list-style-type: none"> <li>• <a href="#">Creating and managing conversion definitions</a></li> <li>• <a href="#">Creating and editing a trigger</a></li> </ul>
4.2	2019-06-06	<p>Updated the following topics:</p> <ul style="list-style-type: none"> <li>• <a href="#">Tracking custom actions</a></li> <li>• <a href="#">Creating and managing custom actions</a></li> <li>• <a href="#">Using custom actions</a></li> </ul>
4.1	2019-05-28	<p>Updated the following topics to reflect the UI changes in the <a href="#">Goodnews Bay</a> release:</p> <ul style="list-style-type: none"> <li>• <a href="#">Using custom actions</a></li> <li>• <b>Creating and using modification templates</b></li> <li>• <a href="#">Managing triggers</a></li> <li>• <a href="#">Trigger examples</a></li> <li>• <a href="#">Example: Developing a site banner in a workspace</a></li> <li>• <a href="#">Tracking products and transactions</a></li> <li>• <a href="#">Displaying the recommendation</a></li> </ul>
4.0	2019-05-06	<p>Restructured and consolidated the documentation for better usability by grouping the guides under the following new main topics:</p> <ul style="list-style-type: none"> <li>• <a href="#">Data tracking</a></li> <li>• <a href="#">Development</a></li> <li>• <a href="#">Testing</a></li> <li>• <a href="#">Troubleshooting</a></li> <li>• <a href="#">Analytics</a></li> <li>• <a href="#">Administration</a></li> </ul> <p>Moved the <a href="#">Frosmo Recommendations</a> guide from Developer Guides to here.</p> <p>Updated the following topics to reflect the UI changes in the <a href="#">Goodnews Bay</a> release:</p> <ul style="list-style-type: none"> <li>• <a href="#">Creating and editing a placement</a></li> <li>• <a href="#">Managing placements</a></li> <li>• <b>Creating modifications</b></li> <li>• <b>Managing modifications</b></li> <li>• <a href="#">Creating and editing a trigger</a></li> </ul>
3.11	2019-04-08	Added <a href="#">Planning visitor journeys</a> .
3.10	2019-03-11	Updated <a href="#">Tracking custom actions</a> .
3.9	2019-01-09	Site maintenance updates.
3.8	2018-11-05	Updated <a href="#">Publishing a workspace</a> .
3.7	2018-11-01	Updated <a href="#">Test mode</a> .
3.6	2018-10-04	Updated <a href="#">Creating and managing sites</a> .
3.5	2018-09-13	Removed the <b>Downloads</b> page and the standalone PDFs.

3.4	2018-09-03	Added <b>Conversion definitions</b> . Updated <a href="#">Modifications</a> . Updated <a href="#">Introduction to workspaces</a> .
3.3	2018-08-10	Added <a href="#">Workspaces</a> . Added <a href="#">Sites and users</a> .
3.2	2018-04-25	Updated <a href="#">Error tracking</a> .
3.1	2018-04-09	Updated <a href="#">Preview Tool</a> .
3.0	2018-03-14	Added <b>Analyzing modification performance</b> . Added <b>Creating and using modification templates</b> . Added <a href="#">Error tracking</a> .
2.0	2018-01-10	Added <b>Conversion tracking and attribution</b> .
1.3	2017-12-18	Updated <a href="#">Triggers</a> .
1.2	2017-11-28	Added <a href="#">Custom actions</a> .
1.1	2017-10-23	Moved the standalone PDFs from the front page to the <b>Downloads</b> page.
1.0	2017-08-17	First public version of this documentation.