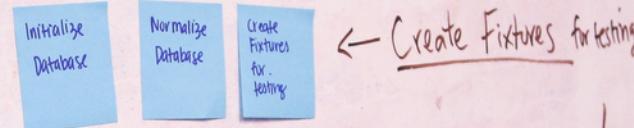
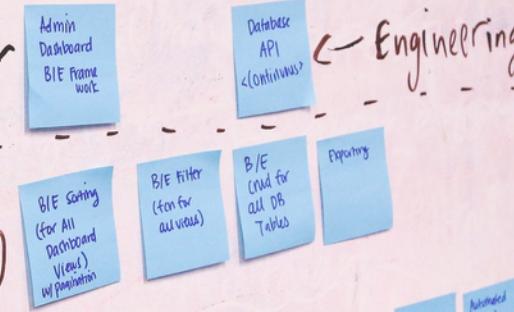


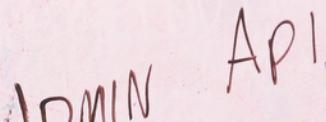
1) WEEK 4: Design



2) WEEK 5: Design



3) WEEK 6: Dev



Source: Tommy Wong

QUALITATIVE AND QUANTITATIVE METHODS FOR PROTOTYPING AND USER TESTING

Bernard Suen

Center for Entrepreneurship

Chinese University of Hong Kong

Recap

1. **3 key elements of responsive design.**
2. **CSS Grid, CSS Flexbox, and Bootstrap framework for layout composition in responsive design.**
3. **Wire-framing and prototyping in Figma**

**RESPONSIVE DESIGN = VIEW PORT + MEDIA QUERY + MAX/MIN
WIDTH SETTING**

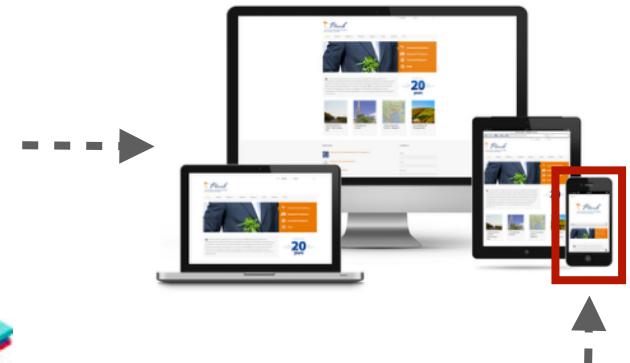
Target Users' Devices



Responsive Design



Adapt to Users' Devices



Data (AI) First - - - → **Mobile First**

What is Mobile First Design? Why It's Important & How To Make It?



Vincent Xia Dec 21, 2017 · 5 min read



<https://medium.com/@Vincentxia77/what-is-mobile-first-design-why-its-important-how-to-make-it-7d3cf2e29d00>

Home > Emerging Technology > Artificial Intelligence



IDG TECHTALK VOICES

By [Michael Bertha](#), Contributor, CIO | SEP 21, 2020 5:13 AM PDT

OPINION

AI-first or nothing

5 steps to AI transformation and survival



<https://www.cio.com/article/3575542/ai-first-or-nothing.html>

3,114 views | Jan 30, 2020, 11:00pm EST

Want To Be AI-First? You Need To Be Data-First.

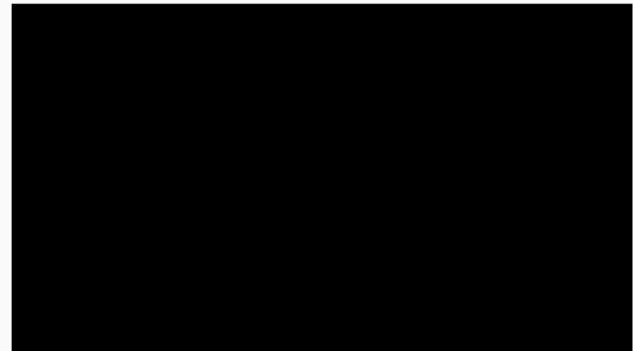


Ron Schmelzer Contributor

COGNITIVE WORLD Contributor Group

AI

f
t
in



ADVERTISEMENT

Grab attention with
premium images & videos

Explore now

iStock
by Getty Images®

<https://www.forbes.com/sites/cognitiveworld/2020/01/30/want-to-be-ai-first-you-need-to-be-data-first/?sh=22c9321f3a43>

Screen Layout (Composition) Using Float

Screen Layout (Composition) Using Grid

Screen Layout (Composition) Using Flexbox

Screen Layout (Composition) Using Bootstrap

Bootstrap

Build responsive, mobile-first projects on the web with the world's most popular front-end component library.

Bootstrap is an open source toolkit for developing with HTML, CSS, and JS. Quickly prototype your ideas or build your entire app with our Sass variables and mixins, responsive grid system, extensive prebuilt components, and powerful plugins built on jQuery.

[Get started](#)[Download](#)

Currently v4.3.1

2



<https://getbootstrap.com/>

Components

[Alerts](#)[Badge](#)[Breadcrumb](#)[Buttons](#)[Button group](#)[Card](#)[Carousel](#)[Collapse](#)[Dropdowns](#)[Forms](#)

Alerts

Provide contextual feedback messages for typical user actions with the handful of available and flexible alert messages.

Examples

Alerts are available for any length of text, as well as an optional dismiss button. For proper styling, use one of the eight **required** contextual classes (e.g., `.alert-success`). For inline dismissal, use the [alerts jQuery plugin](#).



Start Bootstrap

THEMES ▾ TEMPLATES ▾ SNIPPETS LEARN ▾ RESOURCES

BLOG  

Bootstrap themes, templates, and more to help you start your next project!

Start Bootstrap creates free, open source, MIT license, Bootstrap [themes](#), [templates](#), and [code snippets](#) for you to use on any project, [guides](#) to help you learn more about designing and developing with the Bootstrap framework, and premium Bootstrap products.



<https://startbootstrap.com/>



Features ▾ Enterprise ▾ Pricing Community ▾ Company ▾ Log in

Sign up

Tony

Mae

Where teams design together

Luis

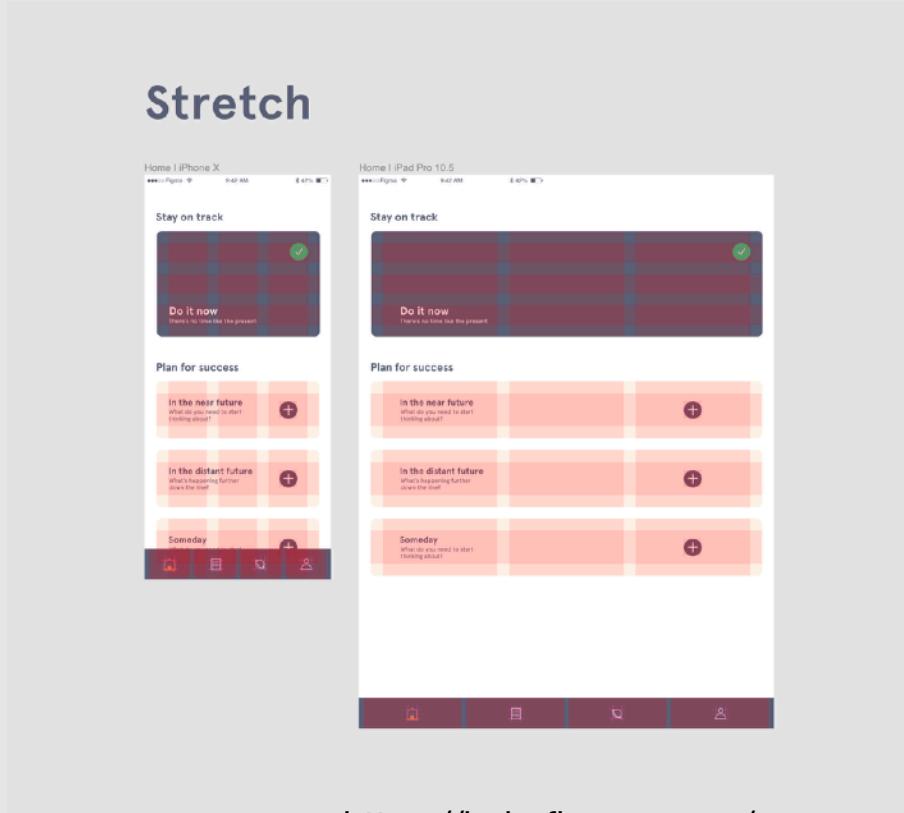
Sunni

Figma helps teams create, test, and ship better designs from start to finish.

Try Figma for free

▶ See how it works

Stretch



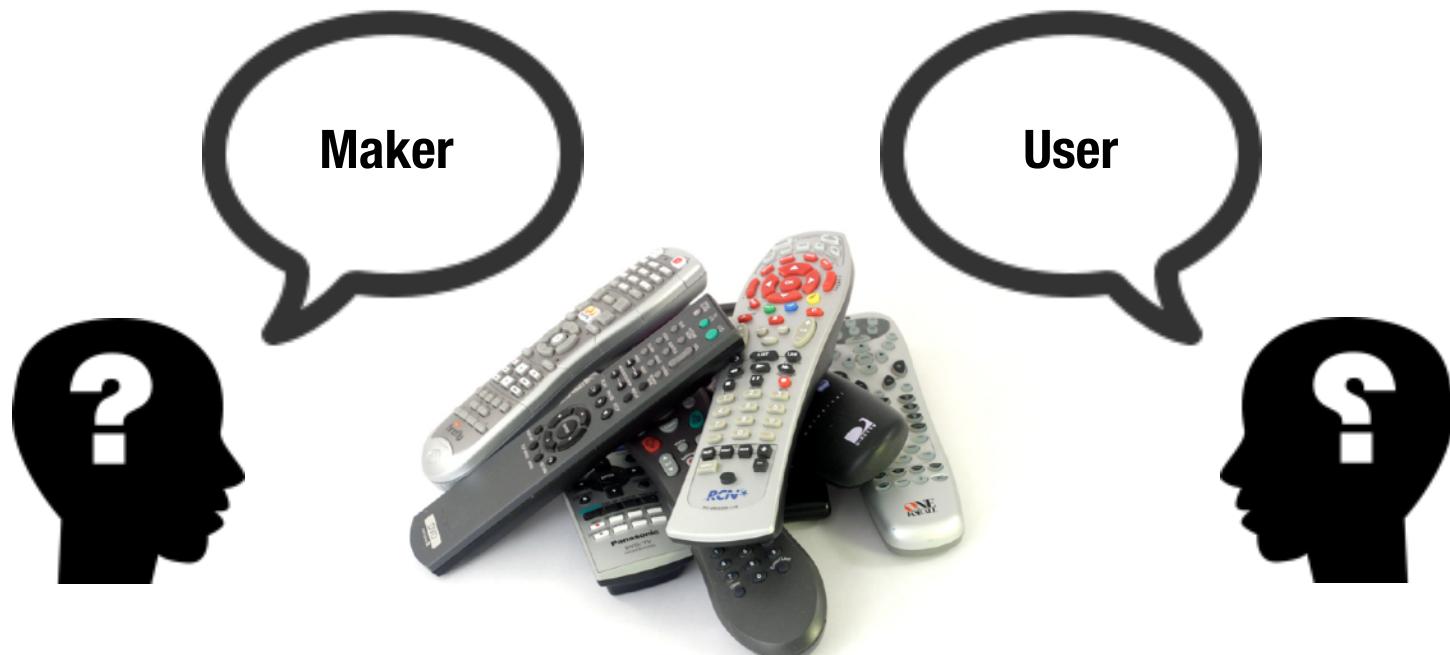
source: <https://help.figma.com/>

Today's Agenda

1. Overview of **qualitative** and **quantitative** UX research methods.
2. Obtain **qualitative insights** on user needs (**why**) through **usability studies** with **5 users**.
3. Obtain **quantitative validations** of user adoption and conversion (**what**) through **A/B test** with statistically significant sample size achieved at a given duration and confident level.

Why Prototype?

Gap exists between their conceptual models



設計思維 Design Thinking	用戶體驗 UX Elements	數據發掘 CRISP-DM	內容重點 Description
同理心 Empathy	策略 Strategy	商業理解 Business Understanding	Collect stories from stakeholders for framing and decomposing the problem into smaller parts.
界定問題 Definition	範圍 Scope	數據理解 Data Understanding	Define the conditions for causing the problem and collect data for grouping observations and defining requirements.
創意發想 Ideation	結構 Structure	準備數據 Data Preparation	Design solutions for producing desirable outcome and develop required dataset for validation and evaluation.
開展原型 Prototyping	骨架 Skeleton	建立模型 Modeling	Prototype the solutions through physical and software models.
重複測試 Testing	表面 Surface	評估 Evaluation	Evaluate outcome through testing, integration, and automation, ready for deployment and operation.

Qualitative and Quantitative Methods for Testing and Evaluating Prototypes

Overview of UX Research Methods

Qualitative (Observing and talking to People)

- Interview/Focus Group
- Usability Study
- Contextual Inquiry

Quantitative (Measuring attitude and behaviour data)

- Analytics
- A/B Test
- Funnel Metrics/Survey

	Qualitative	Quantitative
Attitudinal	<ul style="list-style-type: none">- Interview- Focus Group	<ul style="list-style-type: none">- <i>Post-test Satisfaction Survey</i>
Behavioral	<ul style="list-style-type: none">- <i>Usability Test</i>- <i>Contextual Inquiry</i>	<ul style="list-style-type: none">- <i>Usability Measures</i>- <i>A/B Test</i>- <i>Analytics</i>- <i>Funnel Metrics</i>

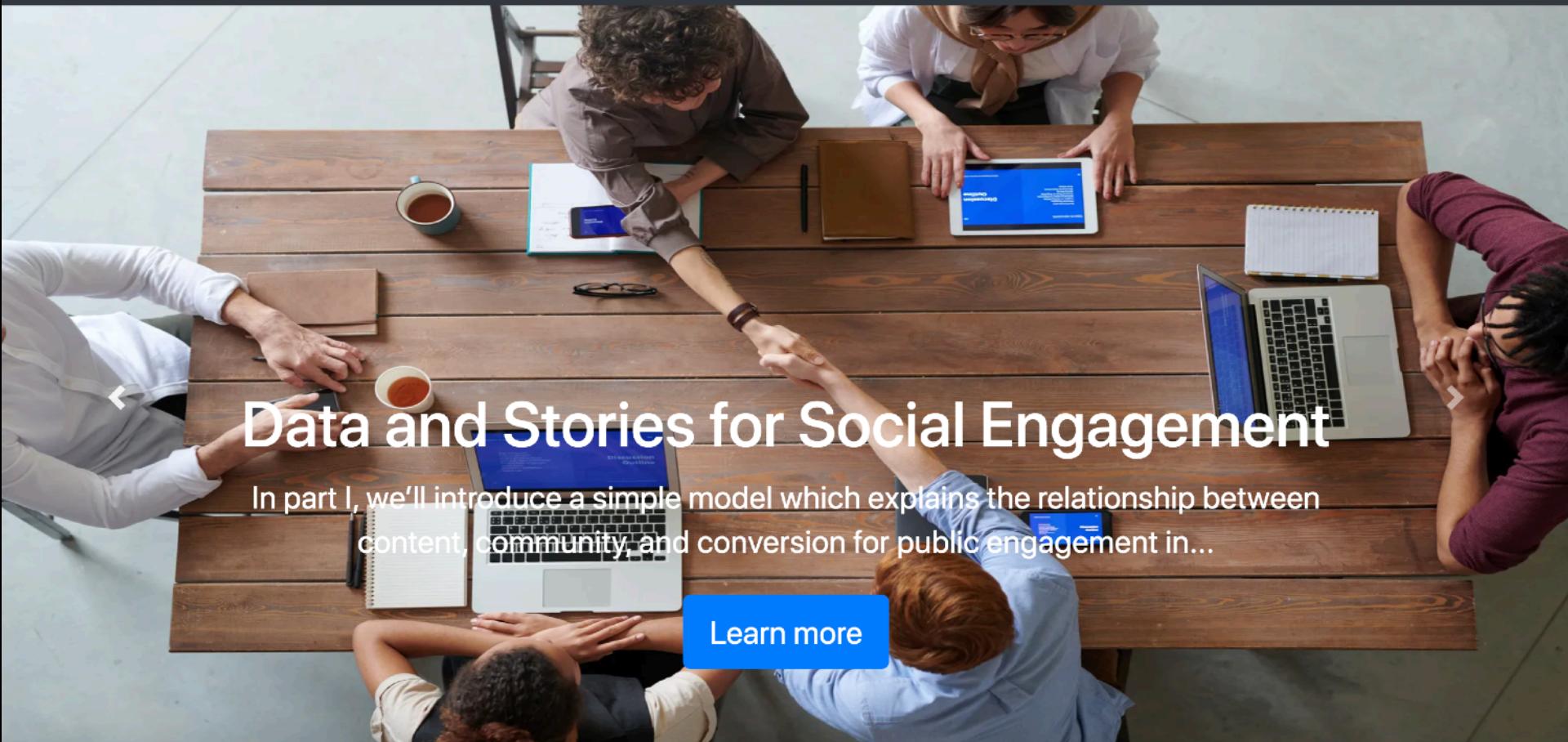
**Why Figma (or its equivalent) if we already have
HTML/CSS/JS for building prototype?**

- 1. Support user interface design**
- 2. Need no knowledge of HTML/CSS/JS**
- 3. Speed up development**
- 4. Allow separation of duties**
- 5. Foster team collaboration and user review**
- 6. Export CSS properties**
- 7. Prototype with ease**
- 8. Reuse of stored components**

Qualitative Method - Usability Study

How to find your **users and their **needs**?**

Walkthrough Assignment #6



Data and Stories for Social Engagement

In part I, we'll introduce a simple model which explains the relationship between content, community, and conversion for public engagement in...

[Learn more](#)

DESIGN & CODE

Literacy and Skills for 21st Century Talents

LOGIN



DESIGN & CODE

DESIGN & CODE

Literacy and Skills for 21st Century Talents

[Get Started](#)

DESIGN & CODE

Literacy and Skills for 21st Century Talents

Home

Courses ▾

Zoom Meetings

My Courses ▾

Blogs

Login



search



DESIGN & CODE

Literacy And Skills For 21st Century Talents

Thanks to the Internet!

I can now easily access information and knowledge at my finger tips without leaving the comfort of my home. As I have benefited tremendously from the generous sharing of knowhow by authors on Github.

COURSES

Thanks to the Internet. A person like me can now easily access information and knowledge at my finger tips without leaving the comfort of my home. As I have benefited tremendously from the generous sharing of knowhow by authors on Github, YouTube, Medium, and the like, it's time for me to give back. I would like to be a self-ordained curator, sharing my views on what's happening out there in the tech and startup world, built upon contributions already made by others.

At the same time, I combine my blogs with my official and unofficial courses so as to have a single point of presence on the web for doing my job.

Courses Sorted by:

Release date (newest first)



New Media Business Model and Innovation



Data and Stories for Social Engagement

Design and Code

Home

Courses

Zoom Meeting

My Courses

Blogs

Login

[Toggle Menu](#)

Home Dropdown ▾

Thanks to the Internet. A person like me can now easily access information and knowledge at my finger tips without leaving the comfort of my home. As I have benefited tremendously from the generous sharing of knowhow by authors on Github, YouTube, Medium, and the like, it's time for me to give back. I would like to be a self-ordained curator, sharing my views on what's happening out there in the tech and startup world, built upon contributions already made by others.

At the same time, I combine my blogs with my official and unofficial courses so as to have a single point of presence on the web for doing my job.

Courses



[Home](#)

[Courses](#)

[Zoom Meetings](#)

[My Courses](#)

[Log in](#)

[Sign Up](#)

DESIGN & CODE

Literacy and Skills for 21st Century Talents

DESIGN & CODE

[Home](#)

Courses

Zoom Meetings

My Courses

Blogs ▾

Login

Welcome to DESIGN & CODE

Literacy and Skills for 21st Century Talents

Courses



DESIGN & CODE

Literacy and Skills for 21st Century Talents

Thanks to the Internet! I can now easily access information and knowledge at my finger tips without leaving the comfort of my home. As I have benefited tremendously from the generous sharing of knowhow by authors on Github, YouTube, Medium, and the like, it's time for me to give back. I would like to be a self-ordained curator, sharing my views on what's happening out there in the tech and startup world, built upon contributions already made by others. At the same time, I combine my blogs with my official and unofficial courses so as to have a single point of presence on the web for doing my job.

**GET
STARTED!**

**With 25 options to choose from,
which one should I pick?**

- 1. As you're only required to do the home page and one other page, what is your criteria for picking the other page.**
- 2. What is the problem addressed by your design that is not adequately handled by current design?**
- 3. Who is your target user?**
- 4. Why the new design is important to the user?**

Assumptions to be Tested

- ✓ **What is the most important information to the target user?**
- ✓ **Is the chosen page the landing page? If yes, where is the source for referring the page?**
- ✓ **What does the user expect to see and do on the page?**
- ✓ **What does the user expect to do next?**
- ✓ **Does the page provide the means for doing that?**



https://www.youtube.com/watch?v=v8JJrDvQDF4&feature=emb_logo

How to Test with Users in a Usability Study?

1. Find **representative** users (persona).
2. Ask to perform **realistic tasks**.
3. **Shut up** while the user is performing the task and observe.
4. **Never** provide any **hints** or **leads** to guide their actions. You want to observe their **natural** tendency.
5. Request users to **speak aloud** while performing the tasks. **Obtain approval** for recording the session.
6. **Record** the session (e.g. screen recording using Zoom) for later analysis.

https://projects.invisionapp.com/share/KQ2P6RXMY#/screens — HP No Location

Sign In  [Locate Your Meineke](#)

No account? [Register Here](#)

City, State or ZIP Submit

Or call (888) 888-8888

Schedule an Appointment

11/24 Today 11/25 Sat 11/25 Sun 11/25 Mon Additional Dates  Customer Service

meineke®

Locations Coupons Services About Car Care Club Franchise Opportunities

First slide

< >

First Slide label

Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit.

○ ● ○

Find Offers at Your Local Meineke



Offers available at participating locations only.

Meineke Car Care Club

The Meineke Car Care Club offers great rewards and benefits, and saves you money on auto repair and maintenance down the road. As a member, we'll keep track of all the services performed and alert you when a new service is recommended.

- FREE Oil Change Service After Four Oil Changes
- FREE Annual Tire Rotation
- Personalized Service Reminders
- Members Only Discounts and Promotions

[Learn More >](#)

MADE WITH  INVISION

https://www.youtube.com/watch?time_continue=1&v=thNZIZmMDQo

What did you **notice in the usability study?**

How many users should you test?

Topics

- [E-commerce](#)
- [Intranets](#)
- [Mobile & Tablet](#)
- [User Testing](#)
- [Web Usability](#)
- [Writing for the Web](#)

[See all topics](#)

Recent Articles

- [Five Mistakes in Designing Mobile Push Notifications](#)
- [Filling the Silence with Digital Noise](#)
- [Design Guidelines for Input Steppers](#)
- [UX Debt: How to Identify, Prioritize, and Resolve](#)
- [UX Guidelines for Recommended Content](#)

[See all articles](#)

Popular Articles

- [10 Usability Heuristics for User Interface Design](#)
- [When to Use Which User-Experience Research Methods](#)
- [Usability 101: Introduction to Usability](#)
- [Flat UI Elements Attract Less Attention and Cause Uncertainty](#)
- [F-Shaped Pattern For Reading Web Content \(original study\)](#)
- [Design Thinking 101](#)
- [10 Best Intranets of 2017](#)
- [The Distribution of Users' Computer Skills: Worse Than You Think](#)
- [UX Research Cheat Sheet](#)
- [When and How to Create Customer Journey Maps](#)

Why You Only Need to Test with 5 Users

by Jakob Nielsen on March 19, 2000

Topics: User Testing

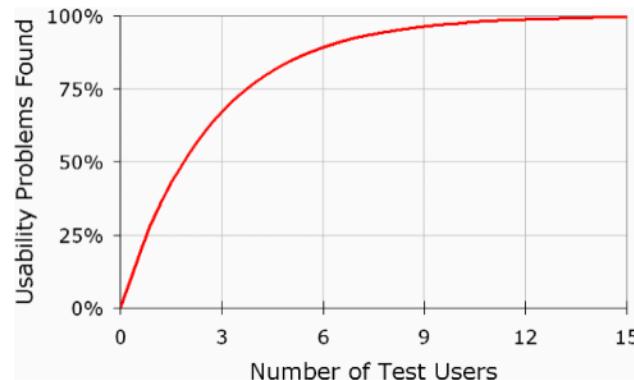
Summary: Elaborate usability tests are a waste of resources. The best results come from testing no more than 5 users and running as many small tests as you can afford.

Some people think that usability is very costly and complex and that user tests should be reserved for the rare web design project with a huge budget and a lavish time schedule. Not true. Elaborate usability tests are a waste of resources. The best results come from testing no more than 5 users and running as many small tests as you can afford.

In earlier research, Tom Landauer and I showed that the number of usability problems found in a usability test with n users is:

$$N(1-(1-L)^n)$$

where N is the total number of usability problems in the design and L is the proportion of usability problems discovered while testing a single user. The typical value of L is 31%, averaged across a large number of projects we studied. Plotting the curve for $L = 31\%$ gives the following result:



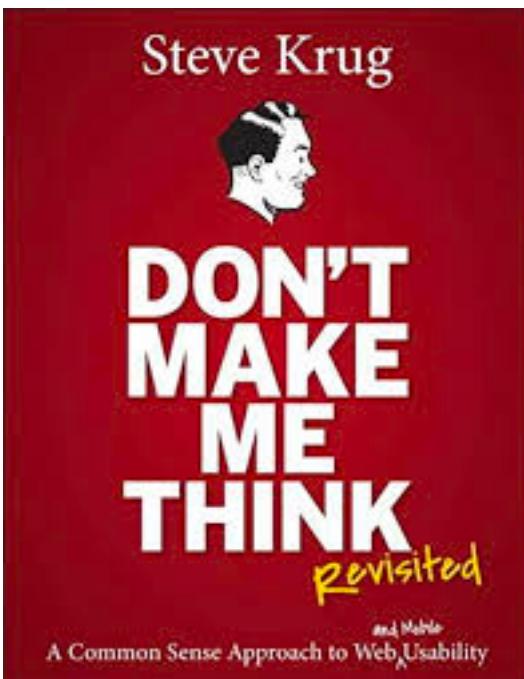


<https://www.youtube.com/watch?v=RhgUirqki50>

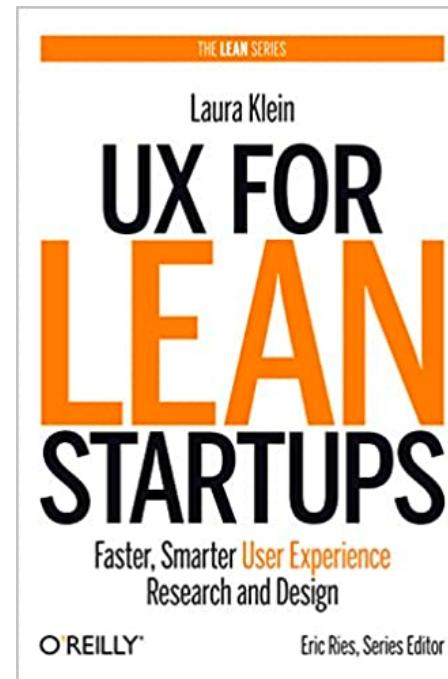
Useful References

1. **What is usability?** (<https://www.userfocus.co.uk/consultancy/usabilitytesting.html>)
2. **The 1 page usability test plan** (https://www.userfocus.co.uk/articles/usability_test_plan_dashboard.html).
3. **Usability test plan dashboard** (<https://www.userfocus.co.uk/pdf/usabilitydashboard.pdf>)
4. **Creating the usability dashboard** (<https://www.userfocus.co.uk/articles/dashboard.html>)
5. **Measure usability satisfaction** (<https://www.userfocus.co.uk/articles/satisfaction.html>)

Books Recommended



<https://www.amazon.com/Dont-Make-Me-Think-Usability/dp/0321344758>



<https://www.amazon.com/dp/B07LGGNWJC/ref=dp-kindle-redirect?encoding=UTF8&btkr=1>

Quantitative Methods

A/B Test

The image displays two versions of a landing page for 'CityClip'. Both pages have a blue header bar with a search bar containing 'Search what - business or blog .in'. Below the header, there's a large yellow button labeled 'View pricing plan'.

Version A:

- Headline:** Businesses grow faster online!
- Text:** Consumers use online searches to find local businesses. Get your business on the first pages of Google, Yahoo, Bing, AOL -- Guaranteed!
- Image:** A person pointing at a laptop screen displaying a search results page.
- Callout:** 'Fast and Easy'
"Making our CityClip page fast and easy to find has made us appear on the first page of Google, Yahoo, AOL, and more. It's been a great advertising plan."
— Pauline, Manager
- Conversion Rate:** A 25.3% Conversion Rate

Version B:

- Headline:** Create a webpage for your business.
- Text:** Consumers use online searches to find local businesses. Get your business on the first pages of Google, Yahoo, Bing, AOL -- Guaranteed!
- Image:** A person pointing at a laptop screen displaying a search results page.
- Callout:** 'Fast and Easy'
"Making our CityClip page fast and easy to find has made us appear on the first page of Google, Yahoo, AOL, and more. It's been a great advertising plan."
— Pauline, Manager
- Conversion Rate:** B 47.8% Conversion Rate

Source: UX for the Lean Startup by Laura Klein

A/B Test

“不测量，无市场”：A/B测试怎么做？

Back to School Special!
[tnw.co](#)



Celebrating back-to-school, we're offering a special package to all moms and dads. Click [here](#) for more info!

20% off until October 1st!
[tnw.co](#)



Celebrating back-to-school, we're offering a special package to all moms and dads. Click [here](#) for more info!

20% off until October 1st!
[tnw.co](#)



Celebrating back-to-school, we're offering a special package to all moms and dads. Click [here](#) for more info!

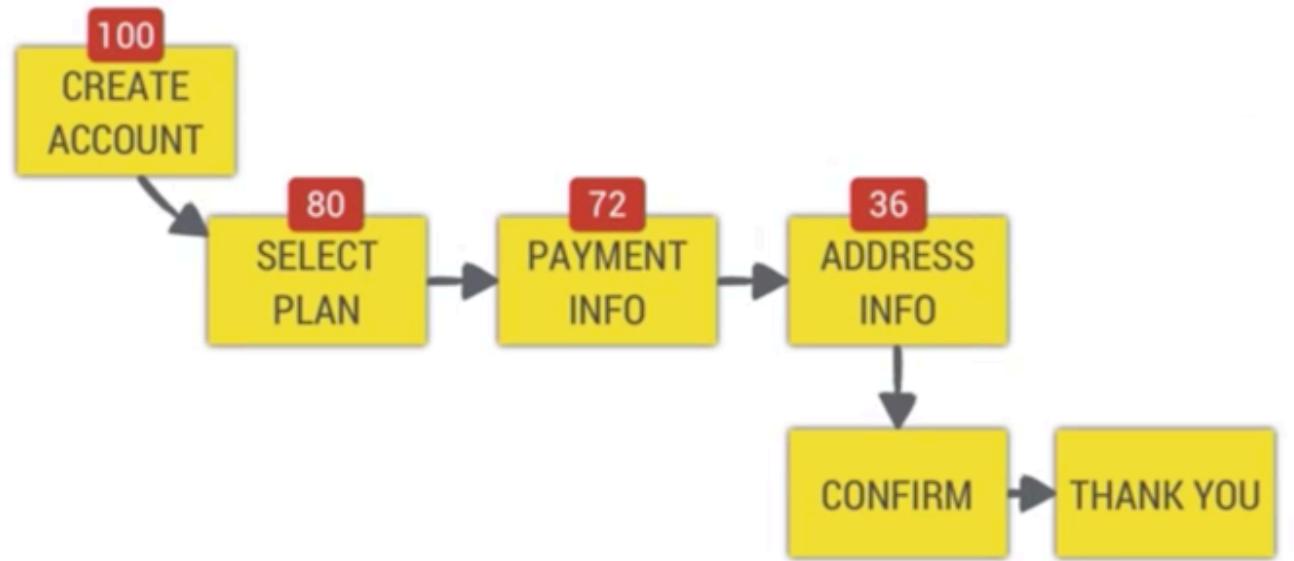
20% off until October 1st!
[tnw.co](#)

**20%
Off!**

Celebrating back-to-school, we're offering a special package to all moms and dads. Click [here](#) for more info!

Source:Dan Taylor

Example - checkout flow



Source:  Lean UX - Measurement - Qualitative & Quantitative

QUAL

[首页](#) > [业界](#)

BAT都在用的方法，详解A/B测试的那些坑！

范磊 2018年06月04日  阅读 2005  快速评论



Sean Ellis 是增长黑客模型 (AARRR) 之父，增长黑客模型中提到的一个重要思想就是“AB实验”，今天作者就带我们一起了解一下AB实验中有哪些玄机。

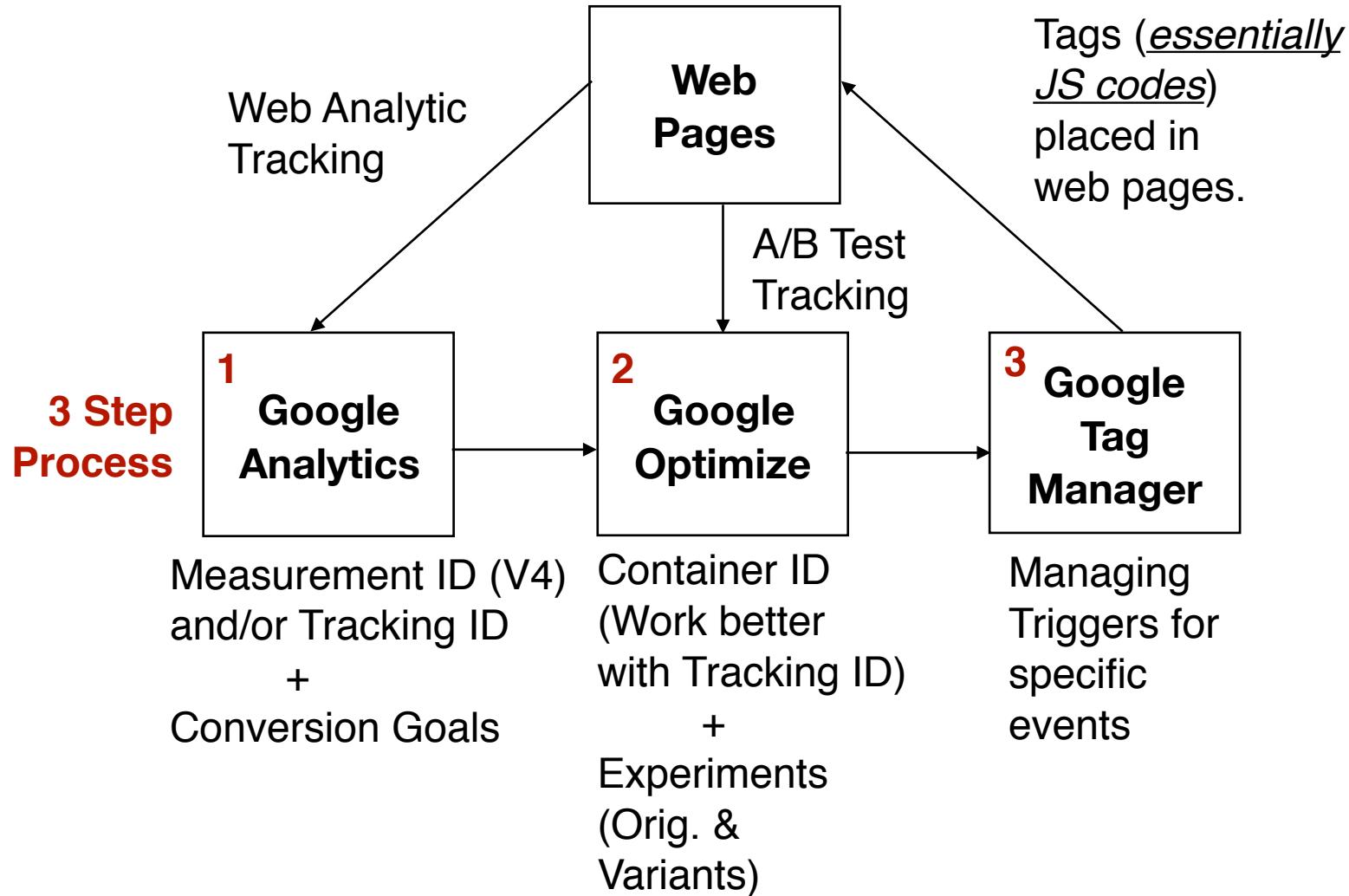
“如何把AB实验文化根植到公司的基因中去？” ，时代正在向所有的互联网公司发出提问。



微信公众号：梅花网

<https://www.meihua.info/a/71768>

Setup A/B Test in Google Optimise.



Home Page \neq Landing Page

Set up Google Tracking ID in Version 4

Analytics

Tag Manager

Optimize

Data Studio

Surveys

Attribution

Audience Center

Analytics 360 Suite



Turn insights into action.

Get stronger results across all your sites, apps, and offline channels. Google Analytics Solutions offer marketing analytics products for businesses of all sizes to better understand your customers.

“Google’s analytics products helped us improve engagement by 33% and click-throughs by 21% for content promotions on

Analytics

Tag Manager

Optimize

Data Studio

Surveys

Attribution

Audience Center

Analytics 360 Suite

Overview

Capabilities

Features

Compare

Mobile Access

Success Stories

Resources



Improve the
customer
experience with
digital analytics.

Google Analytics gives you the digital analytics tools you need to analyze data from all touchpoints in one place, for a deeper understanding of the customer experience. You can then share the insights that matter with your whole organization.

SIGN UP FOR FREE

All accounts > GA4 WP Test 1

All Web Site Data ▾ Try searching “Any anomalies in sessions this month?”

Analytics

ADMIN USER

1 Property setup

Property details

A property represents a business's web and/or app data. An account can contain one or more properties. [Learn more](#)

*[Navigate to your Firebase account](#) if you want to create a new property for an existing Firebase project.

Create a Google Analytics 4 property to measure your web and/or app data.

Property name

Reporting time zone

United States ▾ (GMT-08:00) Los Angeles Time ▾

Currency

US Dollar (USD \$) ▾

You can edit these property details later in Admin

Show advanced options

99 more properties can be created on this account.

© 2020 Google | [Analytics home](#) | [Terms of Service](#) | [Privacy Policy](#) | [Send feedback](#)

Home

ADMIN

USER

Customization

REPORTS

Realtime

Audience

Acquisition

Behavior

Conversions

Create a Google Analytics 4 property to measure your web and/or app data.

Property name

Reporting time zone

Hong Kong ▾ (GMT+08:00) Hong Kong Time ▾

Currency

Hong Kong Dollar (HKD HK\$) ▾

You can edit these property details later in Admin

[Hide advanced options](#)Create a Universal Analytics property 

The Universal Analytics property is a part of an earlier version of Google Analytics and only supports web measurement. It is not recommended for new Analytics users, and it will not support app measurement. Turn this on if you'd like to create a Universal Analytics property.

Website URL

 Create both a Google Analytics 4 and a Universal Analytics property

This will create two properties with connected site tags, so you only need to tag your website once. [Learn more](#)

 Enable enhanced measurement for Google Analytics 4 property

- Home
- Customization
- REPORTS
 - Realtime
 - Audience
 - Acquisition
 - Behavior
 - Conversions

ADMIN

USER

Create a Google Analytics 4 property to measure your web and/or app data.

Property name

GA4 WP Test 2

Reporting time zone

Hong Kong (GMT+08:00) Hong Kong Time

Currency

Hong Kong Dollar (HKD HK\$)

You can edit these property details later in Admin

[Hide advanced options](#)

Create a Universal Analytics property

Create two versions for the property:
[GA4 version \(measurement ID\)](#)
[GA UA version \(tracking ID\)](#)



The Universal Analytics property is a part of an earlier version of Google Analytics and only supports web measurement. It is not recommended for new Analytics users, and it will not support app measurement. Turn this on if you'd like to create a Universal Analytics property.

Website URL

https:// dev-demo5961.pantheonsite.io/

 Create both a Google Analytics 4 and a Universal Analytics propertyThis will create two properties with connected site tags, so you only need to tag your website once. [Learn more](#) Enable enhanced measurement for Google Analytics 4 property

Home

ADMIN

USER

Customization

REPORTS

Realtime

Audience

Acquisition

Behavior

Conversions

Attribution BETA

Discover

Admin

Business size

- Small - 1 to 10 employees
- Medium - 11 to 100 employees
- Large - 101 to 500 employees
- Very Large - 500+ employees

How do you intend to use Google Analytics with your business? (Check all that apply)

- Measure customer engagement with my site or app
- Optimize my site or app experience
- Measure data across multiple devices or platforms
- Optimize my advertising cost
- Increase my conversions
- Measure content monetization
- Analyze my online sales
- Measure app installs
- Measure lead generation
- Other

Testing GAV4 with UA Tracking ID |

Create

Previous

Analytics | All accounts > GA4 Projects
GA4 WP Test 2 - GA4 ▾

Try searching "users from USA last week"

ADMIN USER

Account + Create Account

GA4 Projects

- Account Settings
- Account User Management
- All Filters
- Account Change History
- Trash Can

Property + Create Property

GA4 WP Test 2 - GA4 (251646125)

- Setup Assistant
- Property Settings
- Property User Management
- Data Streams **(Red Box)**
- Data Settings
- Default Reporting Identity
- Property Change History
- Data Deletion Requests

PRODUCT LINKING

-  Google Ads Linking
-  BigQuery Linking

ADDITIONAL SETTINGS

-  Analytics Intelligence Search History

© 2020 Google | [Analytics home](#) | [Terms of Service](#) | [Privacy Policy](#) | [Send feedback](#)

Analytics All accounts > **GA4 Web** > **Web stream details**

ADMIN **USER**

STREAM URL <https://dev-demo5961.pantheonsite.io/> **STREAM NAME** <https://dev-demo5961.pantheonsite.io/> **MEASUREMENT ID** **G-VVNP5LFD85** 

STREAM ID 2145261575 **STATUS** No data received in past 48 hours. [Learn more](#)

Enhanced measurement  Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#) 

Measuring:  **Page views**  **Scrolls**  **Outbound clicks** [+ 3 more](#) 

Tagging Instructions  Configure your website with one of the following methods to have data flow into this stream.

[Add new on-page tag](#) [Use existing on-page tag](#)

 **Global Site Tag (gtag.js)**

 **Google Tag Manager** Add and maintain tags through a web interface to send data to Google Analytics, as well as other Google and non-Google tools.

Additional Settings

 **Connected Site Tags** Load tags for additional properties or products using this stream's on-page global site tag. [Learn more](#) 1 connected 

 **Tagging Settings** Configure client-side tagging behavior, including cross-domain linking, internal traffic, and event modifications. 

GA4 version

The screenshot shows the Google Analytics Admin interface. On the left, there's a sidebar with various icons and sections like Account, Property, and Measurement Protocol settings. The main area shows an 'Account' section with 'GA4 Projects' selected. A 'Create Account' button is visible. To the right, a 'Property' section is shown with a 'Create Property' button and a dropdown menu. The dropdown menu lists 'Select Property' and two entries: 'GA4 Project 1 (251558049)' and 'GA4 WP Test 1 (UA-182072472-1)'. Below these, a red box highlights the entry 'GA4 WP Test 2 (UA-182072472-2)', which is followed by 'GA4 WP Test 2 - GA4 (251646125)'. This second entry is also highlighted with a red box. The dropdown menu also includes '4 Properties' and 'Data Settings'. Further down, there are sections for 'Default Reporting Identity', 'Property Change History', 'Data Deletion Requests', 'PRODUCT LINKING' (with 'Google Ads Linking'), 'BigQuery Linking', and 'ADDITIONAL SETTINGS' (with 'Analytics Intelligence Search History').

All accounts > GA4 Projects
GA4 WP Test 2 - GA4 ▾ Try searching "users from USA last week"

Analytics ADMIN USER

Account + Create Account

GA4 Projects

GA4 Project 1 (251558049)

GA4 WP Test 1 (UA-182072472-1)

GA4 WP Test 2 (UA-182072472-2)
GA4 WP Test 2 - GA4 (251646125)

4 Properties Data Settings

Default Reporting Identity

Property Change History

Data Deletion Requests

PRODUCT LINKING

Google Ads Linking

BigQuery Linking

ADDITIONAL SETTINGS

Analytics Intelligence Search History

Two versions created:
GA4 version (use measurement ID)
GA UA version (use tracking ID)

Analytics All accounts > GA4 WP Test 2 All Web Site Data Try searching “Any anomalies in sessions this month?”

3

ADMIN USER

Property + Create Property
GA4 WP Test 2 (UA-182072472-2)

Upgrade to GA4

Property Settings

Basic Settings

Tracking Id
UA-182072472-2

Property Name
GA4 WP Test 2

Default URL
 https:// dev-demo5961.pantheonsite.io/

Default View
All Web Site Data

Industry Category
Select One

Advanced Settings
 Allow manual tagging (UTM values) to override auto-tagging (GCLID values) for Google Ads and Search Ads 360 integration

Property Hit Volume

Last day: No hits

Last 7 Days: No hits

Last 30 Days: No hits

GA UA version

Move property Move to Trash Can

Property User Management

Tracking Info

Property Change History

Data Deletion Requests

PRODUCT LINKING

Google Ads Linking

AdSense Linking

Ad Exchange Linking

All Products

Postbacks

© 2020 Google | [Analytics home](#) | [Terms of Service](#) | [Privacy Policy](#) | [Send feedback](#)

All accounts > GA4 WP Test 2

All Web Site Data

Try searching “Any anomalies in sessions this month?”

3

Analytics

ADMIN USER

Property + Create Property
GA4 WP Test 2 (UA-182072472-2)

Upgrade to GA4

Property Settings

Property User Management

Tracking Info

Tracking Code

Data Collection

Data Retention

User-ID

Session Settings

Organic Search Sources

Referral Exclusion List

Search Term Exclusion List

Property Change History

Data Deletion Requests

PRODUCT LINKING

Google Ads Linking

AdSense Linking

Tracking ID
UA-182072472-2

Status
No data received in past 48 hours. [Learn more](#)

Send test traffic ?

Website Tracking

Global Site Tag (gtag.js)

This is the Global Site Tag (gtag.js) tracking code for this property. Copy and paste this code as the first item into the <HEAD> of every webpage you want to track. If you already have a Global Site Tag on your page, simply add the `config` line from the snippet below to your existing Global Site Tag.

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-182072472-2"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'UA-182072472-2');
</script>
```

The Global Site Tag provides streamlined tagging across Google's site measurement, conversion tracking, and remarketing products – giving you better control while making implementation easier. By using gtag.js, you will be able to benefit from the latest dynamic features and integrations as they become available. [Learn more](#)

Connected Site Tags

Load tags for additional properties or products using this property's on-page global site tag. [Learn more](#)

0 connected

Google Tag Manager

Our free tool Google Tag Manager can help you add tags to your site if you have many analytics and tracking tags. Consider using Google Tag Manager if:

© 2020 Google | [Analytics home](#) | [Terms of Service](#) | [Privacy Policy](#) | [Send feedback](#)

Coding Everywhere 1 0 + New Performance Toggle Airpress Debugger Howdy, bsuen

Dashboard Posts Media Pages Comments Appearance A/B Testing Plugins Snippets Users Tools Settings

A new WordPress version is available! Please update from [your Pantheon dashboard](#).
For details on applying updates, see the [Applying Upstream Updates](#) documentation.
If you need help, open a support chat on Pantheon.

Edit Themes

Generic: Theme Header (header.php)

Select theme to edit: Generic Select

Selected file content:

```
4 <?php wp_head(); ?>
5 </head>
6 <meta charset="?php bloginfo( 'charset' ); ?>" />
7 <meta name="viewport" content="width=device-width" />
8 <!-- Global site tag (gtag.js) - Google Analytics -->
9 <script async src="https://www.googletagmanager.com/gtag/js?id=UA-182072472-2"></script>
10 <script>
11   window.dataLayer = window.dataLayer || [];
12   function gtag(){dataLayer.push(arguments);}
13   gtag('js', new Date());
14 </script>
15 <?php wp_head(); ?>
16 </head>
17 <body <?php body_class(); ?>>
18 <?php wp_body_open(); ?>
19 <div id="wrapper" class="hfeed">
20 <header id="header" role="banner">
21 <div id="branding">
22 <div id="site-title">
```

entry-content.php
entry-footer.php
entry-meta.php
entry-summary.php
entry.php
Theme Footer (footer.php)
Theme Header (header.php)
Main Index Template (index.php)
nav-below-single.php
nav-below.php
Single Page (page.php)
Search Results

Coding Everywhere 1 0 + New Performance Toggle Airpress Debugger Howdy, bsuen

Pages Comments

Appearance

Themes Customize Widgets Menus

Theme Editor

A/B Testing Plugins Snippets Users Tools Settings

Shortcodes Airpress Performance

Collapse menu

Generic: Theme Header (header.php)

Select theme to edit: Generic Select

Selected file content:

```
17 </head>
18 <body >?php body_class(); ?>
19 <?php wp_body_open(); ?>
20 <div id="wrapper" class="hfeed">
21 <header id="header" role="banner">
22 <div id="branding">
23 <div id="site-title">
24 <?php if ( is_front_page() || is_home() || is_front_page() && is_home() ) { echo '<h1>'; } ?>
25 <a href="<?php echo esc_url( home_url( '/' ) ); ?>" title="<?php echo esc_html( get_bloginfo( 'name' ) ); ?>" rel="home"><?php echo esc_html( get_bloginfo( 'name' ) ); ?></a>
26 <?php if ( is_front_page() || is_home() || is_front_page() && is_home() ) { echo '</h1>'; } ?>
27 </div>
28 <div id="site-description"><?php bloginfo( 'description' ); ?></div>
29 </div>
30 <nav id="menu" role="navigation">
31 <button type="button" class="menu-toggle"><span class="menu-icon">#9776;</span><span class="menu-text screen-reader-text"><?php esc_html_e( ' Menu', 'generic' ); ?></span></button>
32 <?php wp_nav_menu( array( 'theme_location' => 'main-menu' ) ); ?>
33 <div id="search"><?php get_search_form(); ?></div>
34 </nav>
35 </header>
36 <div id="container">
```

Documentation: Function Name... Look Up

Update File

Remember to save the file by hitting the “Update File” button.

entry-content.php
entry-footer.php
entry-meta.php
entry-summary.php
entry.php
Theme Footer (footer.php)
Theme Header (header.php)
Main Index Template (index.php)
nav-below-single.php
nav-below.php
Single Page (page.php)
Search Results (search.php)

Thank you for creating with [WordPress](#). Get Version 5.5.3

Coding Everywhere

21st Century Skills for Hire

[About the Website](#) [Weekly Posts](#)



About the Website

Welcome to our website, which is designed for 21st century digital talents. We now live in an age filled with all sorts of digital products and services. Let's learn to become wise consumers of such offerings to keep our environment more sustainable and our lives more meaningful.

Visit the web site to generate some traffic for testing!

Search ...



Recent Posts

- [Embed Airtable](#)
- [The Universe in a Grain of Sand](#)
- [Hello world!](#)

Recent Comments

A WordPress Commenter on

[Home](#)[Customization](#)

REPORTS

[Realtime](#)[Overview](#)[Locations](#)[Traffic Sources](#)[Content](#)[Events](#)[Conversions](#)[Audience](#)[Acquisition](#)[Behavior](#)[Conversions](#)[Attribution BETA](#)[Discover](#)[Admin](#)

Overview

Create Shortcut BETA

Right now

1

active users on site

DESKTOP

100%

Pageviews

Per minute

Real-time traffic shown.
Congratulation, your
connection is active!



Top Referrals:

Source	Active Users
There is no data for this view.	

Top Active Pages:

Active Page	Active Users
1. /2020/10/09/embed-airtable/	1 100.00%

Top Social Traffic:

Source	Active Users
There is no data for this view.	

Top Locations:



Top Keywords:

Keyword	Active Users
There is no data for this view.	

Set up Google Optimize

Container ID

Your website is your store window.

Engage your website visitors like never before. Create personalized experiences and run website tests – for free.

Start for free



<https://marketingplatform.google.com/about/optimize/>



Optimize

All accounts ▾

com5961 Stanley Demo

Container name ↑

Running

com5961 AB Test 1

0

portfolio

Container name ↑

Running

portfolio web

0

Python Rest Test

Container name ↑

Running

Python Rest 1

0

x Create account

Next

Account name *

e.g. My account name

0 / 255

 Improve Google products (recommended)

Share data in your Optimize account with Google to improve Google's products and services. *If you disable this option, data can still flow to other Google products you've linked to your account.*

 Benchmarking (recommended)

Contribute anonymous data to an aggregate data set to enable features like benchmarking and publications that can help you understand data trends. All identifiable information about your website is removed and combined with other anonymous data before it is shared with others.

 Get in-depth analysis (recommended)

Give Google sales experts access to your Optimize account, including data therein so that you can get more in-depth analysis, insights and recommendations across Google products.

To use Google Optimize, you must first accept the terms-of-service agreement for your country.

United States





Optimize

All accounts ▾

 Account invitations Deleted accounts and containers[Terms of Service](#)

WordPress Workshop

15 / 255

 Improve Google products (recommended)

Share data in your Optimize account with Google to improve Google's products and services. *If you disable this option, data can still flow to other Google products you've linked to your account.*

 Benchmarking (recommended)

Contribute anonymous data to an aggregate data set to enable features like benchmarking and publications that can help you understand data trends. All identifiable information about your website is removed and combined with other anonymous data before it is shared with others.

 Get in-depth analysis (recommended)

Give Google sales experts access to your Optimize account, including data therein so that you can get more in-depth analysis, insights and recommendations across Google products.

To use Google Optimize, you must first accept the terms-of-service agreement for your country.

Hong Kong

 I acknowledge I have read and agree to the [terms of service](#) I also accept the [Data Processing Terms](#) as required by GDPR. [Learn more](#) I also accept the [Measurement Controller-Controller Data Protection Terms](#) for the data that flows with Google under the GDPR



Optimize

All accounts ▾

 Account Invitations Deleted accounts and containers[Terms of Service](#)

X Create account

Next

Account name *

WordPress Workshop

15 / 255

 Improve Google products (recommended)

Share data in your Optimize account with Google to improve Google's products and services. *If you disable this option, data can still flow to other Google products you've linked to your account.*

 Benchmarking (recommended)

Contribute anonymous data to an aggregate data set to enable features like benchmarking and publications that can help you understand data trends. All identifiable information about your website is removed and combined with other anonymous data before it is shared with others.

 Get in-depth analysis (recommended)

Give Google sales experts access to your Optimize account, including data therein so that you can get more in-depth analysis, insights and recommendations across Google products.

To use Google Optimize, you must first accept the terms-of-service agreement for your country.

Hong Kong



Optimize

All accounts ▾

Account Invitations

Design and Code

Container name

Running

dc.cuhkcf.e.io

2

Deleted accounts and containers

← Add container

Create

Container name *

dev-demo5961.pantheonsite.io

28 / 255

Note: Other account admins will have access to this container.

[Terms of Service](#)



Optimize

All accounts ▾



✉ Account Invitations

2



Create account

Design and Code



Container name

Running

Total

Container ID

dev-demo5961.pantheonsite.io

0

0

OPT-TRDHV7L



🗑 Deleted accounts and containers

4

[Terms of Service](#) • [Privacy Policy](#)

Create **Experience** in Google Optimize for Setting Up A/B Test



Optimize

All accounts > WordPress Workshop

dev-demo5961.pantheonsite.io ▾



Experiences

Activity

Settings

All

Create experience



Find an experience...



DRAFT

Name	Type	Created	Last modified	
WordPress Workshop	A/B	Nov 4, 2020	Nov 4, 2020	⋮

[Terms of Service](#) • [Privacy Policy](#)

The screenshot shows the Google Optimize interface. On the left, there's a sidebar with a purple logo, the word "Optimize", and a navigation bar for "All accounts > WordPress Workshop" and the URL "dev-demo5961.pantheonsite.io". Below this are tabs for "Experiences" (which is selected) and "Activity", and a dropdown menu set to "All". A large illustration of a woman pointing at a screen is visible in the background.

Create experience

Name: **WordPress Workshop** (highlighted with a red box)

18 / 255

What is the URL of the page you'd like to use? This is called your **editor page**. * [?](#)

<https://dev-demo5961.pantheonsite.io>

What type of experience would you like to create?

- A/B test**
Tests two or more variants of a page. Also called an A/B/n test. [Learn more](#)
- Multivariate test**
Tests variants with two or more different sections. [Learn more](#)
- Redirect test**
Tests separate web pages identified by different URLs or paths. [Learn more](#)
- Personalization**
Personalize your page for targeted visitors. [Learn more](#)
- Banner template**
Add a notification banner to the top of your website. [Learn more](#)

<https://marketingplatform.google.com/about/optimize/>

A screenshot of the Optimize dashboard. At the top, there's a navigation bar with a back arrow, the Optimize logo, "All accounts > WordPress Workshop", and a dropdown for the website "dev-demo5961.pantheonsite.io". Below the navigation is a tabs section with "Experiences" (which is selected and highlighted in purple) and "Activity". The main area features a large illustration of a woman with long dark hair, wearing a green sweater and blue pants, standing next to a large smartphone. The phone screen displays a wireframe of a website layout with several green rectangular boxes. Below the phone, there's some text and a "Terms of Service" link at the bottom.

Create experience

Create

Name *

WordPress Workshop

18 / 255

What is the URL of the page you'd like to use? This is called your **editor page**. * [?](#)

<https://dev-demo5961.pantheonsite.io/>

What type of experience would you like to create?



A/B test

Tests two or more variants of a page. Also called an A/B/n test. [Learn more](#)



Multivariate test

Tests variants with two or more different sections. [Learn more](#)



Redirect test

Tests separate web pages identified by different URLs or paths. [Learn more](#)



Personalization

Personalize your page for targeted visitors. [Learn more](#)



Banner template

Add a notification banner to the top of your website. [Learn more](#)

←  Optimize | dev-demo5961.pantheonsite.io
WordPress Workshop A/B test

Details Reporting

ⓘ Draft. Some setup steps must still be completed.

⌚ Start ⋮

 CREATE VARIANTS
Customize your site

>  ADD TARGETING RULES
Target your site visitors

>  LINK TO ANALYTICS
Select a property and view

>  SET UP OBJECTIVES
Choose objectives to optimize

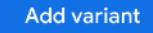
>  START
Schedule or start

⌚ Targeting and variants



Get started by creating a variant of your site to test.

ⓘ [Learn more](#)

 Add variant

Or, start by adding [audience targeting rules](#) instead.

Editor page: <https://dev-demo5961.pantheonsite.io/> 

📄 Description 

← Optimize dev-demo5961.pantheonsite.io WordPress Workshop A/B test

Details Reporting

! Draft. Some setup steps must still be completed.

 CREATE VARIANTS Customize your site >  ADD TARGETING RULES Target your site visitors >  LINK TO ANALYTICS Select a property

! Targeting and variants

Get started by creating a new variant.



[Learn more](#)

[Add variant](#)

Or, start by adding audiences.

Editor page: <https://dev-demo5961.pantheonsite.io/> 

 Description

X Add variant

Done

Variant name *

Variant 1

9 / 255

← Optimise | dev-demo5961.pantheonsite.io | WordPress Workshop | A/B test

Details Reporting

Draft. Some setup steps must still be completed.

CREATE VARIANTS > A/ B TEST > START Schedule or start

Targeting and variants

Variants

What do you want to test?

Original

Variant 1

+ Add variant

Editor page: <https://dev-demo5961.pantheonsite.io>

Install the Optimize Chrome extension

Install the extension to use the visual editor to change just about anything on your site – text, images, layouts and more – and then preview how these new experiences will look on various devices before launching your site experiment. [Learn more](#)

Cancel View Extension

50% weight Preview ▾ Changes (0) Edit

Page targeting

Where should this experience run on your website?



chrome web store



bsysin@gmail.com

[Home](#) > [Extensions](#) > [Google Optimize](#)



Google Optimize

Offered by: <https://optimize.google.com>

★★★★★ 58 | [Developer Tools](#) | 300,000+ users

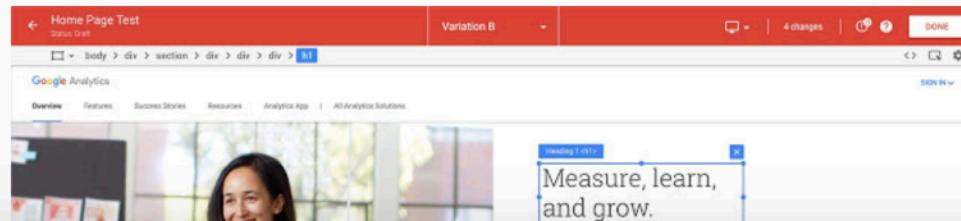
By Google

[Add to Chrome](#)

[Overview](#)

Reviews

Related





chrome web store

Home > Extensions > Google Opti



Offered by: <https://optimize.google.com>

★★★★★ 58 | [Developer Tools](#) | 300,000+ users

By Google



Add "Google Optimize"?

It can:

Access the page debugger backend

Read and change all your data on the websites that you visit

Cancel

Add extension



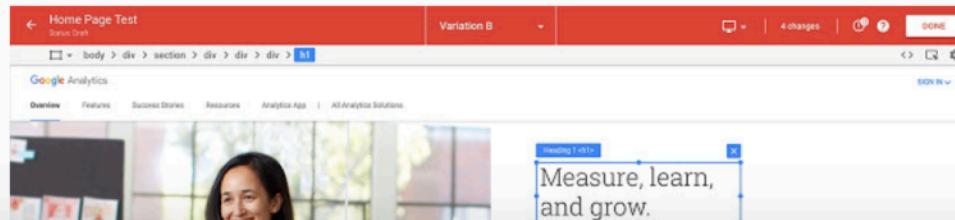
bsysin@gmail.com

Checking...

Overview

Reviews

Related





chrome web store



bsysin@gmail.com

[Home](#) > [Extensions](#) > [Google Optimize](#)

Google Optimize

[Remove from Chrome](#)

Offered by: <https://optimize.google.com>

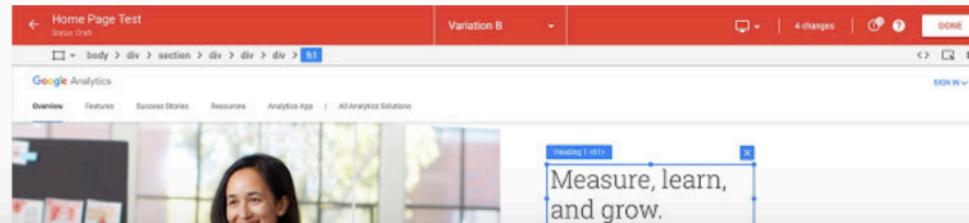
★★★★★ 58 | [Developer Tools](#) | 300,000+ users

By Google

[Overview](#)

[Reviews](#)

[Related](#)



Details

Reporting

Draft. Some setup steps must still be completed.



Start

 **CREATE VARIANTS**
Customize your site **ADD TARGETING RULES**
Target your site visitors **LINK TO ANALYTICS**
Select a property and view **SET UP OBJECTIVES**
Choose objectives to optimize **START**
Schedule or start

Targeting and variants

Variants

What do you want to test?

Original

50% weight

[View](#)

Variant 1

50% weight

Changes (0)

[Edit](#)



[+ Add variant](#)

Editor page: <https://dev-demo5961.pantheonsite.io/>

Page targeting

Where should this experience run on your website?

WordPress Workshop (Status: Draft) Standard No changes Done

Variant 1

Body <body> ing Everywhere Customize 0 + New Performance Toggle Airpress Debugger Howdy, bsuen

Coding Everywhere
21st Century Skills for Hire

Embed Airtable

[Edit This](#)

bsuen | October 9, 2020

The Universe in a Grain of Sand

[Edit This](#)

About the Website

Edit element

DIMENSIONS

1265px 1504.5px

LOCATION

0px 0px
0px -936.5px

Recent

TYPOGRAPHY

A -apple-system, 16px 400

B 16px 400

C 16px 400

D 16px 400

E 16px 400

F 16px 400

G 16px 400

H 16px 400

I 16px 400

J 16px 400

K 16px 400

L 16px 400

M 16px 400

N 16px 400

O 16px 400

P 16px 400

Q 16px 400

R 16px 400

S 16px 400

T 16px 400

U 16px 400

V 16px 400

W 16px 400

X 16px 400

Y 16px 400

Z 16px 400

WordPress Workshop (Status: Draft) Variant 1 Standard No changes Done

body > div#wrapper > header#header > div#branding > div#site-title > h1 > a

Coding Everywhere Customize 0 New Performance Toggle Airpress Debugger Howdy, bsuen Search

[Link <a>](#) [Remove](#)

[Edit text](#) Edit text

Edit HTML
Insert HTML
Run JavaScript

[About the Website](#) [Weekly Posts](#) [Search ...](#)

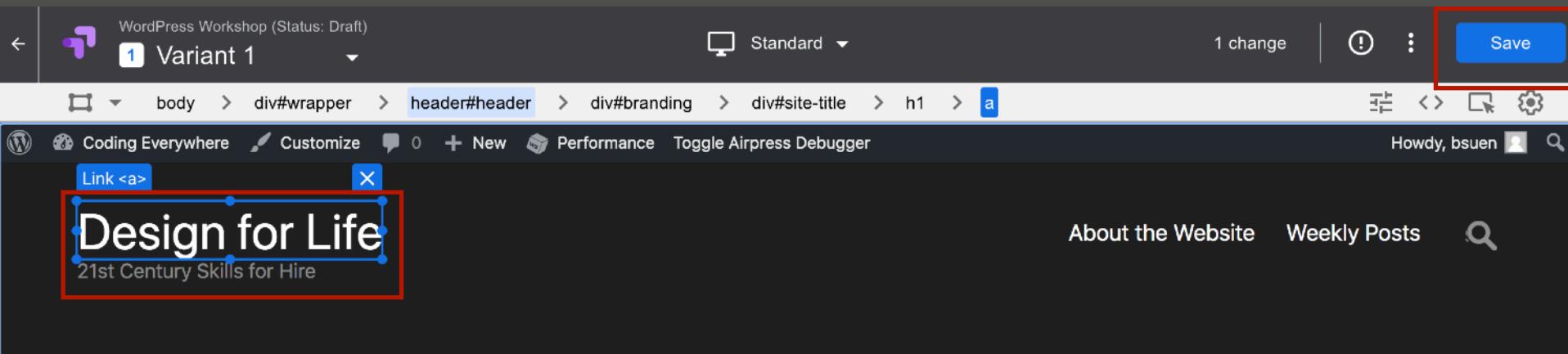
[Embed Airtable](#) [Edit This](#)

bsuen | October 9, 2020

[Recent Posts](#)

— [Embed Airtable](#)
— [The Universe in a Grain of Sand](#)
— [Hello world!](#)

[The Universe in a Grain of Sand](#) [Edit This](#)



Embed Airtable

[Edit This](#)

bsuen | October 9, 2020

Search ...



Recent Posts

- [Embed Airtable](#)
- [The Universe in a Grain of Sand](#)
- [Hello world!](#)

The Universe in a Grain of Sand

[Edit This](#)

bsuen | September 22, 2020



Optimize

dev-demo5961.pantheonsite.io
WordPress Workshop A/B test

Details

Reporting

ⓘ Draft. Some setup steps must still be completed.



Start



CREATE VARIANTS
Customize your site

ADD TARGETING RULES
Target your site visitors

LINK TO ANALYTICS
Select a property and view

SET UP OBJECTIVES
Choose objectives to optimize

START
Schedule or start

ⓘ Targeting and variants

Variants

What do you want to test?

Original

50% weight

[View](#)

Variant 1

50% weight

Changes (1)

[Edit](#)

[+ Add variant](#)

Editor page: <https://dev-demo5961.pantheonsite.io/>

Page targeting

Where should this experience run on your website?



Optimize

dev-demo5961.pantheonsite.io
WordPress Workshop A/B test

Details

Reporting

Audience targeting

Who should see this experience?

All visitors to the page(s) targeted above.

Customize

+ Add page BETA

Make different changes on different pages, e.g. a flow or funnel.

Description



↗ Measurement and objectives

Google Analytics

Optimize uses Google Analytics for measurement.



Property View Experiment ID

GA4 WP Test 1 All Web Site Data

-0B7245ER2iCx5PDPevrEg



Optimize

dev-demo5961.pantheonsite.io
WordPress Workshop A/B test

Details

Reporting

ⓘ Draft. Some setup steps must still be completed.



Start



CREATE VARIANTS
Customize your site



ADD TARGETING RULES
Target your site visitors



 LINK TO ANALYTICS
Select a property and view

SET UP OBJECTIVES
Choose objectives to optimize



 START
Schedule or start

ⓘ Targeting and variants

Variants

What do you want to test?

Original

50% weight

[View](#)

Variant 1

50% weight

Changes (1)

[Edit](#)



[+ Add variant](#)

Editor page: <https://dev-demo5961.pantheonsite.io/> 

Page targeting

Where should this experience run on your website?

←

Optimize | dev-demo5961.pantheonsite.io
WordPress Workshop A/B test

Details Reporting

Measurement and objectives

Google Analytics

Optimize uses Google Analytics for measurement.

Link to your Google Analytics property to enable measurement.

Link to Analytics

Objectives ⓘ

The website functionality you wish to optimize. [Learn more](#)

Before adding objectives, you need to link this container and experience to Analytics.

Settings

←

Optimize | dev-demo5961.pantheonsite.io

WordPress Workshop A/B test

Details Reporting

Description

Measurement and objectives

Google Analytics

Optimize uses Google Analytics for measurement.

Property	View	Experiment ID
GA4 WP Test 1	All Web Site Data	-0B7245ER2iCx5PDPevrEg

Objectives ?

The website functionality you wish to optimize. [Learn more](#)

PRIMARY OBJECTIVE

Bounces System

ADDITIONAL OBJECTIVES

Add additional objective ▾

Link experience to Analytics

Done

Google Analytics property

GA4 WP Test 1

All Web Site Data

Where are my views?

The screenshot shows the Google Analytics Admin interface. On the left, there's a sidebar with various icons and sections like 'Account Settings', 'Account User Management', and 'All Filters'. The main area has tabs for 'ADMIN' and 'USER', with 'ADMIN' selected. A search bar at the top right says 'Try searching "users from USA last week"'. Below the search bar, there are two dropdown menus: 'Property' and 'Account'. The 'Property' dropdown is open, showing a list of properties: 'GA4 Project 1 (251558049)', 'GA4 WP Test 1 (UA-182072472-1)', 'GA4 WP Test 2 (UA-182072472-2)' (which is highlighted with a red box), and 'GA4 WP Test 2 - GA4 (251646125)'. The 'Account' dropdown shows 'GA4 Projects' and other account-related options. To the right of the property list, a large red box contains the text: 'Refer back to the GA property (**UA version**) created earlier.'

All accounts > GA4 Projects

GA4 WP Test 2 - GA4

Try searching "users from USA last week"

Analytics

ADMIN

USER

Account + Create Account

GA4 Projects

Property + Create Property

Select Property

GA4 Project 1 (251558049)

GA4 WP Test 1 (UA-182072472-1)

GA4 WP Test 2 (UA-182072472-2)

GA4 WP Test 2 - GA4 (251646125)

4 Properties

Data Settings

Default Reporting Identity

Property Change History

Data Deletion Requests

PRODUCT LINKING

Google Ads Linking

BigQuery Linking

ADDITIONAL SETTINGS

Analytics Intelligence Search History

Refer back to the GA property (**UA version**) created earlier.

X Container settings

Container details

Name	ID
dev-demo5961.pantheonsite.io	OPT-WJQKGCC

Measurement

 Property	Views
GA4 WP Test 1 (UA-182072472-1)	All Web Site Data

Setup instructions

Install the Optimize snippet

Optimize is installed by adding a small snippet of code to your website to direct traffic to the Optimize platform. Add the following code to the top of the <HEAD> tag on every page you wish to optimize.

[Learn more](#) about how to install Optimize and about advanced installation options.

```
<script src="https://www.googleoptimize.com/optimize.js?id=OPT-WJQKGCC"></script>
```

Install the Chrome extension

Search for a property

DIP Digital Literacy Workshop (UA-128970847-1)

GA4 PROJECTS

GA4 WP Test 1 (UA-182072472-1)

GA4 WP Test 2 (UA-182072472-2)

SERVICE LEADERSHIP INITIATIVE

All Web Site Data

Linking this container to Google Analytics allows data to flow between the two products. This may result in additional hits. Additionally, information shared from Google Analytics to Optimize is subject to Optimize [terms](#) and settings, while information shared from Optimize to Google Analytics is subject to Google Analytics terms and settings. [Learn more](#)

X Container settings

Container details

Name
dev-demo5961.pantheonsite.io

ID
OPT-WJQKGCC

Measurement

Property
GA4 WP Test 1 (UA-182072472-1)

Views
All Web Site Data

Setup instructions

Install the Optimize snippet

Optimize is installed by adding a small snippet of code to your website to display the following code to the top of the <HEAD> tag on every page you wish to optimize.

[Learn more](#) about how to install Optimize and about advanced installation options.

```
<script src="https://www.googleoptimize.com/optimize.js?id=OPT-WJQKGCC">
```

Install the Chrome extension

X Edit link to property

Save

Google Analytics property
GA4 WP Test 2 (UA-182072472-2)

Views [?](#)

All Web Site Data

Linking this container to Google Analytics allows data to flow between the two products. This may result in additional hits. Additionally, information shared from Google Analytics to Optimize is subject to Optimize [terms](#) and settings, while information shared from Optimize to Google Analytics is subject to Google Analytics terms and settings. [Learn more](#)



Opt



Container settings

Experiences

All

Container details



Name

dev-demo5961.pantheonsite.io

ID

OPT-WJQKGCC

Measurement



Property

GA4 WP Test 2 (UA-182072472-2)

Views

All Web Site Data

Setup instructions



Install the Optimize snippet

Optimize is installed by adding a small snippet of code to your website to display new experiences to your visitors. Add the following code to the top of the <HEAD> tag on every page you wish to optimize.

[Learn more](#) about how to install Optimize and about advanced installation options.

```
<script src="https://www.googleoptimize.com/optimize.js?id=OPT-WJQKGCC"></script>
```



Paste the following **JS script** into the **head** section of your web page to be tracked.



Install the Chrome extension



Optimize

All accounts > WordPress Workshop

dev-demo5961.pantheonsite.io ▾

Experiences

Activity

All



Find an experience...



DRAFT

Name

Type

Created

Last modified

WordPress Workshop

A/B

Nov 5, 2020

Nov 5, 2020



Create experience

Another place to find the script is here. Just click settings to see the JS script.

Settings

[Terms of Service](#) • [Privacy Policy](#)

The snippet has been copied.

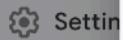


Setup instructions

Details

Report

Add ad



Optim

Optimiz

Last ch

Email

Receive

Traffic

Percent

Activat

Choose

Install the Optimize snippet

Optimize is installed by adding a small snippet of code to your website to display new experiences to your visitors. Add the following code to the top of the <HEAD> tag on every page you wish to optimize.

[Learn more about how to install Optimize and about advanced installation options.](#)

```
<script src="https://www.googleoptimize.com/optimize.js?id=OPT-WJQKGCC"></script>
```



[Check installation](#)

Install the Chrome extension

The Chrome extension is required to use the visual editor and installation diagnostics, but not to create redirect experiments or view reports.

[Extension installed](#)

Coding Everywhere 1 0 New Performance Toggle Airpress Debugger

Howdy, bsuen 

Pages

Comments

Appearance

Themes

Customize

Widgets

Menus

Theme Editor

A/B Testing

Plugins

Snippets

Users

Tools

Settings

Shortcodes

Airpress

Performance

Collapse menu

Generic: Theme Header (header.php)

Select theme to edit: Generic Select

Selected file content:

```
<?php wp_head(); ?>
<head>
<meta charset=<?php bloginfo( 'charset' ); ?>" />
<meta name="viewport" content="width=device-width" />
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-182072472-2"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());
  gtag('config', 'UA-182072472-2');
</script>
<script src="https://www.googleoptimize.com/optimize.js?id=OPT-WJQKGCC"></script>
</head>
<body ><?php body_class(); ?>
<?php wp_body_open(); ?>
<div id="wrapper" class="hfeed">
<header id="header" role="banner">
<div id="branding">
<div id="site-title">
<?php the_title(); ?>
<?php if ( is_front_page() ) : ?>
<div id="page-title">
<?php the_title(); ?>
</div>
<?php endif; ?>
</div>
<div id="menu">
<?php the_menu(); ?>
</div>
</div>
<div id="content">
<?php dynamic_sidebar( 'content' ); ?>
<?php if ( is_search() ) : ?>
<div id="search-form">
<?php get_search_form(); ?>
</div>
<?php endif; ?>
</div>
<div id="bottom">
<?php if ( is_search() ) : ?>
<div id="bottom-search">
<?php get_search_form(); ?>
</div>
<?php endif; ?>
</div>
</div>
</div>
```

Place the script beneath the GA UA Tracking ID tag.

Documentation: Function Name... Look Up

Update File

Thank you for creating with [WordPress](#).

Get Version 5.5.3

Theme Files

- entry-content.php
- entry-footer.php
- entry-meta.php
- entry-summary.php
- entry.php
- Theme Footer (footer.php)
- Theme Header (header.php)
- Main Index Template (index.php)
- nav-below-single.php
- nav-below.php
- Single Page (page.php)
- Search Results (search.php)

Details

Reporting

Draft. Some setup steps must still be completed.



Start

 CREATE VARIANTS
Customize your site ADD TARGETING RULES
Target your site visitors LINK TO ANALYTICS
Select a property and view SET UP OBJECTIVES
Choose objectives to optimize START
Schedule or start

Targeting and variants

Variants

What do you want to test?

Original

50% weight

Preview ▾

[View](#)

Variant 1

50% weight

Preview ▾

Changes (1)

[Edit](#)



[+ Add variant](#)

Editor page: <https://dev-demo5961.pantheonsite.io/>

Page targeting

Where should this experience run on your website?



Optimize

dev-demo5961.pantheonsite.io
WordPress Workshop A/B test

Details

Reporting

Measurement and objectives

Google Analytics

Optimize uses Google Analytics for measurement.



Property	View	Experiment ID
GA4 WP Test 2	All Web Site Data	tsgE_iVFR125P4jHOJkuFg

Objectives

The website functionality you wish to optimize. [Learn more](#)

PRIMARY OBJECTIVE

[Add experiment objective ▾](#)

Settings

Optimize installation

Optimize installation verified with no errors

Last checked by the Optimize editor on Thu, Nov 5, 2020, 11:18 AM GMT+8

[View instructions](#)

[Check installation](#)



Optimize

dev-demo5961.pantheonsite.io
WordPress Workshop A/B test

<

Details

Reporting

Measurement and objectives

Google Analytics

Optimize uses Google Analytics for measurement.

Property	View	Experiment ID
GA4 WP Test 2	All Web Site Data	tsgE_iVFR125P4jHOJkuFg



Objectives

The website functionality you wish to optimize. [Learn more](#)

PRIMARY OBJECTIVE

Choose from list

Create custom

Settings

Optimize installation

Optimize installation verified with no errors

Last checked by the Optimize editor on Thu, Nov 5, 2020, 11:18 AM GMT+8

[View instructions](#)

[Check installation](#)



Opt

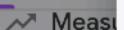


Choose an objective

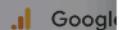
Close

Details

Report



Measur



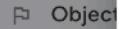
Optimiz

Propert

GA4 WF

Name	Type	Description
Bounces	System	Bounces is the number of single-page visits.
Pageviews	System	Pageviews is the total number of pages viewed. Repeated views of a single page are counted.
Session Duration	System	The length of a session in seconds. A session lasts as long as there is continued activity.

Any goals you create in your associated Google Analytics view will show up here. Create in Analytics

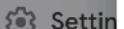


Object

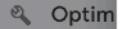
The we

PRIMAR

Add ex



Setting



Optim

Optimiz

Last ch



Optimize

dev-demo5961.pantheonsite.io
WordPress Workshop A/B test

Details

Reporting

Measurement and objectives

Google Analytics

Optimize uses Google Analytics for measurement.



Property	View	Experiment ID
GA4 WP Test 2	All Web Site Data	tsgE_iVFR125P4jHOJkuFg

Objectives

The website functionality you wish to optimize. [Learn more](#)

PRIMARY OBJECTIVE



Bounces
System



ADDITIONAL OBJECTIVES

[Add additional objective ▾](#)

Settings

←

Optimize | dev-demo5961.pantheonsite.io
WordPress Workshop A/B test

Details Reporting

Bounces System

ADDITIONAL OBJECTIVES

Add additional objective ▾

Settings

Optimize installation  View instructions Check installation

Email Notifications  

Traffic allocation 100.0% 

Percentage of all visitors eligible for this experience.



Coding Everywhere

21st Century Skills for Hire

About the Website Weekly Posts



Embed Airtable

[Edit This](#)

bsuen | October 9, 2020

The Universe in a Grain of Sand

[Edit This](#)

bsuen | September 23, 2020

Optimize is correctly installed



No major issues were detected while verifying the Optimize installation on this page.

[Back to experience](#)

Recent Posts

— [Embed Airtable](#)

— [The Universe in a Grain of Sand](#)

— [Hello world!](#)

Optimize editor head

Recent Comments

All accounts > GA4 WP Test 2

All Web Site Data ▾ Try searching “Compare bounce rate this week with last week”

Analytics Home Customization Reports Realtime Audience Acquisition Behavior Experiments Conversions Attribution Discover Admin

3

All Experiments

Starting new Content Experiments is no longer supported. Completed experiments remain available in read-only mode. Consider migrating to [Google Optimize](#).

Experiment Name	Status	Details	Sessions	Start Date	End Date
		There is no data for this view.			

Show rows: 10 Go to: 1 1 - 0 of 0

No experiment is running.

© 2020 Google | [Analytics Home](#) | [Terms of Service](#) | [Privacy Policy](#) | [Send Feedback](#)

<https://analytics.google.com/analytics/web/#/report/siteopt-experiments/a182072472w251646124p232349311/>

Details

Reporting

Draft. Ready to start.



Start

 CREATE VARIANTS
Customize your site ADD TARGETING RULES
Target your site visitors LINK TO ANALYTICS
Select a property and view SET UP OBJECTIVES
Choose objectives to optimize START
Schedule or start

Targeting and variants

Variants

What do you want to test?

Original

50% weight

Preview ▾

View

Variant 1

50% weight

Preview ▾

Changes (1)

Edit



+ Add variant

Editor page: <https://dev-demo5961.pantheonsite.io/>

Page targeting

Where should this experience run on your website?



Optimize

dev-demo5961.pantheonsite.io
WordPress Workshop A/B test

Details

Reporting



Draft. Ready to start.



▶ Start



- CREATE VARIANTS > ADD TARGETING RULES > LINK TO ANALYTICS > SET UP OBJECTIVES

Customize your site

Target your site visitors

Select a property and view

Choose objectives to optimize

Start experience



START

Schedule or start

⌚ Targeting and variants

Variants

What do you want to test?

Original

 50% weight

Preview ▾

View

Variant 1

 50% weight

Preview ▾

Changes (1)

Edit



+ Add variant

Editor page: <https://dev-demo5961.pantheonsite.io/>

Page targeting

Where should this experience run on your website?

Details

Reporting

Draft. Ready to start.



▶ Start

 CREATE VARIANTS
Customize your site A
T

Targeting and variants

Variants

What do you want to test?

Original

Variant 1

+ Add variant

50% weight

Preview ▾

Changes (1)

Edit



Cancel

Start

View

Editor page: <https://dev-demo5961.pantheonsite.io/>

Page targeting

Where should this experience run on your website?

Start experiment?

Your experiment will go live on all pages with the Optimize snippet. Preview all variants before starting your experiment.

Receive email notifications



Cancel

Start

View



Details

Reporting

🕒 Running

Edit

End

⌚ Started manually: Thu, Nov 5, 2020, 11:47 AM GMT+8

Expiration scheduled: Wed, Feb 3, 2021, 11:47 AM GMT+8

🎯 Targeting and variants

Variants

What do you want to test?

Original

👤 0

50% weight

Preview

View

⋮

Variant 1

👤 0

50% weight

Preview

Changes (1)

View

⋮

Editor page: <https://dev-demo5961.pantheonsite.io/>

Page targeting

Where should this experience run on your website?

All Experiments



Starting new Content Experiments is no longer supported. Completed experiments remain available in read-only mode. Consider migrating to [Google Optimize](#).

Experiment Name	Status	Details	Sessions	Start Date	End Date
WordPress Workshop	Running		--	Nov 2, 2020	Feb 3, 2021

Show rows: 10 ▾ Go to: 1 1 - 1 of 1 ⏪ ⏩

Good job! Your Google Optimize AB Test experiment is running.

Home

Customization

REPORTS

Realtime

Audience

Acquisition

Behavior

Overview

Behavior Flow

Site Content

Site Speed

Site Search

Events

Publisher

Experiments

Conversions

 Attribution BETA

WordPress Workshop

● Running

Conversions / Page Metrics ▾ Export ▾

This report is based on 100% of sessions. [Learn more](#)

Greater precision ▾

Nov 2, 2020 - Nov 2, 2020

All Users

0.00% Experiment Sessions

+ Add Segment

Explorer

Conversions

Site Usage

Calculated Bounce Rate ▾ VS. Select a metric

Day Week Month

Original Variant 1

100.00%

0.00%

Thursday, November 5, 2020

Primary Dimension: Variant

0 Experiment Sessions

0 hours of data ?100% users included ?**Status:** ?

Running

Variant	Experiment Sessions	Experiment Bounces	Calculated Bounce Rate
---------	---------------------	--------------------	------------------------

There is no data for this view.

All accounts > GA4 WP Test 1

All Web Site Data ▾ Try searching “Any anomalies in sessions this month?”

Analytics Home Customization Reports Realtime Audience Acquisition Behavior Experiments Conversions Attribution Discover Admin

3

WordPress Workshop

Running

Conversions / Page Metrics Export This report is based on 100% of sessions. Learn more Greater precision

All Users 100.00% Experiment Sessions + Add Segment

Explorer

Calculated Bounce Rate VS. Select a metric

Original Variant 1

Day Week Month

13 Experiment Sessions
3 days of data

100% users included

Status: Running

Primary Dimension: Variant

Plot Rows

Variant	Experiment Sessions	Experiment Bounces	Calculated Bounce Rate
Original	5	2	40.00%
Variant 1	8	5	62.50%

Show rows: 10 Go to: 1 1 - 2 of 2

The screenshot shows a Google Analytics experiment report for a 'WordPress Workshop' campaign. The left sidebar is collapsed, and the main area displays a line chart comparing 'Original' and 'Variant 1' sessions. The chart shows that Variant 1 has 13 sessions and 3 days of data, while the original has 100% users included. The status is 'Running'. Below the chart, a table provides detailed session and bounce data for both variants. The 'Experiment Bounces' column shows 2 for the original and 5 for Variant 1, resulting in a calculated bounce rate of 40.00% for the original and 62.50% for Variant 1.

Variant	Experiment Sessions	Experiment Bounces	Calculated Bounce Rate
Original	5	2	40.00%
Variant 1	8	5	62.50%

Details

Reporting

Keep your experiment running

Run Optimize experiments for at least two weeks. [Learn more.](#)

ACTIVE VISITORS

0

COLLECTED SESSIONS

13

DAYS

View full chart

3

STARTED MANUALLY:

Mon, Nov 2, 2020, 9:56 PM GMT+8 Sun, Jan 31, 2021, 9:56 PM GMT+8

EXPIRATION SCHEDULED:

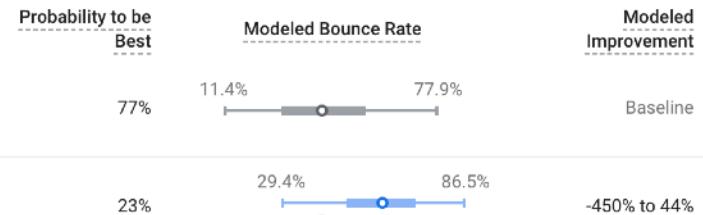
Bounces PRIMARY

Based on Google Analytics data as of Thu, Nov 5, 2020, 10:34 AM GMT+8. [View in Analytics](#)

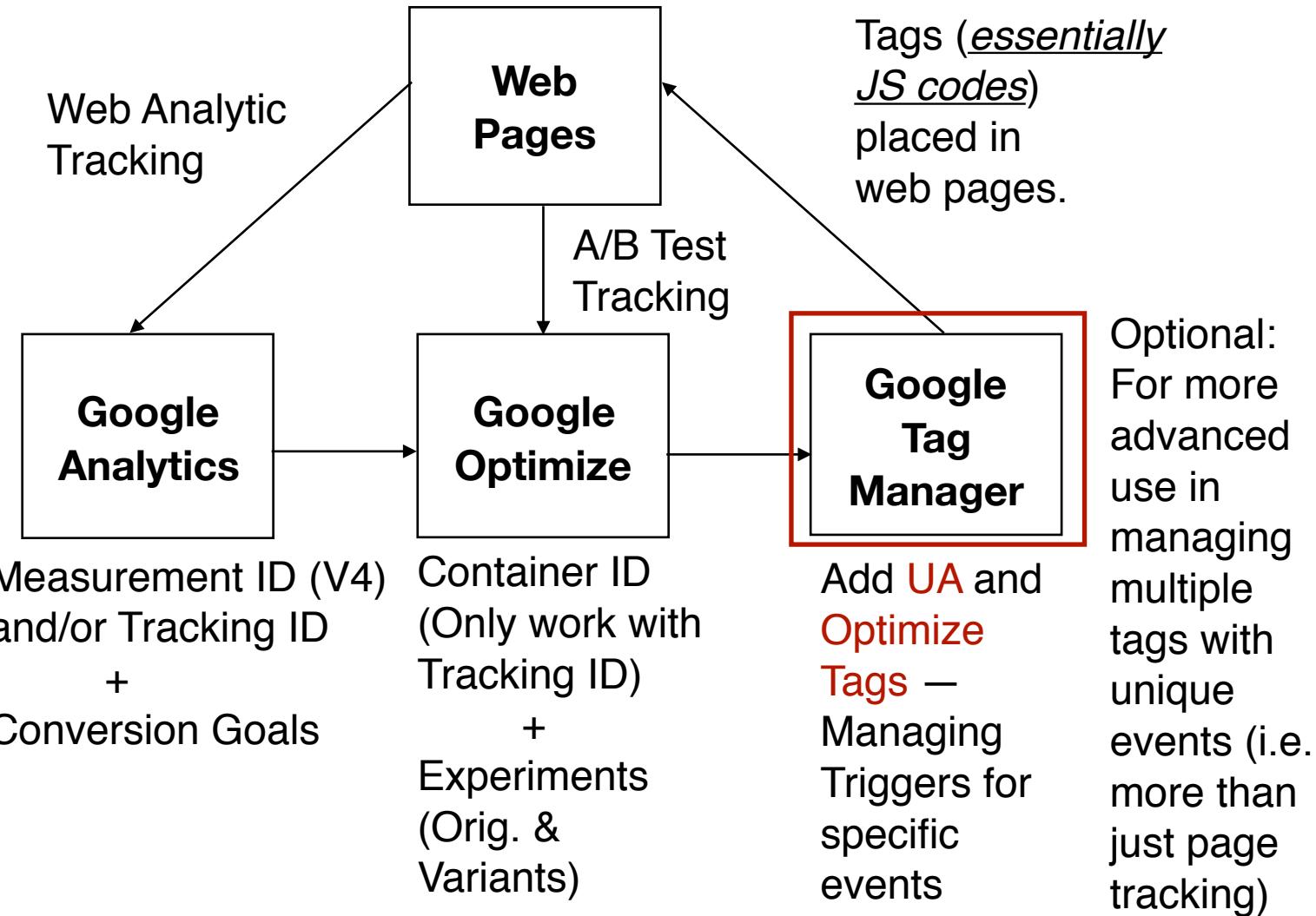
OBSERVED DATA

	Experiment Sessions	Experiment Bounces	Calculated Bounce Rate
Variant ↑	5	2	40.00%
Original	8	5	62.50%

OPTIMIZE ANALYSIS



**Set Up Google Tag Manager and
Add 2 Tags:
Google UA Tag and Google Optimize Tag**



Set Up Google UA Tag

Install Chrome extension - Google Tag Assistant

Extensions

Extensions

Keyboard shortcuts



Google Tag Assistant



Developer mode



Extension

Update

No search results found

Open Chrome Web
Store



<https://chrome.google.com/webstore/category/extensions?hl=en-GB>



chrome web store



bsysin@gmail.com

Google Tag Assistar ×

google tag assistant
google tag assistantpublisher
google tag assistantapp
google tag assistantbeta
google tag assistantprice
google tag assistantprice trac
google tag assistantfor chrom

- Runs Offline
- By Google
- Free
- Available for Android
- Works with Google Drive

Ratina

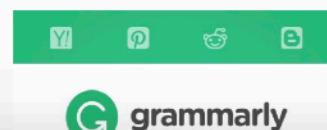


○ ○ ● ○ ○

Editor's Picks

[View all](#)

Chrome favourites in extensions





chrome web store



bsysin@gmail.com

 google tag a... x

Extensions

[More extensions](#)[« Home](#) Extensions Themes

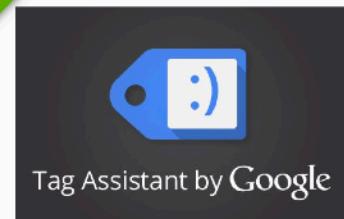
Features

 Runs Offline By Google Free Available for Android Works with Google Drive

Ratings

 ★★★★★

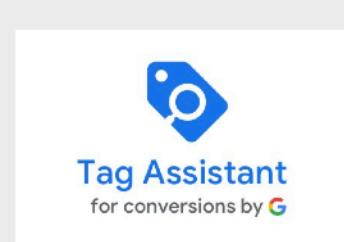
Added

**Tag Assistant (by Google)**

Offered by: Google

Tag Assistant helps to troubleshoot installation of various Googl

★★★★★ 1,129 Developer Tools

[Rate it](#)**Tag Assistant for Conversions Beta**

Offered by: Google

Tag Assistant for Conversions helps validate your website

★★★★★ 5 Developer Tools

[Add to Chrome](#)



Workspace

Versions

Admin

← Add a New Account

Account Setup

Account Name

e.g. My Company

Country

United States

 Share data anonymously with Google and others [?](#)

Container Setup

Container name

e.g. www.mysite.com

Target platform

[←](#) Add a New Account

Account Setup

Account Name

WordPress Workshop

Country

United States

 Share data anonymously with Google and others

Container Setup

Container name

e.g. www.mysite.com

Target platform

Container Setup

Container name

dev-demo5961.pantheonsite.io

Target platform



Web

For use on desktop and mobile web pages



iOS

For use in iOS apps



Android

For use in Android apps



AMP

For use in Accelerated Mobile Pages



Server

For server-side instrumentation and measurement

BETA

Create

Cancel

[Terms of Service](#) • [Privacy Policy](#)

All accounts > WorkPress Workshop

dev-demo5961.pantheonsit... ▾

Tag Manager

Workspace Versions Admin

i We have updated the Google Tag Manager Use Policy & Terms of Service. By continuing to use Google Tag Manager, you agree to these updated terms.

Review Terms Dismiss

← Container Settings

Container name

dev-demo5961.pantheonsite.io

Target platform

Web
For use on desktop and mobile web pages

Default workspace name

Default Workspace

Save Cancel

All accounts > WorkPress Workshop
dev-demo5961.pantheonsit... ▾

Search workspace

Tag Manager

Workspace Versions Admin

GTM-KDJJKS8B Workspace Changes: 1

Preview Submit

We have updated the Google Tag Manager Use Policy & Terms of Service. By continuing to use Google Tag Manager, you agree to these updated terms.

Review Terms Dismiss

CURRENT WORKSPACE

Default Workspace >

Overview Tags Triggers Variables Folders Templates

New Tag Choose from over 50 tag types Add a new tag

Now Editing Default Workspace

Description Edit description

Workspace Changes

Name ↑	Type	Change	Last Edited	User
https://tagmanager.google.com/#/container/accounts/2750889113/containers/32334988/worksaces/2	Modified	24 days ago	bsysin@gmail.com	:

←  Tag Ma X Google Analytics UA Configuration ☰

Save ⋮

Workspace Vers

CURRENT WORKSPACE

Default Workspace

Overview

Tags

Triggers

Variables

Folders

Templates

Tag Configuration



Choose a tag type to begin setup...

[Learn More](#)

Triggering



Choose a trigger to make this tag fire...

[Learn More](#)

X Google Analytics UA Configuration

Tag Configuration



Choose a tag type to begin setup

[Learn More](#)

Triggering



Choose a trigger to make this tag fire

[Learn More](#)

X Choose tag type

Discover more tag types in the Community Template Gallery >

Featured



Google Analytics: Universal Analytics

Google Marketing Platform



Google Analytics: GA4 Configuration

Google Marketing Platform

BETA



Google Analytics: GA4 Event

Google Marketing Platform

BETA



Google Ads Conversion Tracking

Google Ads



Google Ads Remarketing

Google Ads



Floodlight Counter

Google Marketing Platform



Floodlight Sales

Google Marketing Platform



Conversion Linker

Google



Google Optimize

Google Marketing Platform

Tag Ma X Google Analytics UA Configuration

Save

Workspace Vers

CURRENT WORKSPACE

Default Workspace

Overview

Tags

Triggers

Variables

Folders

Templates

Tag Configuration

Tag Type

Google Analytics: Universal Analytics
Google Marketing Platform

Track Type

Page View

Google Analytics Settings ?

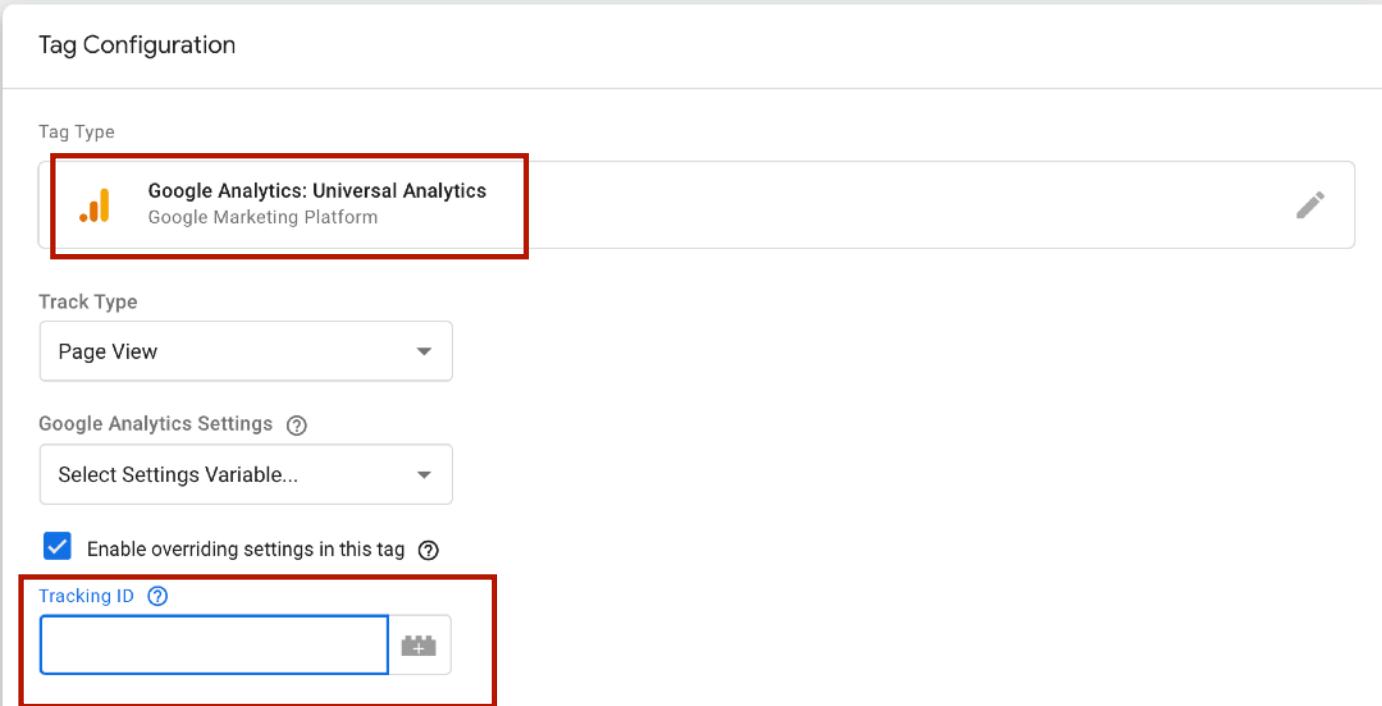
Select Settings Variable... ?

Enable overriding settings in this tag ?

Tracking ID ?

> More Settings

> Advanced Settings



Analytics All accounts > GA4 WP Test 2 All Web Site Data Try searching "Any anomalies in sessions this month?"

3

ADMIN USER

Property + Create Property
GA4 WP Test 2 (UA-182072472-2)

Upgrade to GA4

Property Settings

Move property Move to Trash Can

Tracking Id UA-182072472-2

Property Name GA4 WP Test 2

Default URL https:// dev-demo5961.pantheonsite.io/

Default View All Web Site Data

Industry Category Select One

Advanced Settings Allow manual tagging (UTM values) to override auto-tagging (GCLID values) for Google Ads and Search Ads 360 integration

Property Hit Volume

Last day: 4 hits

Last 7 Days: 4 hits

Last 30 Days: 4 hits

© 2020 Google | [Analytics home](#) | [Terms of Service](#) | [Privacy Policy](#) | [Send feedback](#)

Tag Ma X Google Analytics UA Configuration

Save

Workspace Vers

CURRENT WORKSPACE

Default Workspace

Overview

Tags

Triggers

Variables

Folders

Templates

Tag Configuration

Tag Type

Google Analytics: Universal Analytics
Google Marketing Platform

Track Type

Page View

Google Analytics Settings [?](#)

Select Settings Variable...

Enable overriding settings in this tag [?](#)

Tracking ID [?](#)

UA-182072472-2

More Settings

Advanced Settings

The screenshot shows the 'Tag Configuration' screen in Google Tag Manager. It's a modal window with a light gray background. At the top left is the title 'Tag Configuration'. On the left side of the main area, there's a sidebar with various workspace and template management options. The central part of the window contains configuration fields: 'Tag Type' (set to 'Google Analytics: Universal Analytics'), 'Track Type' (set to 'Page View'), 'Google Analytics Settings' (with a dropdown menu), and a checkbox for 'Enable overriding settings in this tag'. Below these is a 'Tracking ID' field containing 'UA-182072472-2', which is highlighted with a red rectangular border. At the bottom of the window are two buttons: 'More Settings' and 'Advanced Settings'.

All accounts > WordPress Workshop
dev-demo5961.pantheonsit... ▾

Search workspace

Tag Manager

Workspace Versions Admin

GTM-PW7375B Workspace Changes: 1

Preview Submit

CURRENT WORKSPACE

Default Workspace >

Tags

<input type="checkbox"/> Name ↑	Type	Firing Triggers	Last Edited
<input type="checkbox"/> Google Analytics UA Configuration	Google Analytics: Universal Analytics	All Pages	a few seconds ago

Overview

Tags

Triggers

Variables

Folders

Templates

[Terms of Service](#) • [Privacy Policy](#)

<https://tagmanager.google.com/#/container/accounts/6002425199/containers/34249766/worksheets/2/tags/5>

Set Up Google Optimize Tag

←  Tag Ma X Google Optimize  Save 

Workspace Vers

CURRENT WORKSPACE

Default Workspace

Overview

Tags 

Triggers

Variables

Folders

Templates

Tag Configuration



Choose a tag type to begin setup...

[Learn More](#)

Triggering



Choose a trigger to make this tag fire...

[Learn More](#)

X Google Optimize

Tag Configuration



Choose a tag type to begin setup

[Learn More](#)

Triggering



Choose a trigger to make this tag

[Learn More](#)

X Choose tag type

[Discover more tag types in the Community Template Gallery](#)



Featured

Google Analytics: Universal Analytics
Google Marketing Platform

Google Analytics: GA4 Configuration
Google Marketing Platform BETA

Google Analytics: GA4 Event
Google Marketing Platform BETA

Google Ads Conversion Tracking
Google Ads

Google Ads Remarketing
Google Ads

Floodlight Counter
Google Marketing Platform

Floodlight Sales
Google Marketing Platform

Conversion Linker
Google

Google Optimize
Google Marketing Platform

← Tag Ma X Google Optimize ▾ Save ⋮

Workspace Versions

CURRENT WORKSPACE

Default Workspace

Overview

Tags

Triggers

Variables

Folders

Templates

Tag Configuration

Tag Type

Google Optimize Google Marketing Platform

Optimize Container ID

Google Analytics Settings ?

Select Settings Variable...

Enable overriding settings in this tag ?

Advanced Settings

Triggering



Opti



Container settings

Experiences

All

Find an

RUNNING

Name

WordPress W

DRAFT

Name

WordPress W

Container details



Name

dev-demo5961.pantheonsite.io

ID

OPT-WJQKGCC

Measurement



Property

GA4 WP Test 2 (UA-182072472-2)

Views

All Web Site Data

Setup instructions

Install the Optimize snippet

Optimize is installed by adding a small snippet of code to your website to display new experiences to your visitors. Add the following code to the top of the <HEAD> tag on every page you wish to optimize.

[Learn more](#) about how to install Optimize and about advanced installation options.

```
<script src="https://www.googleoptimize.com/optimize.js?id=OPT-WJQKGCC"></script>
```



Install the Chrome extension

← Tag Ma X Google Optimize

Save

Workspace Vers

CURRENT WORKSPACE

Default Workspace

Overview

Tags

Triggers

Variables

Folders

Templates

Tag Configuration

Tag Type

Google Optimize
Google Marketing Platform

Optimize Container ID

OPT-WJQKGCC

Select Settings Variable...

Enable overriding settings in this tag

Advanced Settings

Triggering

The screenshot shows the 'Tag Configuration' screen in Google Tag Manager. A specific tag, identified by the container ID 'OPT-WJQKGCC', is being edited. This tag is of the 'Google Optimize' type, which is part of the 'Google Marketing Platform'. The 'Container ID' field contains the value 'OPT-WJQKGCC', which is highlighted with a red rectangular border. Below this field is a dropdown menu labeled 'Select Settings Variable...'. There is also a checkbox labeled 'Enable overriding settings in this tag' with a question mark icon next to it. At the bottom of the configuration section, there is a link labeled 'Advanced Settings' preceded by a right-pointing arrow. The overall interface is clean with a light gray background and white cards for each configuration section.

Tag Ma X Google Optimize

Save

Workspace Versions

CURRENT WORKSPACE

Default Workspace

Overview

Tags

Triggers

Variables

Folders

Templates

Tag Configuration

Tag Type

Google Optimize
Google Marketing Platform

Optimize Container ID

OPT-WJQKGCC

Google Analytics Settings

Select Settings Variable...

Enable overriding settings in this tag

Tracking ID

UA-182072472-2

More settings

Advanced Settings

The screenshot shows the 'Tag Configuration' page for a 'Google Optimize' tag in Google Tag Manager. The 'Container ID' field contains 'OPT-WJQKGCC' and the 'Tracking ID' field contains 'UA-182072472-2'. Both of these fields are highlighted with red boxes. The 'Enable overriding settings in this tag' checkbox is checked. There are also 'More settings' and 'Advanced Settings' sections at the bottom.

Choose a trigger



Name ↑

Type

Filter

 All Pages

Page View

--

←  Tag Manager X Google Optimize ▾

Save ⋮

Workspace Vers

CURRENT WORKSPACE

Default Workspace

Overview

Tags

Triggers

Variables

Folders

Templates

Tag Configuration

Tag Type

 **Google Optimize**
Google Marketing Platform

Optimize Container ID
OPT-WJQKGCC

Google Analytics Settings ⓘ
 Enable overriding settings in this tag ⓘ

Tracking ID ⓘ
UA-182072472-2

Triggering

Firing Triggers

 **All Pages**
Page View

All accounts > WordPress Workshop
dev-demo5961.pantheonsit... ▾

Search workspace

Tag Manager

Workspace Versions Admin GTM-PW7375B Workspace Changes: 1 Preview Submit

CURRENT WORKSPACE

Default Workspace >

Overview Tags Triggers Variables Folders Templates

Name ↑	Type	Firing Triggers	Last Edited
Google Analytics UA Configuration	Google Analytics: Universal Analytics	All Pages	a few seconds ago
Google Optimize	Google Optimize	All Pages	3 days ago

New

Terms of Service · Privacy Policy

<https://tagmanager.google.com/#/container/accounts/6002425199/containers/34249766/workspaces/2/tags/5>

All accounts > WordPress Workshop
dev-demo5961.pantheonsit... ▾

Search workspace

Tag Manager

Workspace Versions Admin

Click here to obtain JS script to place in header. → **GTM-PW7375B**

Workspace Changes: 2 Preview Submit

CURRENT WORKSPACE

Default Workspace >

Tags

Name ↑	Type	Firing Triggers	Last Edited
Google Analytics UA Configuration	Google Analytics: Universal Analytics	All Pages	4 hours ago
Google Optimize	Google Optimize	All Pages	4 hours ago

New

Overview

Tags

Triggers

Variables

Folders

Templates

Terms of Service · Privacy Policy

<https://tagmanager.google.com>

CURRENT WORKSPACE

Default Workspace



Overview

Tags

Triggers

Variables

Folders

Templates

Install Google Tag Manager



Copy the code below and paste it onto every page of your website.

Paste this code as high in the `<head>` of the page as possible:

```
<!-- Google Tag Manager -->
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
new Date().getTime(),event:'gtm.js'});var f=d.createElement(s),j;
j.async=true;j.src=
'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-PW7375B');
<!-- End Google Tag Manager -->
```

Additionally, paste this code immediately after the opening `<body>` tag:

```
<!-- Google Tag Manager (noscript) -->
<noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-PW7375B"
height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
<!-- End Google Tag Manager (noscript) -->
```

For more information about installing the Google Tag Manager snippet, visit our [Quick Start Guide](#).

OK

All accounts > GA4 WP Test 2

All Web Site Data

Try searching “Any anomalies in sessions this month?”

Analytics

ADMIN

USER

Property + Create Property

GA4 WP Test 2 (UA-182072472-2)

Upgrade to GA4

Property Settings

Property User Management

Tracking Info

Tracking Code

- Data Collection
- Data Retention
- User-ID
- Session Settings
- Organic Search Sources
- Referral Exclusion List
- Search Term Exclusion List

Property Change History

Data Deletion Requests

PRODUCT LINKING

- Google Ads Linking
- AdSense Linking

Website Tracking

Global Site Tag (gtag.js)

This is the Global Site Tag (gtag.js) tracking code for this property. Copy and paste this code as the first item into the <HEAD> of every webpage you want to track. If you already have a Global Site Tag on your page, simply add the **config** line from the snippet below to your existing Global Site Tag.

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src='https://www.googletagmanager.com/gtag/js?id=UA-182072472-2'></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'UA-182072472-2);
</script>
```

The Global Site Tag provides streamlined tagging across Google's site measurement, conversion tracking, and remarketing products – giving you better control while making implementation easier. By using gtag.js, you will be able to benefit from the latest dynamic features and integrations as they become available. [Learn more](#)

Connected Site Tags

Load tags for additional properties or products using this property's on-page global site tag. [Learn more](#)

0 connected

Google Tag Manager

Our free tool Google Tag Manager can help you add tags to your site if you have many analytics and tracking tags. Consider using Google Tag Manager if:

- You use multiple analytics and ad performance tracking tools that require site tags.
- Adding tags to your website slows down your ability to run marketing campaigns.

[Learn how to get started with Google Tag Manager.](#)

Coding Everywhere 1 0 + New Performance Toggle Airpress Debugger Howdy, bsuen

Pages Comments Appearance Themes Customize Widgets Menus Theme Editor A/B Testing Plugins Snippets Users Tools Settings Shortcodes Airpress Performance Collapse menu

Generic: Theme Header (header.php)

Select theme to edit: Generic Select

Selected file content:

```
1 <!DOCTYPE html>
2 <html <?php language_attributes(); ?>>
3 <head>
4 <meta charset=<?php bloginfo( 'charset' ); ?>" />
5 <meta name="viewport" content="width=device-width" />
6 <!-- Global site tag (gtag.js) - Google Analytics -->
7 <script async src="https://www.googletagmanager.com/gtag/js?id=UA-182072472-2"></script>
8 <script>
9   window.dataLayer = window.dataLayer || [];
10  function gtag(){dataLayer.push(arguments);}
11  gtag('js', new Date());
12
13  gtag('config', 'UA-182072472-2');
14 </script>
15 <script src="https://www.googleoptimize.com/optimize.js?id=OPT-WJQKGCC"></script>
16 <?php wp_head(); ?>
17 </head>
18 <body <?php body_class(); ?>>
19 <?php wp_body_open(); ?>
20 <div id="wrapper" class="hfeed">
21 <header id="header" role="banner">
22 <div id="branding">
```

**Method 1:
- Global Site Tag**

entry-content.php
entry-footer.php
entry-meta.php
entry-summary.php
entry.php
Theme Footer (footer.php)
Theme Header (header.php)
Main Index Template (index.php)
nav-below-single.php
nav-below.php
Single Page (page.php)
Search Results (search.php)

Documentation: Function Name... Look Up

Update File

Thank you for creating with [WordPress](#). Get Version 5.5.3

Coding Everywhere 1 0 + New Performance Toggle Airpress Debugger Howdy, bsuen

Pages Comments Appearance Themes Customize Widgets Menus Theme Editor A/B Testing Plugins Snippets Users Tools Settings Shortcodes Airpress Performance Collapse menu

Generic: Theme Header (header.php)

Select theme to edit: Generic Select

Selected file content:

```
1 <!DOCTYPE html>
2 <html <?php language_attributes(); ?>>
3 <head>
4 <meta charset=<?php bloginfo( 'charset' ); ?>" />
5 <meta name="viewport" content="width=device-width" />
6 <!-- Google Tag Manager -->
7 <script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
8 new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
9 j=d.createElement(s),dl=l!='dataLayer'?&l='+l+'';j.async=true;j.src=
10 'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
11 })(window,document,'script','dataLayer','GTM-PW7375B');

Method 2 - Google Tag Manager



Theme Files



- entry-content.php
- entry-footer.php
- entry-meta.php
- entry-summary.php
- entry.php
- Theme Footer (footer.php)



Theme Header (header.php)



- Main Index Template (index.php)
- nav-below-single.php
- nav-below.php
- Single Page (page.php)
- Search Results (search.php)



Documentation: Function Name... Look Up Update File



Thank you for creating with WordPress. Get Version 5.5.3


```

Analytics | All accounts > Data Driven Product & S... All Web Site Data ▾

Try searching “Worst pages by load speed”

Home Customization Create Shortcut BETA

Realtime Overview Locations Traffic Sources Content Events Conversions Audience Acquisition Behavior Conversions Attribution BETA Discover Admin

Overview

Right now

1 active users on site

DESKTOP 100%

Top Referrals:

Source	Active Users
There is no data for this view.	

Top Social Traffic:

Source	Active Users
There is no data for this view.	

Top Keywords:

Keyword	Active Users
There is no data for this view.	

Pageviews

Per minute

1.5
1.0
0.5

-26 min -21 min -16 min -11 min -6 min -1 min

Per second

1.5
1
0.5

-60 sec -45 sec -30 sec -15 sec

Top Active Pages:

Active Page	Active Users
/lms-login	1 100.00%

Top Locations:

Map showing active user locations across the globe, with a significant concentration in North America.

**If Google Site Analytics can track, why
need Google Tag Manager?**

Google Tag Manager can do more precise event tracking. Let's see an example.

Sample Projects

The following projects were developed to explore the use of some popular CSS and JS libraries for front-end and data visualization web development. For the backend, the Python Flask web service framework, MySQL and Airtable REST API were used to support data provision and CRUD operations.

Flask-Leaflet-ChartJS x MySQL

This demonstration was inspired by a Python Flask and ChartJS tutorial hosted on pythonspot.com titled "Flask and great looking charts using Chart.js". What I added was the Leaflet map and MySQL integration so that the data array and object used for rendering the charts and map inside the HTML CANVAS and DIV area can be stored and retrieved from MySQL tables. By updating the values in the tables, the rendered map and charts can be updated dynamically.

[Visit Project](#)

Bootstrap Stanley Template Demo

This demonstration covers data visualization using code libraries from Bootstrap, JQuery, JQueryTable, StoryMapJS, TimelineJS, Leaflet, and C3js.

[Visit Project](#)

Flask to Airtable

This simple code demonstration provides a quick starting point for making use of the Airtable REST API, jQuery dataTable, C3 chart, popup form from W3C school, and Leaflet map in Python Flask for web application development.

[Visit Project](#)

Dashboard & CRUD with Login Authentication Demo

This simple code demonstration provides a quick starting point for creating a dashboard by using Bootstrap components, Airtable REST API, jQuery DataTable, C3js chart, and Leaflet map in Python Flask for web application development.

[Visit Demo Site](#)

```
1 <!DOCTYPE html>
2 <html>
3
4     <head>
5         <meta charset="utf-8">
6         <meta name="viewport" content="width=device-width, initial-scale=1">
7             <!-- Google Tag Manager -->
8             <script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
9                 new Date().getTime(),event:'gtm.js'});var f=d.createElement(s)[0],
10                j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
11                'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
12            })(window,document,'script','dataLayer','GTM-PD3XSFM');</script>
13             <!-- End Google Tag Manager -->
14             <script
15                 src="https://code.jquery.com/jquery-3.5.0.min.js"></script>
16             <script type="text/javascript" src="https://netdna.bootstrapcdn.com/bootstrap/3.3.4/js/bootstrap.min.js"></script>
17             <link href="https://cdnjs.cloudflare.com/ajax/libs/font-awesome/4.3.0/css/font-awesome.min.css"
18                   rel="stylesheet" type="text/css">
19             <link rel="stylesheet" href="https://maxcdn.bootstrapcdn.com/bootstrap/3.3.7/css/bootstrap.min.css">
20             <link rel="stylesheet" href="custom.css">
21     </head>
22
23 <body>
24     <!-- Google Tag Manager (noscript) -->
25     <noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-PD3XSFM"
26                     height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
27     <!-- End Google Tag Manager (noscript) -->
28     <div class="section" id="thumbnail_section">
29         <div class="container">
30             <div class="row">
31                 <div class="col-md-12">
32                     <div class="well">
33                         <h2>Sample Projects </h2>
34                         <p>The following projects were developed to explore the use of some popular
35                             CSS and JS libraries for front-end and data visualization web development.
36                             For the backend, the Python Flask web service framework, MySQL and Airtable REST API were us
37
38                     </div>
39             </div>
40         </div>
41     </div>
```

All accounts > ybsuen.github.io
ybsuen.github.io

Search workspace

Tag Manager

Workspace Versions Admin

GTM-PD3XSFM Workspace Changes: 3

Preview Submit

CURRENT WORKSPACE

Default Workspace >

Overview Tags Triggers Variables Folders Templates

Tags

Name ↑	Type	Firing Triggers	Last Edited
GA - Event - Click Flask ChartJS	Google Analytics: Universal Analytics	click - Flask ChartJS	a year ago
GA - Pageview - All Pages	Google Analytics: Universal Analytics	All Pages	a year ago
Stanley Click Track	Google Analytics: Universal Analytics	Stanley click trigger	a year ago

Terms of Service • Privacy Policy

All accounts > ybsuen.github.io
ybsuen.github.io

Search workspace

Tag Manager

Workspace Versions Admin

GTM-PD3XSFM Workspace Changes: 3 Preview Submit

CURRENT WORKSPACE

Default Workspace >

Triggers

Name ↑	Event Type	Filter	Tags	Last Edited
click - Flask ChartJS	All Elements	Click URL contains https://github.com/yb... 1		a year ago
Stanley click trigger	All Elements	Click URL contains https://github.com/yb... 1		a year ago

New

Overview

Tags

Triggers

Variables

Folders

Templates

[Terms of Service](#) • [Privacy Policy](#)

Sample Projects

The following projects were developed to explore the use of some popular CSS and JS libraries for front-end and data visualization web development. For the backend, the Python Flask web service framework, MySQL and Airtable REST API were used to support data provision and CRUD operations.

Flask-Leaflet-ChartJS x MySQL

This demonstration was inspired by a Python Flask and ChartJS tutorial hosted on pythonspot.com titled "Flask and great looking charts using Chart.js". What I added was the Leaflet map and MySQL integration so that the data array and object used for rendering the charts and map inside the HTML CANVAS and DIV area can be stored and retrieved from MySQL tables. By updating the values in the tables, the rendered map and charts can be updated dynamically.

[Visit Project](#)

Bootstrap Stanley Template Demo

This demonstration covers data visualization using code libraries from Bootstrap, JQuery, JQueryTable, StoryMapJS, TimelineJS, Leaflet, and C3js.

[Visit Project](#)

Flask to Airtable

This simple code demonstration provides a quick starting point for making use of the Airtable REST API, jQuery dataTable, C3 chart, popup form from W3C school, and Leaflet map in Python Flask for web application development.

[Visit Project](#)

Dashboard & CRUD with Login Authentication Demo

This simple code demonstration provides a quick starting point for creating a dashboard by using Bootstrap components, Airtable REST API, jQuery DataTable, C3js chart, and Leaflet map in Python Flask for web application development.

[Visit Demo Site](#)

← Tag Ma X GA - Event - Click Flask ChartJS ⏮

Save ⏮

Workspace Versions

CURRENT WORKSPACE

Default Workspace

Overview

Tags

Triggers

Variables

Folders

Templates

Google Analytics: Universal Analytics
Google Marketing Platform

Track Type
Event

Category
Click

Action
Click Flask ChartJS

Label
{{Page Path}}

Google Analytics Settings ⓘ {{UA-71445513-6}} ⓘ

Triggering

Firing Triggers

click - Flask ChartJS All Elements

The screenshot shows the Google Tag Manager interface. A configuration for a Google Analytics event tag is displayed. The 'Details' section, which includes fields for Track Type (Event), Category (Click), Action (Click Flask ChartJS), Label ({{Page Path}}), and Google Analytics Settings ({{UA-71445513-6}}), is highlighted with a red box. Below it, the 'Triggering' section, which lists a trigger named 'click - Flask ChartJS' that fires on 'All Elements', is also highlighted with a red box.

Trigger Configuration

Trigger Type



Click - All Elements

This trigger fires on

Click URL contains https://github.com/ybsuen/Flask-Leaflet-ChartJS

References to this Trigger



GA - Event - Click Flask ChartJS

Tag

Trigger Configuration

Trigger Type



Click - All Elements



This trigger fires on

 All Clicks Some Clicks

Fire this trigger when an Event occurs and all of these conditions are true

Click URL

contains

https://github.com/ybsuen/Flask-Lea



Triggers

Firing Tags



References to this Trigger

GA - Event - Click Flask ChartJS
Tag

Analytics All accounts > My Git All Web Site Data ▾ Try searching “Top channels by users”

Home Customization Create Shortcut BETA

Realtime Overview Locations Traffic Sources Content Events Conversions

Audience Acquisition Behavior Conversions

Attribution BETA Discover Admin

Events

Right now 2 active users on site

DESKTOP 100%

Viewing: Active Users Events (Last 30 min)

Active Users with Events: 2 (100% of total)

Event Category	Event Action	Active Users
1. Click	Click Flask ChartJS	2 100.00%
2. click	click Stanley Bootstrap	1 50.00%

Events

Per minute Per second

© 2020 Google | [Analytics Home](#) | [Terms of Service](#) | [Privacy Policy](#) | [Send Feedback](#)

<https://analytics.google.com/analytics/web/?authuser=0#/realtime/rt-event/a71445513w187232637p184065420/>

Problem Set #7

- a. The **problem statement** - Define your persona, pain points, needs, and objectives.
- b. Pick a **competitor's website** for performing a user test.
- c. Prepare the **1 page usability test plan** and create the **dashboard**.
- d. Test with **5 users**. Make sure time spent with each user is the same with consistent tone and interactions following the plan (number of **tasks** and **sequence**).
- e. Measure usability satisfaction — **effectiveness** (e.g. completion/error rate) and **efficiency** (e.g. time to complete)

Problem Set #8

- a. Design a **low-fidelity** prototype with information architecture and wire-frames based on feedback from usability study on competitor.
- b. Compare your prototype with the competitor's website to highlight **improvements** made.
- c. Prepare a **usability test plan**.
- d. Conduct a **usability study** according to the test plan on your improved prototype **with 5 users** and record the results.
- e. Write up your analysis (at least two pages).

The End