CONVERSIONISTA!

Conversion Analytics

Deep dive

Bonus Pack

#6 Track Zero-results in Site searches

Google Analytics tracks site searches but there is no way of separating the searches with no result by default. For this you need to customize the script.

By using the customized script to track searches with 0 results you will be able to look for:

- Common spelling mistakes that you should add as tags
- Products or content that is missing on your site today

How you track searches with 0 results

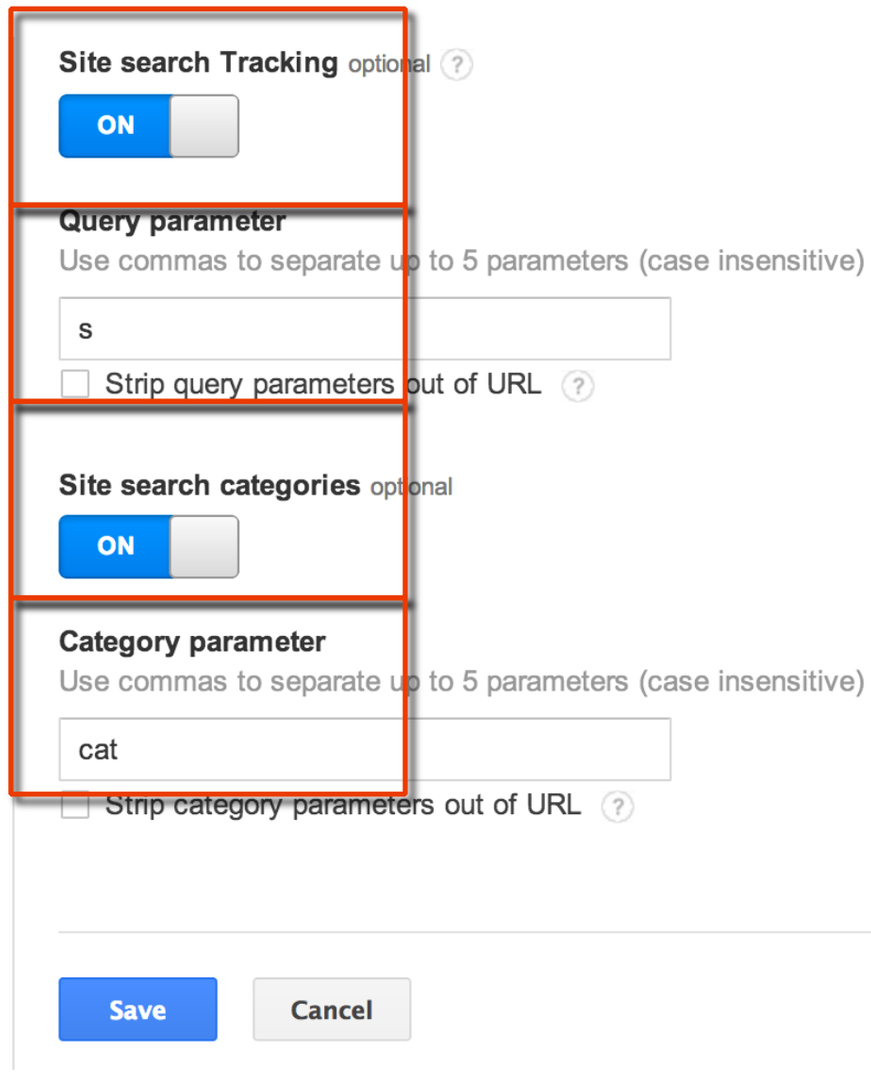
Step 1.

Go to **Admin** and activate **Categories** in the **Site search settings.**

When users search your site, their queries are usually included in the URL. For example, if you use Google to search the phrase Mountain View, you see q= followed by your query:

http://www.google.com?hl=en&q=mountain+view

If your site uses categories, then the same principle applies. Enter “cat” in the field “**Category parameter**”.



How you track searches with 0 results

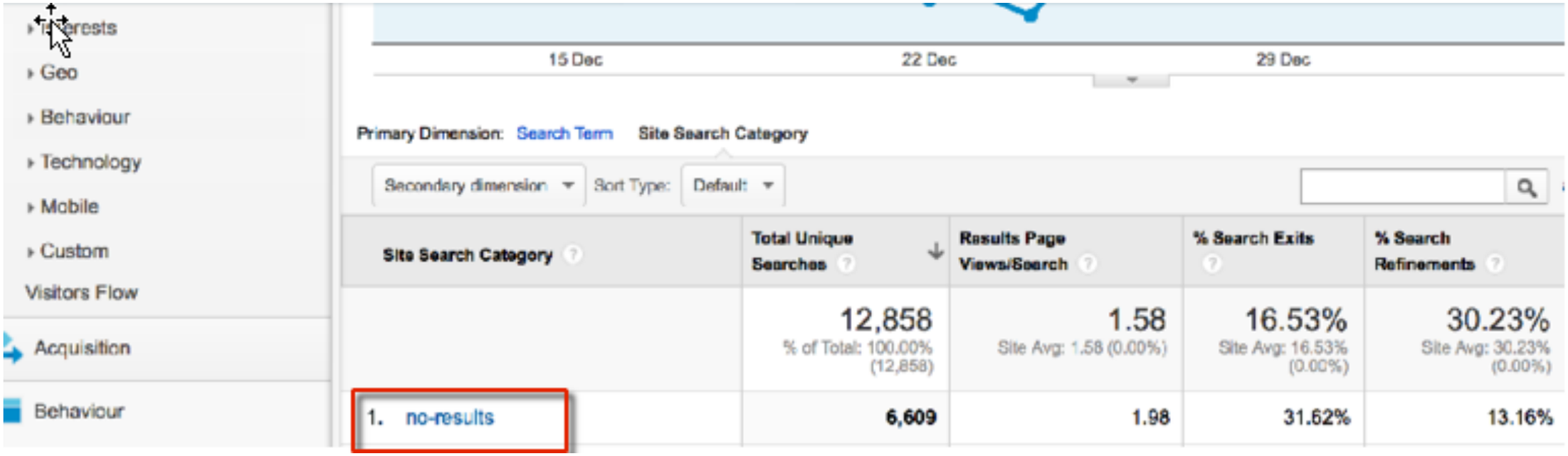
Step 2.
Customize the tracking script on the **Search results page template.**
Below are two examples for how to customize the script:

GA UA:
https://gist.github.com/simondahla/6917361
GA Classic:
https://gist.github.com/simondahla/6988950

Important! You might have to customize the script to work with your unique website/code.

View the 0 results report

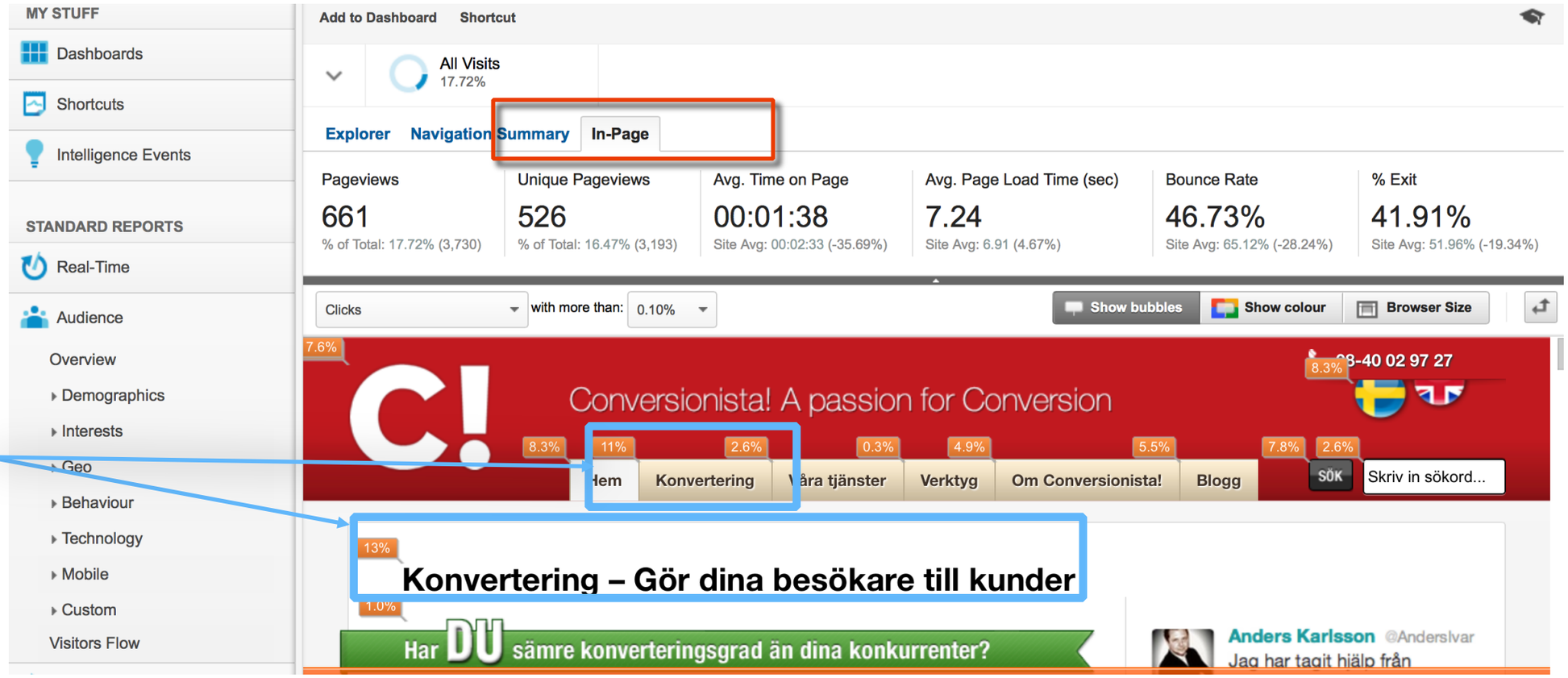
Enter **Behavior** > **Site Search** > **Search Terms**
click on **Site Search Category**, then click **no-results**,
this will display a list view of all the searches that did not lead to any result.



#7 Activate Enhanced Attribution

What is this?

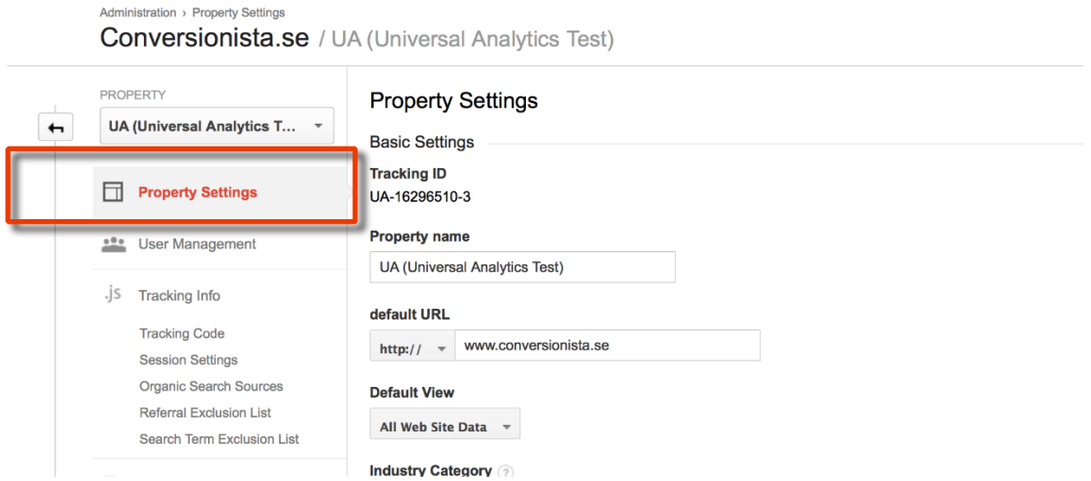
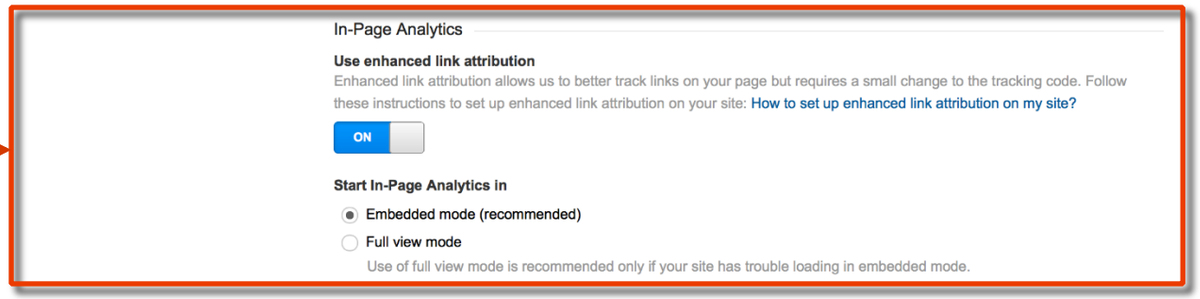
By default in GA it is impossible to see which link the users have clicked if there are several links linking to the same page. By activating this function you are able to see specific click information in the **Page Analytics view**.



Both link to: // www.conversionista.se/ konvertering

Activate Enhanced Attribution (UA)

How to activate it: Enter the **Property Settings** and **activate Enhanced link attribution**, then click the link and customize the tracking script as described below:

```
ga('create', 'UA-XXXXXX-Y');
ga('require', 'linkid', 'linkid.js'};
ga('send', 'pageview')
```

Where you will find the tracking script