

*Flores de Mariachi*

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# Web Analytics Program

By Jessica Ly

# Gtag.js Integration

```
<head>
<meta charset="<?php bloginfo( 'charset' ); ?>" />
<meta name="viewport" content="width=device-width, initial-scale=1" />
<link rel="profile" href="https://gmpg.org/xfn/11" />

<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-135632533-1"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'UA-135632533-1');
</script>

<?php wp_head(); ?>
</head>
```

## Segmentation

In general, our target visitors are all genders living in the GTA area, between the age of 18-34. However, our 3 unique segmentations are:

1. Adults (ages 25-34) who are looking for performers for their child's birthday. Specifically, a family friendly service that will be entertaining, fun, educational, and memorable. They may find our site through social media campaigns or a search engine.
2. Company employees (ages 18-34) who want to hire an exciting and unique service for a work-related event. The service should help create a comfortable and low stress environment, bring energy into the room, and make people happy. They may find our site by using keywords in a search engine.

### Demographics

Age: 25-34  
Gender: female, male, unknown  
Language: contains "en-ca"  
City: contains "Mississauga, Toronto"

### Traffic Sources

Keyword: contains "family friendly performer, hire band children friendly, hire performer, live music, family friendly entertainment"

### Demographics

Age: 18-24, 25-34  
Gender: female, male, unknown  
Language: contains "en-ca"  
City: contains "Mississauga, Toronto"

### Traffic Sources

Keyword: contains "hire band, hire performer, live music, exciting performance"

3. Young adults (ages 18-24) who are interested in a niche service to surprise their friend or romantic partner. They want a service that will amaze everyone and create a memorable occasion. These users may find our site through a link on social news (e.g. Facebook, Reddit), or a search engine.

#### Demographics

Age: 18-24

Gender: female, male, unknown

Language: contains "en-ca"

City: contains "Mississauga, Toronto"

#### Traffic Sources

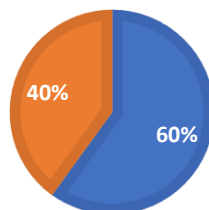
Keyword: contains "mariachi , mariachi band, hire mariachi band, flowers, live music, flowers and music"

## Micro and Macro Conversion Goals

Our macro conversion goal is a 15% conversion rate of visitors who visit either our *Orders* page or *Contact* page, and also call or email. The conversion correlates to visitor data collected on the *Order* page since it contains the information for the service booking procedure and our available options, and the *Contact* page since it contains a contact form. This conversion rate contains both visitors who contact us for consultation and inquiries (6%), and those who are making a financial transaction to book our service (9%). Since our service provides festive music and flowers for all special occasions, we expect to see a higher rate during peak holiday months, with their own conversion goal of 20%, (with 6% consultation and 14% transaction).

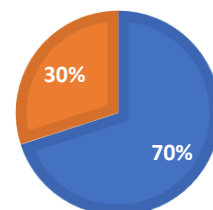
### REGULAR MONTH CONVERSION BREAKDOWN

■ Transaction ■ Consultation & Inquiries



### HOLIDAY MONTH CONVERSION BREAKDOWN

■ Transaction ■ Consultation & Inquiries



Our micro conversion goals are a 25% conversion rate of engagement and brand awareness based on the total number of visitors who either are on the *Orders* page, *Mission* page, or visit more than 1 page. We will also note the number of referral links being incorporated on other sites. Therefore, our visitors will either come from referral links, are frequent returning visitors, or new unique visitors.

✓

Goal description
 [Edit](#)

Name: Action (Visiting Order Page)  
 Goal type: Destination

2

Goal details

Destination
 

Equals to
 
☐ Case sensitive

For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Value optional
 

Assign a monetary value to the conversion.

Funnel optional
 

Use an app screen name string or a web page URL for each step. For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Step	Name	Screen/Page	Required?
1	Home	/	<input type="button" value="NO"/>
2	Orders	/?page_id=35	<input checked="" type="button" value="NO"/>

✓

Goal description
 [Edit](#)

Name: Action (Visiting Mission Page)  
 Goal type: Destination

2

Goal details

Destination
 

Equals to
 
☐ Case sensitive

For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Value optional
 

Assign a monetary value to the conversion.

Funnel optional
 

Use an app screen name string or a web page URL for each step. For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Step	Name	Screen/Page	Required?
1	Home	/	<input type="button" value="NO"/>
2	Mission	/?page_id=39	<input checked="" type="button" value="NO"/>

## Data Dimensions and Data Metrics

Below are plans on how we will use data dimensions and metrics to analyse the data collected from Google Analytics.

Which page has contributed the most to conversion:

Page	Bounce rate	Exit %	Page value
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What locations our service is well known in or have interest from:

Geolocation	Number of unique visitors from geolocation
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The traffic from referral links:

Where the referral is located	The page (that the referral links to)	Visits due to referral	The page (the referral links to) bounce rate	The page (the referral links to) exit %
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Which locations are more likely to have a conversion:

Geolocation	(Number of conversions from geolocation) divided by (Number of visitors from geolocation)
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What months are the busiest and in what location:

Geolocation	Month	(Number of conversions from geolocation in the month) divided by (Number of visitors from geolocation in the month)
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