

CONVERSION TRACKING SI GOOGLE ANALYTICS



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Orange Concept Store

Despre ce discutam:

1. Conversiile si Google Analytics
2. Goals pentru blogul tau
3. Conversiile offline

Acum 100 de ani ...



“I know that half of my advertising dollars are wasted...
I just don't know which half.”

John Wanamaker (1838 –1922)

1. Conversiile si Google Analytics

Obiective – GOALS – actiuni pe care ni le dorim de la un vizitator:

- **Plasarea unui formular sau a unei comenzi**
- **Descarcare de informatii** despre produs/servicii
- **Abonarea la newsletter**
- **Suna acum!** – un numar de telefon special generat pentru urmarirea conversiei offline

Setarea Goals:

1. Login in contul Analytics -> My Analytics Accounts

2. Verifica primirea de date si instalarea corecta a codului js in sursa paginilor web

Reports	Settings	Delete	Status
View Reports	Edit	Delete	✓ Receiv ✓ Conve

3.. Mergi la Edit - > Profil - > Goals

Enter Goal Information

Goal Name:
Goal name will appear in conversion reports.

Active Goal: On Off

Goal Position:

Please select a goal type

Goal Type: URL Destination
 Time on Site
 Pages/Visit

Tipuri de tinte

Detalii url

Goal Details

Match Type [?]:

Goal URL [?]: (e.g. For the goal page "http://www.mysite.com/thankyou.html" enter "/thankyou.html")
To help you verify that your goal URL is correct, click [here](#).

Case Sensitive: URLs entered above must exactly match the capitalization.

Goal Value:

Adaugati o valoare!

Goal Funnel optional

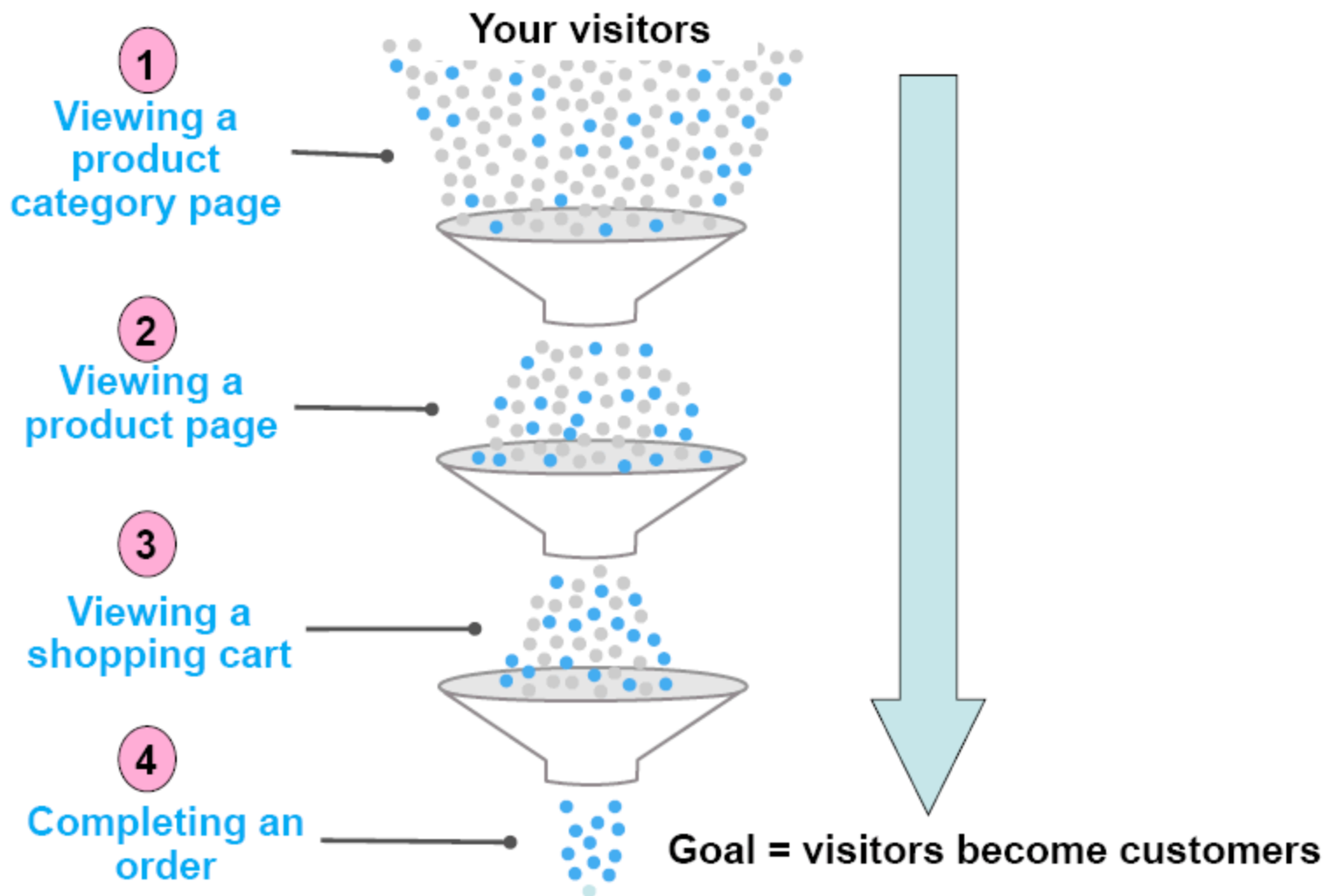
A funnel is a series of pages leading up to the goal URL. For example, the funnel may include steps in your checkout process that lead to the goal URL.

Please note that the funnels that you've defined here only apply to the Funnel Visualization Report.

Note: URL should not contain the domain (e.g. For a step page "http://www.mysite.com/step1.html" enter **"/step1.html"**)

	URL(e.g. "/step1.html")	Name	
Step 1	<input type="text" value="/index.php"/>	<input type="text" value="Home"/>	<input checked="" type="checkbox"/> Required step [?]
Step 2	<input type="text"/>	<input type="text"/>	

The Conversion Funnel



2. Setarea Goals pentru blogul tau

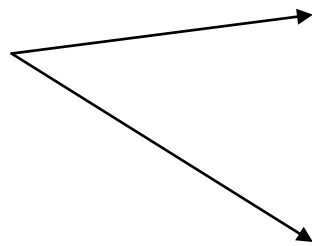
Urmariti:

- **inregistrarea unui user**
- comentariile

Adaugarea Google Tracking Code

- Se adauga in footer.php si wp-login.php inainte de </body>

Setarea Goals:



Enter Goal Information

Active Goal: On Off

Match Type [?]:

Goal URL [?]:
(e.g. For the goal page "http://www.mysite.com/thankyou.html" enter "/thankyou.html")
To help you verify that your goal URL is set up correctly, please see the tips here: [Tips](#)

Goal name:
Goal name will appear in Conversion reports.

Case sensitive
URLs entered above must exactly match the capitalization of visited URLs.

Goal value

Goals pentru situl tau - Bloguri

Adaugati urmatorii pasi Funnel pentru a fi siguri ca sunt contorizati numai userii care se inregistreaza (si nu doar viziteaza pagina)

Step 1 : /wp-login.php?action=register

Goal: /wp-login.php?checkemail=registered

	URL (e.g. "/step1.html")	Name	
Step 1	<input type="text" value="/wp-login.php?action=register"/>	<input type="text" value="Registration Form"/>	<input checked="" type="checkbox"/> Required step ?
Step 2	<input type="text"/>	<input type="text"/>	
Step 3	<input type="text"/>	<input type="text"/>	
Step 4	<input type="text"/>	<input type="text"/>	
Step 5	<input type="text"/>	<input type="text"/>	
Step 6	<input type="text"/>	<input type="text"/>	
Step 7	<input type="text"/>	<input type="text"/>	
Step 8	<input type="text"/>	<input type="text"/>	
Step 9	<input type="text"/>	<input type="text"/>	
Step 10	<input type="text"/>	<input type="text"/>	
Goal (see above)	<input type="text" value="/wp-login.php?checkemail=regis"/>	<input type="text" value="Blog Subscriber"/>	

Goals pentru situl tau

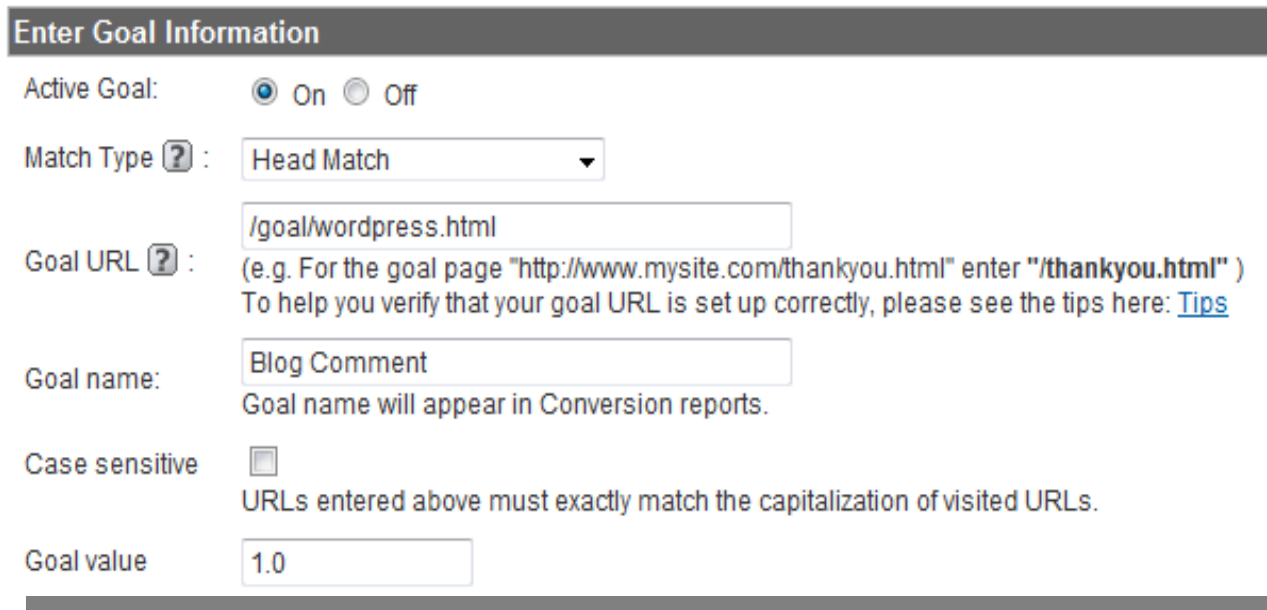
Pentru Bloguri recomandat ar fi sa se urmareasca:

- inregistrarea unui user

- **comentariile**

Se editeaza in comments.php, codul pentru submit/image button:

onclick="javascript: pageTracker._trackPageview('/goal/wordpress.html')



The screenshot shows the 'Enter Goal Information' form in Google Analytics. The form is titled 'Enter Goal Information' and contains the following fields and options:

- Active Goal:** Radio buttons for 'On' (selected) and 'Off'.
- Match Type:** A dropdown menu set to 'Head Match'.
- Goal URL:** A text input field containing '/goal/wordpress.html'. Below the field is a note: '(e.g. For the goal page "http://www.mysite.com/thankyou.html" enter "/thankyou.html") To help you verify that your goal URL is set up correctly, please see the tips here: [Tips](#)'.
- Goal name:** A text input field containing 'Blog Comment'. Below the field is a note: 'Goal name will appear in Conversion reports.'
- Case sensitive:** A checkbox that is currently unchecked. Below the checkbox is a note: 'URLs entered above must exactly match the capitalization of visited URLs.'
- Goal value:** A text input field containing '1.0'.

3. Conversiile offline

Google Analytics este ideal pentru urmarirea campaniilor pentru ca:

- masoara si integreaza campaniile PPC din AdWords
- masoara campaniile de bannere
- email marketing

Google Analytics ne ofera o solutie pentru offline : Vanity URLs

- se folosesc mai ales pentru print
- utilizeaza url-uri scurte, usor de retinut :

*http://exemplu.ro/ad ,http://ad.exemplu.ro sau si mai simplu
http://promotiamea.ro*

Se folosesc redirectarile 301

Alte metode pentru urmarirea conversiilor offline:

- Chestionare in magazin
- Campanii regionale integrate cu vanzarile din acea perioada
- Cupoane si coduri speciale
- „Customer tagging” - userul se identifica pe site printr-un ID unic
- Numere de telefon unice in functie de referrers
- „Pay-per-call” - plata la apel

Va multumesc!