

Claims

1. A method for recording a click position in a webpage, the method comprising:
determining a reference region in a webpage in which a click position is to be recorded;
dividing the reference region into several operating regions according to a frame structure and a style of the webpage, and determining a region other than the reference region in the webpage as an operating region, wherein coordinate positions of webpage elements in the operating region are fixed in the operating region, and the operating region has a reference coordinate position;
determining a current operating region where a click operation of a user is located;
determining the reference coordinate position of the current operating region;
calculating relative coordinates of the position of the click operation with respect to the reference coordinate position of the current operating region; and
recording the current operating region with the relative coordinates as the click position of the click operation in the webpage.

2. The method of claim 1, wherein the step of determining a reference region in a webpage in which a click position is to be recorded, and dividing the reference region into several operating regions according to a frame structure and a style of the webpage comprises:
conducting statistics on historical operation behaviors of the user in the webpage;
determining a region in which the number of the historical operation behaviors of the user exceeds a preset threshold in the webpage as a reference region; and
dividing the reference region into several operating regions according to the frame structure and the style of the webpage and historical operation behaviors of the user in the reference region in the webpage.

3. The method of claim 2, wherein the reference coordinate position of the operating region determined from the region other than the reference region in the webpage is selected from any reference coordinate position in the several operating regions into which the reference region is divided.

4. The method of claim 2, wherein the several operating regions into which the reference

region is divided comprise: a header region, and/or a banner region, and/or an info region, and/or an ads region, and/or a footer region, and/or a sidebar region.

5. The method of claim 1, wherein the click position of the click operation in the webpage is recorded in a Nginx server; and the method further comprises:

recording an operating time of the click operation by using the Nginx server.

6. The method of any one of claims 1 to 5, further comprising restoring the click position in the webpage, comprising:

obtaining relative coordinates of the position of the click operation of the user at a first moment (S21);

determining a position of the operating region in the webpage at a second moment, the second moment being after the first moment (S22); and

restoring, at the second moment, a click position of the click operation in the webpage according to the relative coordinates of the position of the click operation of the user with respect to the reference coordinate position of the operating region where the click operation of the user is located at the first moment and the position of the operating region in the webpage at the second moment (S23).

7. The method of claim 6, wherein the method further comprises:

determining whether an area of the operating region at the first moment is greater than an area thereof at the second moment;

if yes, determining whether the click operation is outside the operating region at the second moment; and

if yes, hiding data of the click position of the click operation in the webpage.

8. The method of claim 6, wherein the method further comprises:

determining whether the operating region exists at the second moment; and

if no, hiding data of the click position of the click operation in the webpage.

9. An apparatus for recording a click position in a webpage, comprising multiple modules

configured to perform the method of any one of claims 1 to 8.