

SEM Coaching - 31

Conversion Tracking

Introduction to Conversion Tracking

- ❖ Conversion tracking involves measuring goal conversions and determining conversion source, characteristics & goal path
- ❖ Requires inserting HTML or javascript tracking code on 'thank you' page
- ❖ Helps you determine the effectiveness of all your online marketing channels, including:
 - Direct traffic
 - Referral traffic
 - Search traffic (Keywords (Organic & PPC) & Ads (PPC))
 - Social media traffic
 - E-mail marketing

Conversion Tracking Using Google Analytics

Google Analytics

SharesXPert - <http://www.sharesxpert.com>
SharesXPert [DEFAULT]

Home Standard Reporting Custom Reporting **Admin** Help

Help
Profiles
Create/Edit/Delete Profile
Add/Edit Goals
Help center
Search help center Go

Add to your site
+1 buttons let people who love your content recommend it on Google Search.

All Accounts > SharesXPert >
SharesXPert
Property ID:
Default URL: <http://www.sharesxpert.com>

Profiles Tracking Code Property Settings Social Settings

Profile:
+ New Profile

Assets Goals Users Filters Profile Settings

Goals >

Goals (set 1): Goal 1

General Information

Goal Name

☒ Active ☐ Inactive

Goal Type ☒ URL Destination
☐ Visit Duration
☐ Page/Visit
☐ Event

Conversion Tracking Using Google Analytics

Goal Details

Goal URL

e.g. For the goal page <http://www.mysite.com/thankyou.html> enter `/thankyou.html`. To help you verify that your goal URL is set up correctly, please see the tips [here](#).

Match Type

Case Sensitive

☐

URLs entered above must exactly match the capitalization of visited URLs.

Goal Value optional

Goal Funnel

A funnel is a series of pages leading up to the goal destination. For example, the funnel may include steps in your checkout process that lead you to the thank you page (goal).

Use funnel

☐

Please note that the funnels that you've defined here only apply to the Funnel Visualization Report. Note: URL should not contain the domain (e.g. For a step page <http://www.mysite.com/step1.html> enter `/step1.html`).

Save

[Cancel](#)



EST.

imarketing.courses

BEST PLACE TO LEARN !

2021

Conversion Tracking Using Google Analytics

Standard **Advanced** Custom

1. What are you tracking?

- ☐ A single domain
Example: www.sharesxpert.com
- ☒ One domain with multiple subdomains
Examples: www.sharesxpert.com
apps.sharesxpert.com
store.sharesxpert.com
- ☐ Multiple top-level domains
Examples: www.sharesxpert.uk
www.sharesxpert.cn
www.sharesxpert.fr

☒ AdWords campaigns

2. Paste this code on your site

Copy the following code, then paste it onto every page you want to track immediately before the closing </head> tag. ?

```
<script type="text/javascript">

var _gaq = _gaq || [];
_gaq.push(['_setAccount', 'UA-12345678-1']);
_gaq.push(['_setDomainName', 'sharesxpert.com']);
_gaq.push(['_trackPageview']);

(function() {
  var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
  ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google-analytics.com/ga.js';
  var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
})();

</script>
```

3. Additional Steps

Link your AdWords campaigns

Log in to your AdWords account and link to the Google Analytics account. ?

► Email these instructions Optional



We recommend that you do not use both new and old tracking code snippets together on any given page. Doing so might generate inaccurate report data. You can, however, migrate select pages of your site to the new tracking code while the older tracking code remains on others.

Save

Cancel

Custom Tracking Using Google Analytics

Traffic

Tool: URL Builder



Google Analytics URL Builder

Use this tool to create URLs for your [custom campaigns](#). Fill in the form information and click the **Generate URL** button below.

Step 1: Enter the URL of your website.

Website URL: *
(e.g. <http://www.urchin.com/download.html>)

Step 2: Fill in the fields below. **Campaign Source**, **Campaign Medium** and **Campaign Name** should always be used.

Campaign Source: * (referrer: google, citysearch, newsletter4)
Campaign Medium: * (marketing medium: cpc, banner, email)
Campaign Term: (identify the paid keywords)
Campaign Content: (use to differentiate ads)
Campaign Name: * (product, promo code, or slogan)

Step 3

Generate URL

Clear

http://www.sharesxpert.com/?utm_source=newsletter&utm_medium=



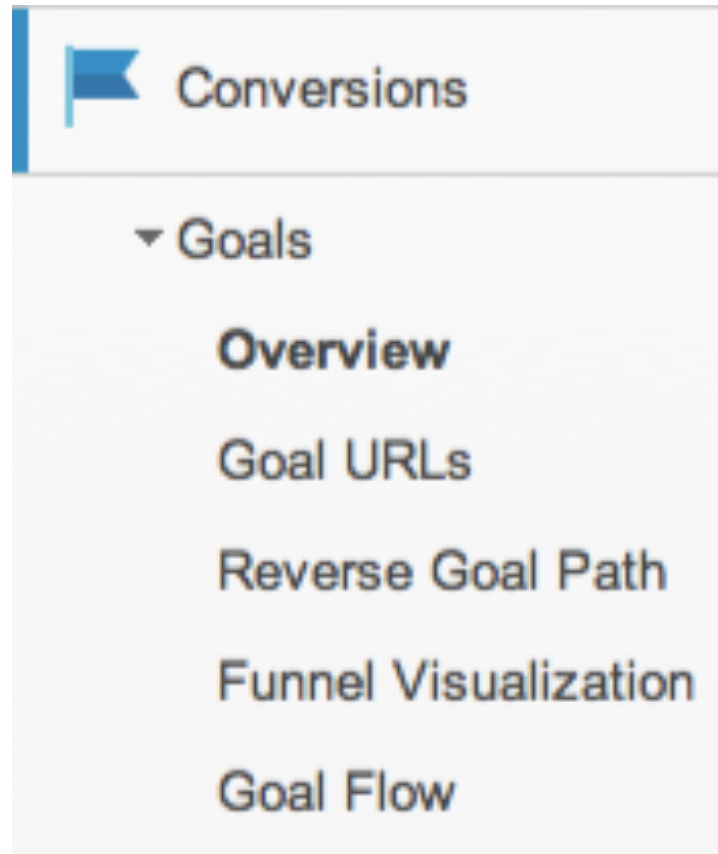
EST.

imarketing.courses

BEST PLACE TO LEARN !

2021

Conversion Reports - Google Analytics



Conversion Source - Google Analytics

	Source/Medium	Visits	Goal Conversion Rate ↓	Per Visit Goal Value
<input type="checkbox"/>	1. [blurred]	5	20.00%	\$0.20
<input type="checkbox"/>	2. [blurred]	6	16.67%	\$0.17
<input type="checkbox"/>	3. [blurred]	9	11.11%	\$0.00
<input type="checkbox"/>	4. [blurred]	91	5.49%	\$0.05
<input type="checkbox"/>	5. [blurred]	39	2.56%	\$0.03
<input type="checkbox"/>	6. [blurred]	53	1.89%	\$0.02
<input type="checkbox"/>	7. [blurred]	76	1.32%	\$0.01
<input type="checkbox"/>	8. [blurred]	154	1.30%	\$0.01
<input type="checkbox"/>	9. [blurred]	168	1.19%	\$0.01
<input type="checkbox"/>	10. [blurred]	6,022	1.05%	\$0.01
<input type="checkbox"/>	11. [blurred]	1,616	0.56%	\$0.00
<input type="checkbox"/>	12. [blurred]	934	0.32%	\$0.00

Conversion Reports - Google Analytics

▼ Multi-Channel Funnels

Overview

Assisted Conversions

Top Conversion Paths

Time Lag

Path Length

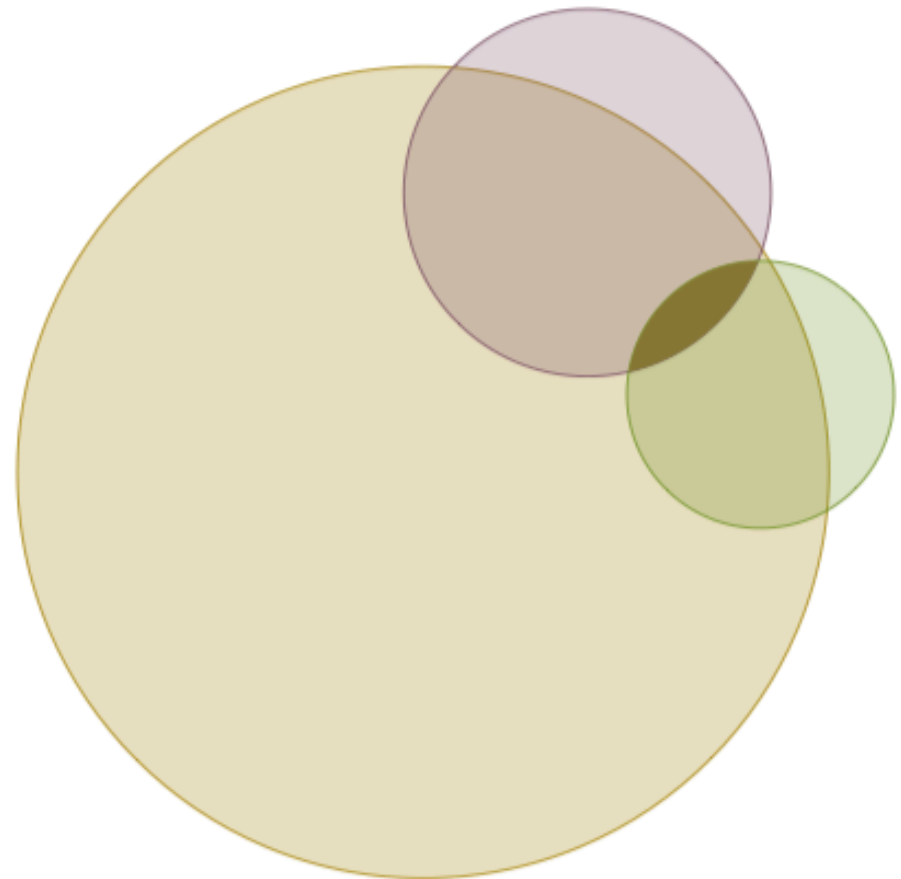


Multi-Channel Conversion Visualizer

See the percentage of conversion paths that included combinations of the channels below. Select up to four channels.

Channel	% of total conversions
<input checked="" type="checkbox"/> Direct	92.22%
<input checked="" type="checkbox"/> Referral	18.89%
<input checked="" type="checkbox"/> Organic Search	10.00%
<input type="checkbox"/> Social Network	1.11%

Direct & Referral & Organic Search: 1.11% (1)



The overlap areas of the circles above are approximations.

EST.

Assisted Conversions - Google Analytics

Basic Channel Grouping		Assisted Conversions ↓	Assisted Conversion Value	Last Interaction Conversions	Last Interaction Conversion Value	Assisted / Last Interaction Conversions
1.	Direct	47	\$38.00	77	\$64.00	0.61
2.	Referral	15	\$14.00	6	\$6.00	2.50
3.	Organic Search	4	\$4.00	6	\$4.00	0.67
4.	Social Network	0	\$0.00	1	\$1.00	0.00

Top Conversion Paths - Google Analytics

	Basic Channel Grouping Path	Conversions	↓	Conversion Value
1.	Direct	29		\$24.00
2.	Direct → Direct	16		\$12.00
3.	Direct → Direct → Direct	9		\$8.00
4.	Direct → Direct → Direct → Direct	4		\$4.00
5.	Direct → Direct → Direct → Direct → Direct	3		\$1.00
6.	Referral → Direct	3		\$3.00
7.	Direct → Direct → Direct → Direct → Direct → Direct	2		\$2.00
8.	Referral	2		\$2.00
9.	Organic Search	2		\$1.00
10.	Organic Search → Direct	2		\$2.00

Time Lag - Google Analytics

Primary Dimension: Time Lag in Days

Time Lag in Days	Conversions	Conversion Value	Percentage of total	
			Conversions	Conversion Value
0	62	\$53.00	68.89% 70.67%	<div><div></div><div></div></div>
1	3	\$2.00	3.33% 2.67%	<div><div></div><div></div></div>
2	2	\$1.00	2.22% 1.33%	<div><div></div><div></div></div>
3	2	\$1.00	2.22% 1.33%	<div><div></div><div></div></div>
4	2	\$2.00	2.22% 2.67%	<div><div></div><div></div></div>
5	6	\$5.00	6.67% 6.67%	<div><div></div><div></div></div>
6	1	\$1.00	1.11% 1.33%	<div><div></div><div></div></div>
7	2	\$1.00	2.22% 1.33%	<div><div></div><div></div></div>
10	1	\$1.00	1.11% 1.33%	<div><div></div><div></div></div>
12+	9	\$8.00	10.00% 10.67%	<div><div></div><div></div></div>
13	2	\$2.00	2.22% 2.67%	<div><div></div><div></div></div>
15	1	\$1.00	1.11% 1.33%	<div><div></div><div></div></div>
29	6	\$5.00	6.67% 6.67%	<div><div></div><div></div></div>

Path Length - Google Analytics

Primary Dimension: Path Length in Interactions

Path Length in Interactions	Conversions	Conversion Value	Percentage of total	
			<div> <div>Conversions</div> <div>Conversion Value</div> </div>	
1	33	\$27.00	36.67% 36.00%	
2	24	\$20.00	26.67% 26.67%	
3	11	\$10.00	12.22% 13.33%	
4	8	\$7.00	8.89% 9.33%	
5	3	\$1.00	3.33% 1.33%	
6	3	\$3.00	3.33% 4.00%	
7	1	\$1.00	1.11% 1.33%	
10	1	\$1.00	1.11% 1.33%	
12+	6	\$5.00	6.67% 6.67%	

EST.



Questions?