PRECIS - GTM test instructions

1. Create new GTM container

2. Implement GTM container in test page

3. Create GA account & Property (or use existing)

4. Implement the tags in GTM below without modifying the source code of the HTML file.

5. Publish the GTM container.

Requirement: Write triggers as general as possible. **Seven** tags in total. Do not modify the HTML file (other than installing the GTM snippet).   
Just fixed the download links to work (maniac).   
  
All Tags are implemented with universal analytics.

**1. Pageview**

Standard page view on all pages  
  
Set: Rule 101 on GTM, Tracktype Tag: Page View Custom Trigger “page view”

**2. Outbound links**

Description: Track links that lead to other domains, by checking that the link doesn’t lead internally.

Hit type: Event

Category: "Outbound links"

Action: [Outbound link hostname without www] (example: “youtube.com")

Label: [Link URL] (example: “<https://www.youtube.com/watch?v=vPsCLHyRO-Y>")  
  
Set: Tracktype: Event / trigger: Regex matches .\* Click URL Hostname does nnot contain nsstrandberg.github.io  
<http://www.simoahava.com/gtm-tips/track-outbound-links-in-gtm-v2/>

**3. File downloads**

Description: Track links that lead to files, such as a PDF. Use regex to identify file types.

Note: Since the browser leaves the page on click, the tracking might not always be sent (“race condition"). Make sure to set in GTM that all tags should fire.

Hit type: Event

Category: “File downloads"

Action: [Link URL]  
  
Set: Tracktype: Event / trigger click URL matches regex \.(pdf|docx)$

<http://www.simoahava.com/gtm-tips/track-file-downloads-in-gtm-v2/>

**4. Email links**

Description: Track links that lead to email addresses

Hit type: Event

Category: “Email links"

Action: [Link URL] (example: "mailto:test@test.com")

*Advanced: Remove “mailto:” from adress and keep only email adress*

Set: Tracktype: Event / Trigger: Element URL email click to contains “Mailto:”

[**http://www.simoahava.com/gtm-tips/track-outbound-links-in-gtm-v2/1**](http://www.simoahava.com/gtm-tips/track-outbound-links-in-gtm-v2/1)

**5. Contact form submit**

Description: Track when then form is submitted

Hit type: Event

Category: “Contact form"

Action: “Submitted"

Label: [customer type from data layer]

Tracktype: Event + Custom dimension “customer type” / Trigger: Submit JS (capture value variable) and Click element equals (Object htlm imput element)  
<http://www.simoahava.com/analytics/track-form-engagement-with-google-tag-manager/#2>  
<http://www.simoahava.com/gtm-tips/access-array-members-in-the-data-layer/>

**6. CSS selector link**

Description: Track only the “Track me” link, use only CSS selector and no other filter.

Hit type: Event

Category: “CSS selector"

*Advanced: get the value of attribute “data-value” and put in Event Action*

Tracktype: Event / Trigger: Click element matches CSS Selector [data-value="SUCCESS!!!!"]  
<http://www.simoahava.com/analytics/matches-css-selector-operator-in-gtm-triggers/>

**7. Data layer push**

Description: The site pushes an event to data layer after 8 seconds, trigger a tag based on that event. A timestamp variable is set in the pushed object. Hint: data layer custom events.

Hit type: Event

Category: “Data layer push"

Action: [timestamp variable in data layer push]

Tracktype: Event / Trigger: Custom event +Timestamp data layer variable

<http://www.simoahava.com/analytics/create-a-generic-event-tag/>

When registering an account on [tradera.se](http://tradera.se/) you fill out and submit a form.

The form is separated into five steps, with multiple fields in each step.   
  
How would you suggest that tracking, reporting and analysis is planned and set up in order to understand and improve the performance?

Analysis: Start from an overview perspective of the whole process (funnel), allowing to have a general look over the process in order to identify in which part of the process there might be opportunity for improvement.   
Once an opportunity is found, dive into the specifics to figure out which specific improvement can be applied.

Reporting:   
Set up Funnel: with five steps, showing micro-conversions and conversions.   
  
Stage by stage report: set up report on each page of the path showing   
- Pageviews  
- Form interactions  
-Submit buttons  
-Error messages  
  
Tracking:   
  
- Page view

- Form field interaction

- Form field timming  
- Form error messages (inline validation)  
- Submit button clicks.

I was not able to register (again), I already have an account, and it requires a PERSONNUMMER which includes verification (could not fake it).

For this exercise we will use Google Analytics and Google Tag manager, because it´s the tool that was required. But we do understand that there are better tools for this like Clicktail and Hotjar.

I don’t know what are the companies business goals but for this case:

* Grow our users by giving them the simplest and easiest way to buy and sell online.

Form page 1  
Contact & Personal Details   
  
  
Form abandonment (Engagement)  
  
Time on field (Engagement)

Traffic sources