**Tracking justifications**

***1."Click here to sign up for exclusive deals"***

I decided to track this item because I want to know whether people are interested to sign up after viewing my website. Memberships are important to sustain my website and these members are the key driving force for my business model. Knowing that people sign up for my website can also build reputation and attract more businesses to collaborate in the future.

***2."Enter Shop1/Shop2/Shop3/Shop4"***

I decided to track these items because I think it is important to find out whether or not people are receptive to my website's marketing strategy. In my assignment 7, you have asked me this question:

*How do you know if the users are interested in purchasing certain items?*

This question led me to add the 'browse our favorites' section in the main page to trigger users’ desire when presenting them with product images. **My goal is to get this response from people who visit my website: “I never knew I needed/wanted this. Let me click in to find out more”**. Knowing if users are accessing the stores presented can confirm my marketing efforts and redefine my business model.