

Wine & Webinar

How to Measure—& Optimize—Your Website
Performance



Defining Conversions

Conversions: Goals vs events

Goals = Conversions. The most important actions people can take on your website

Conversions: Goals vs events

Goals = Conversions. The most important actions people can take on your website














Events = Anything else that's useful to track. Something informative. Not a KPI

Conversions: Goals vs events

Different teams have different goals

Create a framework to define:

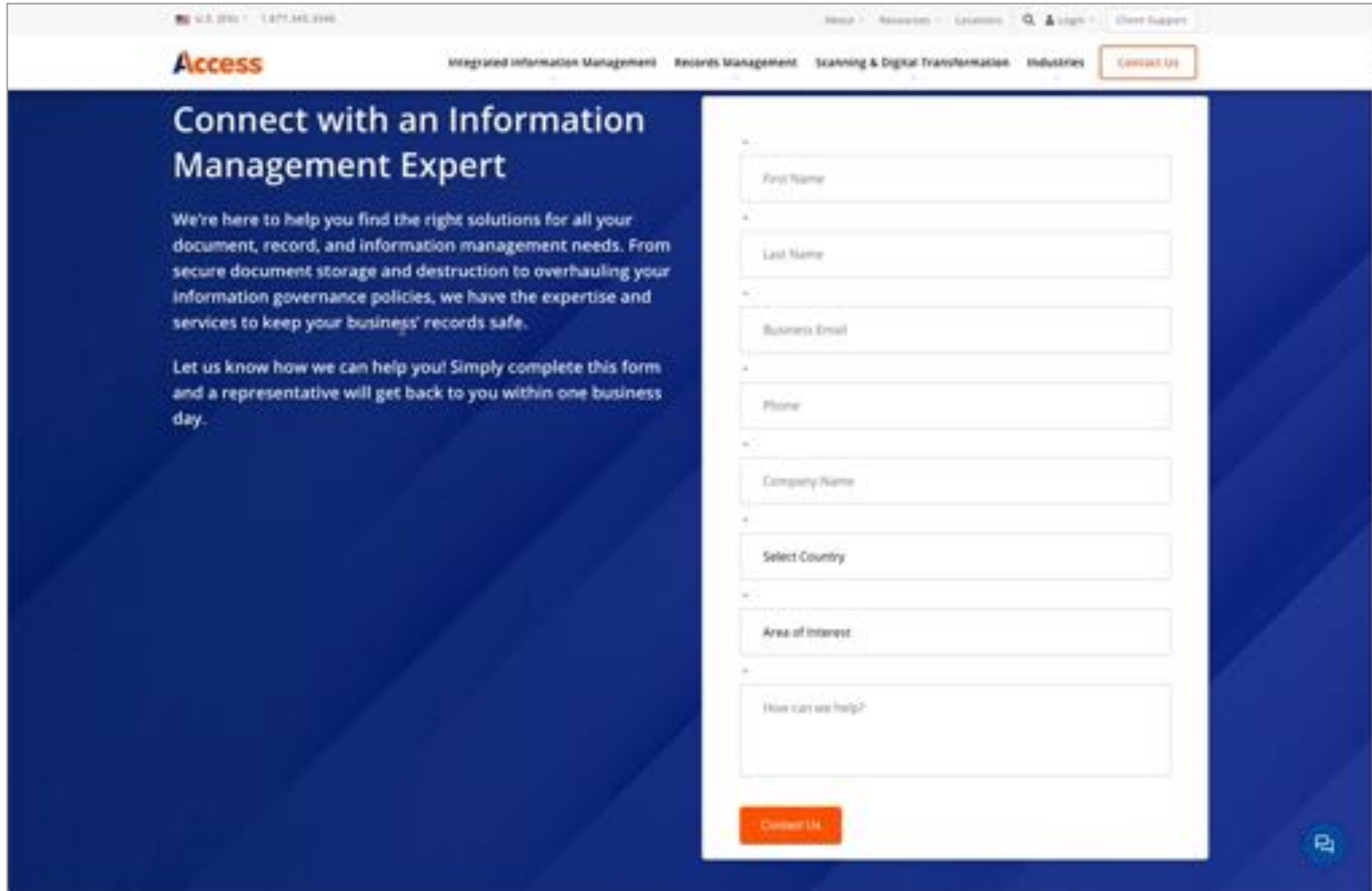
- What's *really* important (Goals)
- What's just nice to know (Events)

Type of Conversion	Contact	Content	Brand
Lead			
Customer			
Donor			
Event Registrant			
Subscriber			
Downloader (guide, ebook, whitepaper)			
Webinar Registrant			
Follower / Fan			
Member			
Reviewer			
Job Applicant			



What Makes a Good Contact Goal?

Goal: Sales inquiry lead form



The screenshot displays the 'Access' website, which specializes in integrated information management, records management, scanning & digital transformation, and industries. The page features a dark blue background with a white text box on the left and a white form on the right. The text box contains the heading 'Connect with an Information Management Expert' and a paragraph explaining the company's services. The form on the right is a lead generation form with fields for First Name, Last Name, Business Email, Phone, Company Name, Select Country, Area of Interest, and a text area for 'How can we help?'. A 'Contact Us' button is located at the bottom of the form. The website's navigation bar includes links for Home, Resources, Locations, and Client Support, along with a 'Contact Us' button.

U.S. 800.333.1234

Home Resources Locations Login Client Support

Access Integrated Information Management Records Management Scanning & Digital Transformation Industries [Contact Us](#)

Connect with an Information Management Expert

We're here to help you find the right solutions for all your document, record, and information management needs. From secure document storage and destruction to overhauling your information governance policies, we have the expertise and services to keep your business' records safe.

Let us know how we can help you! Simply complete this form and a representative will get back to you within one business day.

First Name

Last Name

Business Email

Phone

Company Name

Select Country

Area of Interest

How can we help?

[Contact Us](#)

How do you track it?

The screenshot shows the Access website's 'Thank you for your interest!' page. The page features a blue header with the Access logo and navigation links. Below the header, a large blue banner displays the message 'Thank you for your interest!' and a sub-message: 'An Access representative will be in touch within one business day to discuss your secure destruction and shredding needs.' Below this, a section titled 'In the meantime, we thought you might like these re' (likely 'resources') displays three featured articles with images and titles: '5 Keys to an Effective Information Management Program', 'NAID Certification: What You Need to Know', and 'eBook: Integrated Information Management Roadmap'. Each article has a 'Read More' link.

Overlaid on the right side of the screenshot is a goal tracking interface. It shows a progress bar with three steps: 'Goal setup' (completed, green checkmark), 'Goal description' (completed, green checkmark), and 'Goal details' (active, blue circle). The 'Goal details' section shows the 'Destination' as 'Begins with' followed by a text input field containing 'www' and a dropdown menu showing '/thank-you-contact'. A 'Case sensitive' checkbox is also present. Below the input field, a note reads: 'For example, use My Screen for an app and /thankyou.html instead of www.example.com/thankyou.html for a web page.'

At the bottom right, a separate box displays the goal name 'Contact: Contact us form submission (T1) (Goal 1 Completions)', the current value '5', and a line graph showing the goal's progress over time.

Goal: Demo request form




RevenueWell


How We Help — Products — Company — Resources — Login [Schedule a Demo](#)

Let's make this easy.

We're all about making life easier for busy dental practices. Get the powerful, easy-to-use marketing and communication tools you need to fill your schedule, reduce no-shows, automate time-consuming tasks, and give your patients the world-class experience they expect.

 "RevenueWell is like having an extra person working for you."

Lesley B, Patient Coordinator



Book A Demo Today!

Find out why RevenueWell is the highest rated marketing and patient relationship solution among dentist and office managers.

Name *

First Last

Practice Name *

Email *

Practice Number *

PMS *

Practice Management System

Number of Locations *

[REQUEST DEMO](#)

How do you track it?


The screenshot shows the RevenueWell website. The main content area has a blue background with the text "Thanks!" and a quote from Lesley R., Patient Coordinator. A sidebar on the right shows goal tracking progress: "Goal setup" (checked), "Goal description" (checked), and "Goal details" (3). The "Goal details" section shows a "Destination" field with the URL "http://.../request-a-demo/thank-you/" and a "Case sensitive" checkbox. A callout box on the right shows a line graph with the number "5" and the text "Contact: Request a demo (T1) (Goal 6 Completions)".


RevenueWell

How We Help • Products • Company • Resources • Login • [Schedule a Demo](#)

Thanks!

We'll send you an email shortly to show you around RevenueWell. We can't wait to help grow your practice!

 "RevenueWell is like having an extra person working for you."
Lesley R., Patient Coordinator



Goal setup

Custom

Goal description

Name: *Demo Page (Thank You)*
Goal type: *Destination*

Goal details

Destination

☐ Case sensitive

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

Contact: Request a demo (T1) (Goal 6 Completions)

5

See why our customers love us.

RevenueWell gives you everything you need to:

- Identify and capture the opportunity in your database
- Easily create targeted campaigns that get your patients in the door

How NOT to track these (unless you have to)

Book A Demo Today!

Find out why RevenueWell is the highest rated marketing and patient relationship solution among dentist and office managers.

Name *

First Last

Practice Name *

Email *

Practice Number *

PMS *

Please Select Your PMS.

Practice Management System

Number of Locations *

1 to 4

Click!

REQUEST DEMO

How NOT to track these (unless you have to)

Uh-oh!

Book A Demo Today!

Find out why RevenueWell is the highest rated marketing and patient relationship solution among dentist and office managers.

There was a problem with your submission. Please review the fields below.

Name *

Laurel Mitner

First Last

Practice Name *

Orbit Media

Email *

laurel@orbitmedia.com

Practice Number *

Phone format: (###) ###-####

This field is required.

PMS *

Eaglevolt

Practice Management System

Number of Locations *

1 to 4

REQUEST DEMO

How NOT to track these (unless you get crafty)

CONTACT US

Fields marked with an * are required

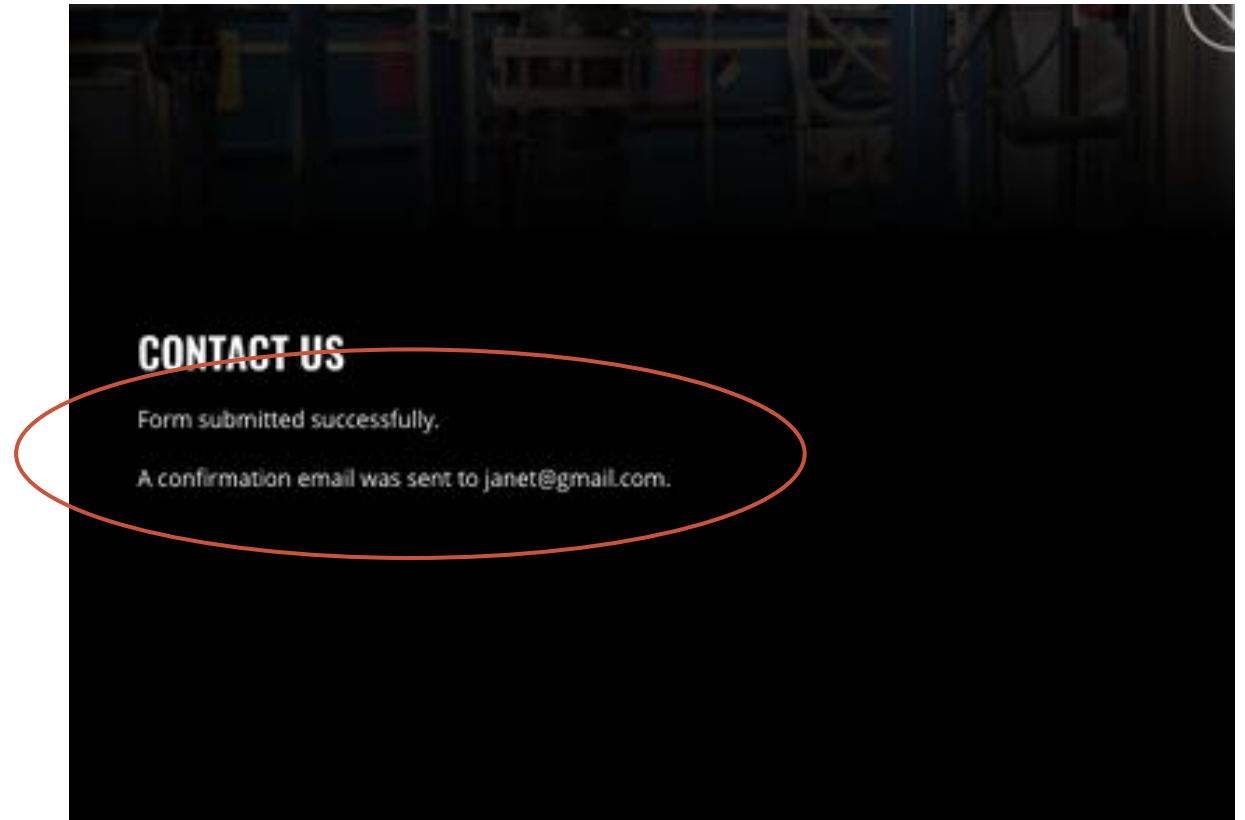
Select Division

Acme Corporate / Metal Shapes ▼

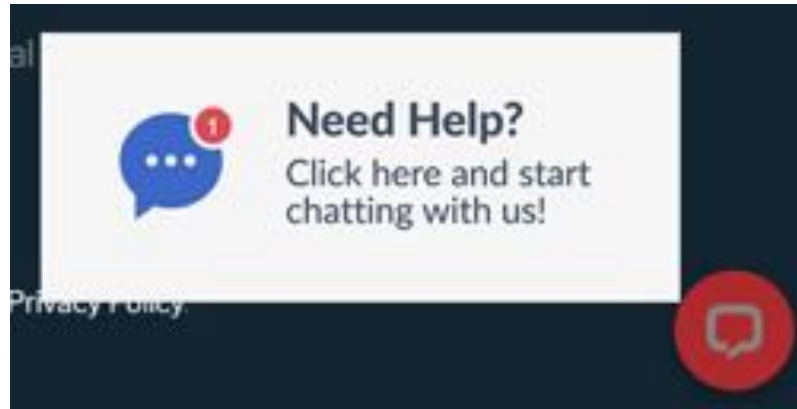
First Name * Last Name *

Email * Phone

Message *



Goal: Chatbot lead!



Welcome to our LiveChat! Please fill in the form below before starting the chat.

Name: *

E-mail: *

Phone Number:

Who would you like to Chat with? *

 ▼

How do you track it?

Out of the Box Drift tracking logs events, but buries lead conversions

Event Category	Total Events	% Total Events
1. Scroll Depth	11,703	56.66%
2. Drift Widget	3,746	18.14%
3. External Link Clicks	2,081	10.08%
4. Internal Link Clicks	1,434	6.94%
5. Video View	484	2.34%
6. CTA Clicks - Primary Buttons	237	1.15%
7.	179	0.87%
8. Resource Block Tab Clicks	157	0.76%
9. Unbounce Convertable	141	0.68%
10. Google Optimize Test Objective	130	0.63%

How do you track it?

Out of the Box Drift tracking logs events, but buries lead conversions

Event Category		Total Events	% Total Events
1. Scroll Depth		11,703	56.66%
2. Drift Widget			
3. External Link Clicks			
4. Internal Link Clicks			
5. Video View			
6. CTA Clicks - Primary Buttons			
7.			
8. Resource Block Tab Clicks			
9. Unbounce Convertable			
10. Google Optimize Test Objective			

Primary Dimension: Event Action Event Label Other =			
Secondary dimension		Sort Type: Default	
Event Action	Total Events	Unique Events	
	8,239 % of Total: 1.26% (655,388)	6,208 % of Total: 1.40% (444,976)	
1. Playbook Fired	5,756 (69.86%)	4,951 (79.75%)	
2. Message Received	805 (9.77%)	136 (2.19%)	
3. Chat Started	403 (4.89%)	132 (2.13%)	
4. Message Sent	403 (4.89%)	133 (2.14%)	
5. Button Clicked	272 (3.30%)	261 (4.20%)	
6. Playbook Clicked	198 (2.40%)	197 (3.17%)	
7. Playbook Dismissed	174 (2.11%)	172 (2.77%)	
8. First Interaction	133 (1.61%)	132 (2.13%)	
9. Email Captured	58 (0.70%)	57 (0.92%)	
10. Phone Number Captured	37 (0.45%)	37 (0.60%)	

These are leads!

How do you track it?

An Event-Based Goal Can Make it a Goal

Goal setup Edit
Custom

Goal description Edit
Name: Drift Email or Phone Capture
Goal type: Event

3 Goal details
Event conditions
Set one or more conditions. A conversion will be counted if all of the conditions you set are true when an Event is triggered. You must have at least one Event set up to create this type of Goal. [Learn more](#)

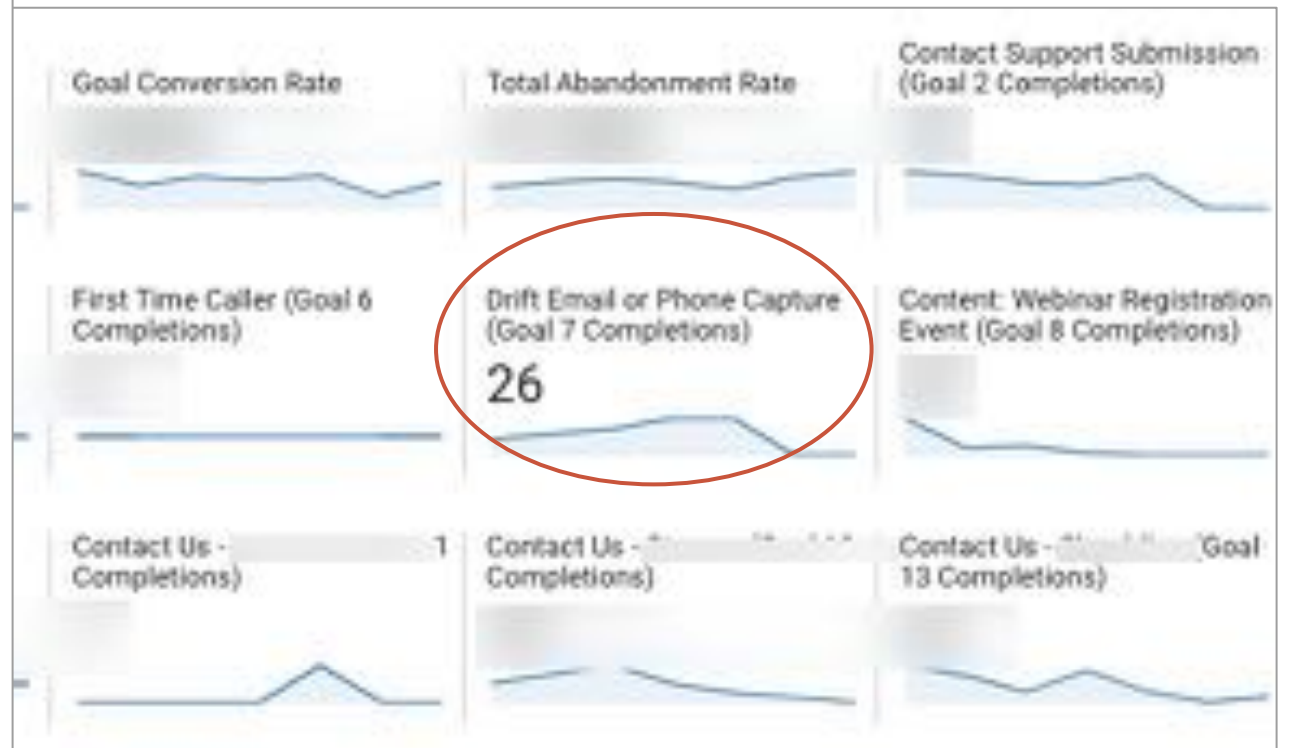
Category	Equals to ▾	Drift Widget
Action	Regular expression ▾	Captured
Label	Equals to ▾	Label
Value	Greater than ▾	Value

Use the Event value as the Goal Value for the conversion

☐ NO ☒ YES 1 \$USD
Assign a monetary value to the conversion.

Verify this Goal See how often this Goal would have converted based on your data from the past 7 days.

Save **Cancel**



Goal: Phone call / email



How do you track it?



How do you track it?

Event Category	Total Events
1. Scroll Tracking	
2. Internal Link Clicks	
3. External Link Clicks	
4. Header Quick Links Click	
5. Header Menu Click	
6. Primary CTA Button Click	
7.	
8.	
9. Document Tab Click	
10. Market Report Download	
11. Overview Button Click	
12. Contact - Click to Call	
13. Contact - Email	

✓ Goal description Edit

Name: Contact - Click to Call/Email

Goal type: Event

2 Goal details

Event conditions

Set one or more conditions. A conversion will be counted if all of the conditions you set are true when an Event is triggered. You must have at least one Event set up to create this type of Goal. [Learn more](#)

Category

Regular expression

Contact - [Email]Click

Action

Equals to

Action

Label

Equals to

Label

Value

Greater than

Value

Use the Event value as the Goal Value for the conversion

YES

If you don't have a value defined in the condition above that matches the Event tracking code, you'll see the Goal Value.

Verify this Goal

See how often this Goal would have converted

Save

Cancel

Contact - Click to Call/Email

(Goal 3 Completions)

547



**What Might NOT Makes a
Good Contact Goal?**

Contact us form

Contact Us

Questions? We have answers!
Contact Hyland by calling our global headquarters, or fill out the form.

Global Headquarters
28500 Clemens Road
Westlake, Ohio 44145
USA
Front Desk: +1.440.788.5000
Sales & Marketing: +1.888.495.2638
Fax: +1.440.788.5100

Please visit the [Customer Portal](#) on Hyland Community to find your support team.

[View all Hyland office locations.](#)

[View map of Hyland headquarters.](#)

Contact us

First Name

Last Name

Email

Work Phone

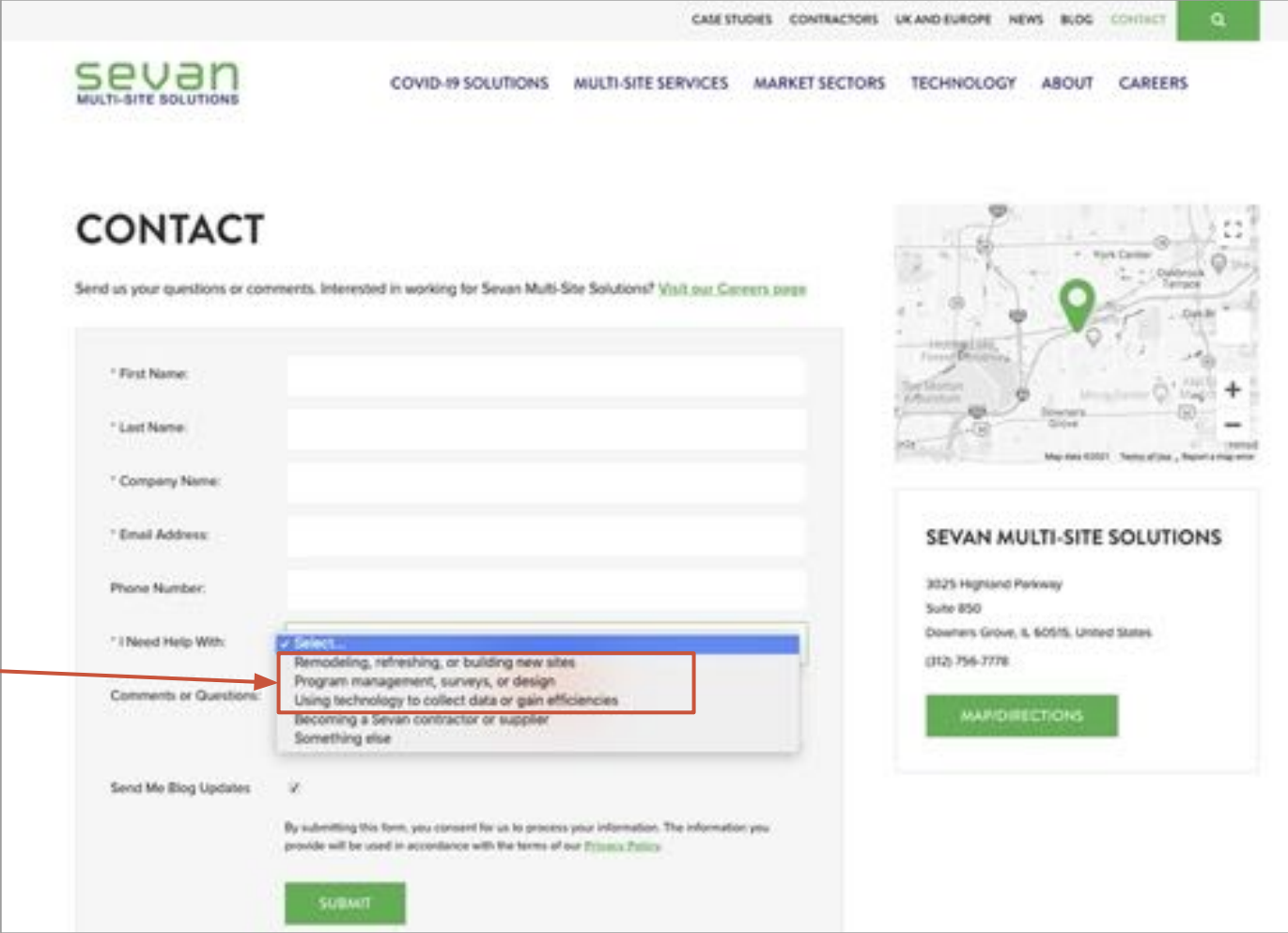
Company Name

Country

Comments

*By submitting this form you are opting into receiving emails from Hyland Software, Inc. Please view our [privacy policy](#) for further information.

Make your contact form work for leads



The screenshot shows the contact page for Sevan Multi-Site Solutions. The page has a navigation bar with links: CASE STUDIES, CONTRACTORS, UK AND EUROPE, NEWS, BLOG, and CONTACT. The Sevan logo is in the top left. Below the navigation bar, there are links for COVID-19 SOLUTIONS, MULTI-SITE SERVICES, MARKET SECTORS, TECHNOLOGY, ABOUT, and CAREERS. The main heading is "CONTACT". Below it, a subheading says "Send us your questions or comments. Interested in working for Sevan Multi-Site Solutions? [Visit our Careers page](#)". The contact form includes fields for First Name, Last Name, Company Name, Email Address, Phone Number, and a dropdown menu for "I Need Help With:". The dropdown menu is open, showing options: "Remodeling, refreshing, or building new sites", "Program management, surveys, or design", "Using technology to collect data or gain efficiencies", "Becoming a Sevan contractor or supplier", and "Something else". The "Comments or Questions:" field is below the dropdown. There is a checkbox for "Send Me Blog Updates" and a "SUBMIT" button. To the right of the form is a map of the Sevan Multi-Site Solutions location and a "MAP/DIRECTIONS" button.

sevan
MULTI-SITE SOLUTIONS

COVID-19 SOLUTIONS MULTI-SITE SERVICES MARKET SECTORS TECHNOLOGY ABOUT CAREERS

CONTACT

Send us your questions or comments. Interested in working for Sevan Multi-Site Solutions? [Visit our Careers page](#)

* First Name:

* Last Name:

* Company Name:

* Email Address:

Phone Number:

* I Need Help With:

- Remodeling, refreshing, or building new sites
- Program management, surveys, or design
- Using technology to collect data or gain efficiencies
- Becoming a Sevan contractor or supplier
- Something else

Comments or Questions:

Send Me Blog Updates ☐

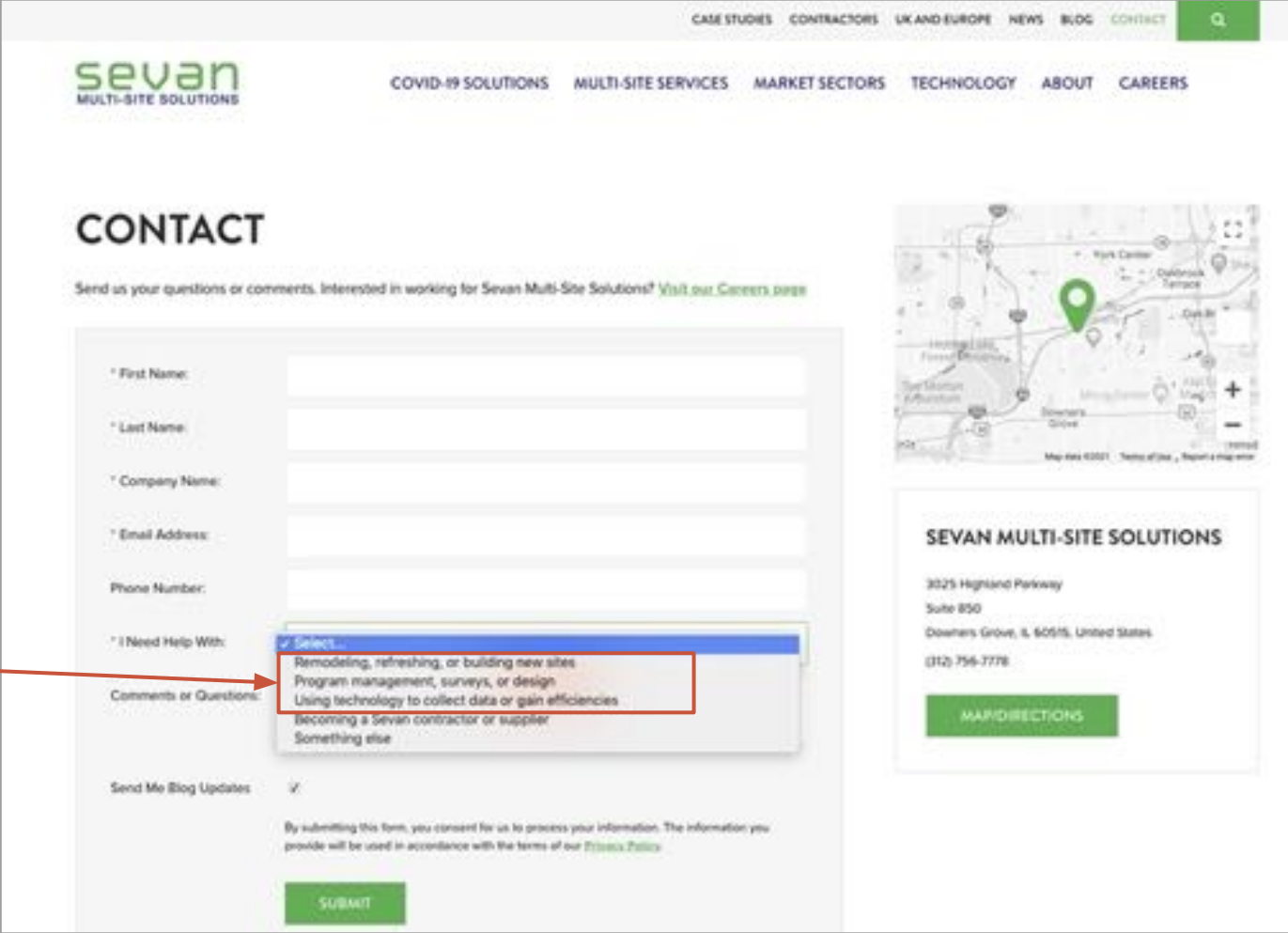
By submitting this form, you consent for us to process your information. The information you provide will be used in accordance with the terms of our [Privacy Policy](#)

SEVAN MULTI-SITE SOLUTIONS

3025 Highland Parkway
Suite 850
Downers Grove, IL 60515, United States
(312) 756-7778

Leads, routed to a goal-tracked thank-you page

Make your contact form work for leads



The screenshot shows the contact page for Sevan Multi-Site Solutions. The page has a navigation bar with links: CASE STUDIES, CONTRACTORS, UK AND EUROPE, NEWS, BLOG, CONTACT, and a search icon. Below the navigation bar is the company logo and a secondary navigation bar with links: COVID-19 SOLUTIONS, MULTI-SITE SERVICES, MARKET SECTORS, TECHNOLOGY, ABOUT, and CAREERS. The main heading is "CONTACT", followed by a subtext: "Send us your questions or comments. Interested in working for Sevan Multi-Site Solutions? [Visit our Careers page](#)". The contact form includes fields for First Name, Last Name, Company Name, Email Address, Phone Number, and a dropdown menu for "I Need Help With:". The dropdown menu is open, showing options: "Select...", "Remodeling, refreshing, or building new sites", "Program management, surveys, or design", "Using technology to collect data or gain efficiencies", "Becoming a Sevan contractor or supplier", and "Something else". The "Comments or Questions:" field is below the dropdown. There is a checkbox for "Send Me Blog Updates" and a "SUBMIT" button. To the right of the form is a map showing the location of Sevan Multi-Site Solutions, with a green pin. Below the map is the company address: "SEVAN MULTI-SITE SOLUTIONS", "3025 Highland Parkway", "Suite 850", "Downers Grove, IL 60515, United States", "(312) 756-7778", and a "MAP/DIRECTIONS" button.

CONTACT

Send us your questions or comments. Interested in working for Sevan Multi-Site Solutions? [Visit our Careers page](#)

* First Name:

* Last Name:

* Company Name:

* Email Address:

Phone Number:

* I Need Help With:

- Remodeling, refreshing, or building new sites
- Program management, surveys, or design
- Using technology to collect data or gain efficiencies
- Becoming a Sevan contractor or supplier
- Something else

Comments or Questions:

Send Me Blog Updates ☐

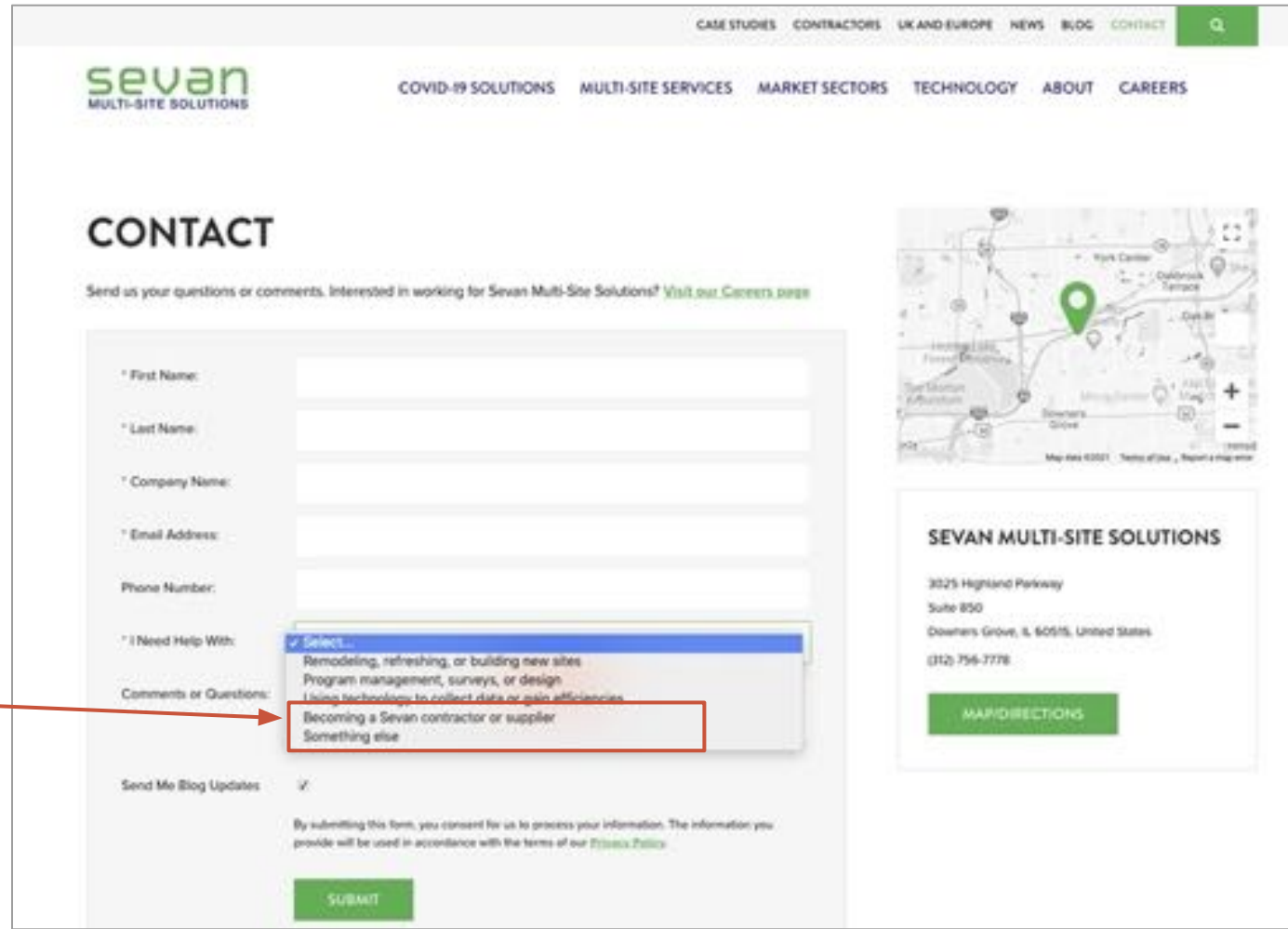
By submitting this form, you consent for us to process your information. The information you provide will be used in accordance with the terms of our [Privacy Policy](#)

SEVAN MULTI-SITE SOLUTIONS

3025 Highland Parkway
Suite 850
Downers Grove, IL 60515, United States
(312) 756-7778

Leads. Routed to a goal-tracked thank-you page.

Make your contact form work for leads



The screenshot shows the 'CONTACT' page for Sevan Multi-Site Solutions. The form includes fields for First Name, Last Name, Company Name, Email Address, and Phone Number. A dropdown menu is open for the 'I Need Help With:' field, showing options: 'Select...', 'Remodeling, refreshing, or building new sites', 'Program management, surveys, or design', 'Using technology to collect data or gain efficiencies', 'Becoming a Sevan contractor or supplier', and 'Something else'. The 'Becoming a Sevan contractor or supplier' option is highlighted with a red box. To the right of the form is a map of Downers Grove, IL, and a box with the company address: 3025 Highland Parkway, Suite 850, Downers Grove, IL 60515, United States, and phone number (708) 756-7778. A green 'MAP/DIRECTIONS' button is below the address. At the bottom of the form is a 'SUBMIT' button and a consent statement.

sevan
MULTI-SITE SOLUTIONS

COVID-19 SOLUTIONS MULTI-SITE SERVICES MARKET SECTORS TECHNOLOGY ABOUT CAREERS

CONTACT

Send us your questions or comments. Interested in working for Sevan Multi-Site Solutions? [Visit our Careers page](#)

* First Name:

* Last Name:

* Company Name:

* Email Address:

Phone Number:

* I Need Help With:

Select...

Remodeling, refreshing, or building new sites

Program management, surveys, or design

Using technology to collect data or gain efficiencies

Becoming a Sevan contractor or supplier

Something else

Comments or Questions:

Send Me Blog Updates ☐

By submitting this form, you consent for us to process your information. The information you provide will be used in accordance with the terms of our [Privacy Policy](#).

SEVAN MULTI-SITE SOLUTIONS

3025 Highland Parkway
Suite 850
Downers Grove, IL 60515, United States
(708) 756-7778

Not leads. Routed to another thank-you page.



What Makes a Good Content Goal?

Goal: Webinar / event registration

PLATFORM INDUSTRIES & CUSTOMERS RESOURCES COMPANY GET YOUR DEMO

Webinar: Salesforce Connect



Realize the Power of Personalization with Aprimo & Salesforce Marketing Cloud

Duration: 1 hour

Your customers expect a lot from the experiences you give them. They expect highly personalized content, and they expect it in every channel.

But the obstacles to powerful personalization remain. How do you overcome bottlenecks like poor content operations? And how do you execute personalization across all channels at scale? Personalizing content at scale requires a solution that brings together content, operations, and planning to power digital customer experiences.

WATCH ON DEMAND

First Name*

Last Name*

Company*


Country*

Email*

[WATCH NOW](#)

[View our Privacy Policy](#)

How do you track it?

PLATFORM INDUSTRIES & CUSTOMERS RESOURCES COMPANY GET YOUR DEMO


You're registered for the webinar!


Realize the Power of Personalization with Aprimo & Salesforce Marketing Cloud

Dive into the webcast and learn how Aprimo and Salesforce work together to help you deliver fully personalized customer experiences.

[WATCH NOW](#)

Follow us for more insights from industry experts.





Goal setup [Edit](#)
Custom

Goal description [Edit](#)
Name: Content: Webinar Registration Event
Goal type: Event


Goal details

Event conditions
Set one or more conditions. A conversion will be counted if all of the conditions you set are true when an Event is triggered. You must have at least one Event set up to create this type of Goal. [Learn more](#)


Category	Equals to	Content - Webinar Reg
Action	Equals to	Action
Label	Equals to	Label
Value	Greater than	Value

Webcast Registration (T2) (Goal 12 Completions)


5



Goal: Content download



Download the 2021 Gartner Magic Quadrant for Real-Time Transportation Visibility Platforms (RTTVPs)



FOURKITES NAMED A MAGIC QUADRANT LEADER
With the Greatest Completeness of Vision

The first-ever Gartner Magic Quadrant for RTTVPs is here, emphasizing that visibility is mission-critical for modern supply chains.

It's the ultimate guide to understanding the transportation visibility market and evaluating all major vendors, with a deep-dive on the top 14 providers as evaluated by Gartner analysts.

Why download the report?

- If there's a Magic Quadrant for it, it's important— don't be the last to know about the fast-growing RTTVP market!
- Gartner outlines the key evaluation criteria you'll need to start your vendor search
- You'll discover which vendors are leaders, which are laggards, and what strengths and cautions got them those positions

GET REPORT

First Name *

Last Name *


Business Email *

Job Title *

GET REPORT

[Click here to read our Privacy Policy](#)

How do you track it?



Platform Industry Network Resources About

CONTACT LOGIN

Thank you for requesting 2022 Magic Quadrant for Real-Time Transportation Visibility Platform

READ THE REPORT

✓ Goal setup Edit

Custom

✓ Goal description Edit

Name: Content: Campaign Content Download (T2)

Goal type: Event

3 Goal details


Event conditions

Set one or more conditions. A conversion will be counted if all of the conditions you set are true when an Event is triggered. You must have at least one Event set up to create this type of Goal. [Learn more](#)

Category	Equals to	Campaign Content Do
Action	Begin with	View:
Label	Equals to	Label
Value	Greater than	Value

Content: Campaign Content Download (T2) (Goal 15 Completions)

6



Goal: Blog / newsletter subscription

The Orbit blog

Practical tips for content marketing, analytics and web design

Join 16,000+ people who get bi-weekly web marketing tips.

By signing up you agree to our [Privacy Policy](#).

How do you track it?

The screenshot shows a web browser window with the URL `orbitmedia.com/blog-newsletter-thank-you-page/`. The page content includes the Orbit Media Studios logo, a navigation menu with links for Web Design & Development, Analytics & Optimization, Portfolio, Blog, About, and Contact. The main heading reads "You're in! You're going to get great stuff." followed by a paragraph about receiving marketing advice and a button labeled "GET ME THE GOOD STUFF →".

Overlaid on the right side of the browser window is a Google Analytics goal configuration dialog. It has two sections:

- Goal description** (marked with a green checkmark):
 - Name: *Newsletter Subscriber from Blog or Footer*
 - Goal type: *Destination*
- Goal details** (marked with a blue '2'):
 - Destination**:
 - Regular expression (selected): `/blog-newsletter-thank-you-page/`
 - Case sensitive: ☐
 - For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Below the dialog, a small summary box shows the goal name "Newsletter Subscriber from Blog or Footer (Goal 2 Completions)" and the count "167" with a line graph.

How NOT to track these (unless you have to)

Book A Demo Today!

Find out why RevenueWell is the highest rated marketing and patient relationship solution among dentist and office managers.

Name *

First Last

Practice Name *

Email *

Practice Number *

PMS *

Please Select Your PMS.

Practice Management System

Number of Locations *

1 to 4

REQUEST DEMO

Click!

How NOT to track these (unless you have to)

Uh-oh!

Book A Demo Today!

Find out why RevenueWell is the highest rated marketing and patient relationship solution among dentist and office managers.

There was a problem with your submission. Please review the fields below.

Name *

Laurel Mitner

First Last

Practice Name *

Orbit Media

Email *

laurel@orbitmedia.com

Practice Number *

Phone format: (###) ###-####

This field is required.

PMS *

Eaglevolt

Practice Management System

Number of Locations *

1 to 4

REQUEST DEMO

How NOT to track these (unless you get crafty)

CONTACT US

Fields marked with an * are required

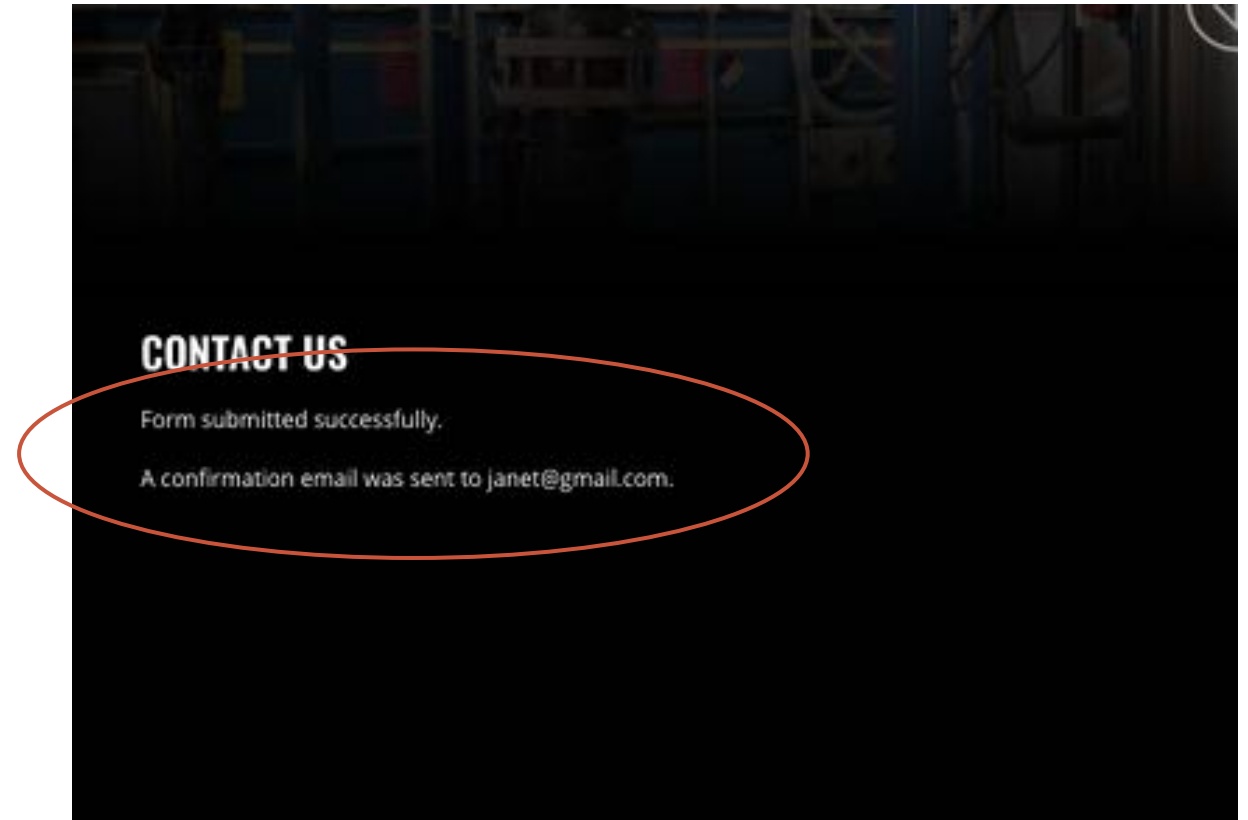
Select Division

Acme Corporate / Metal Shapes ▼

First Name * Last Name *

Email * Phone

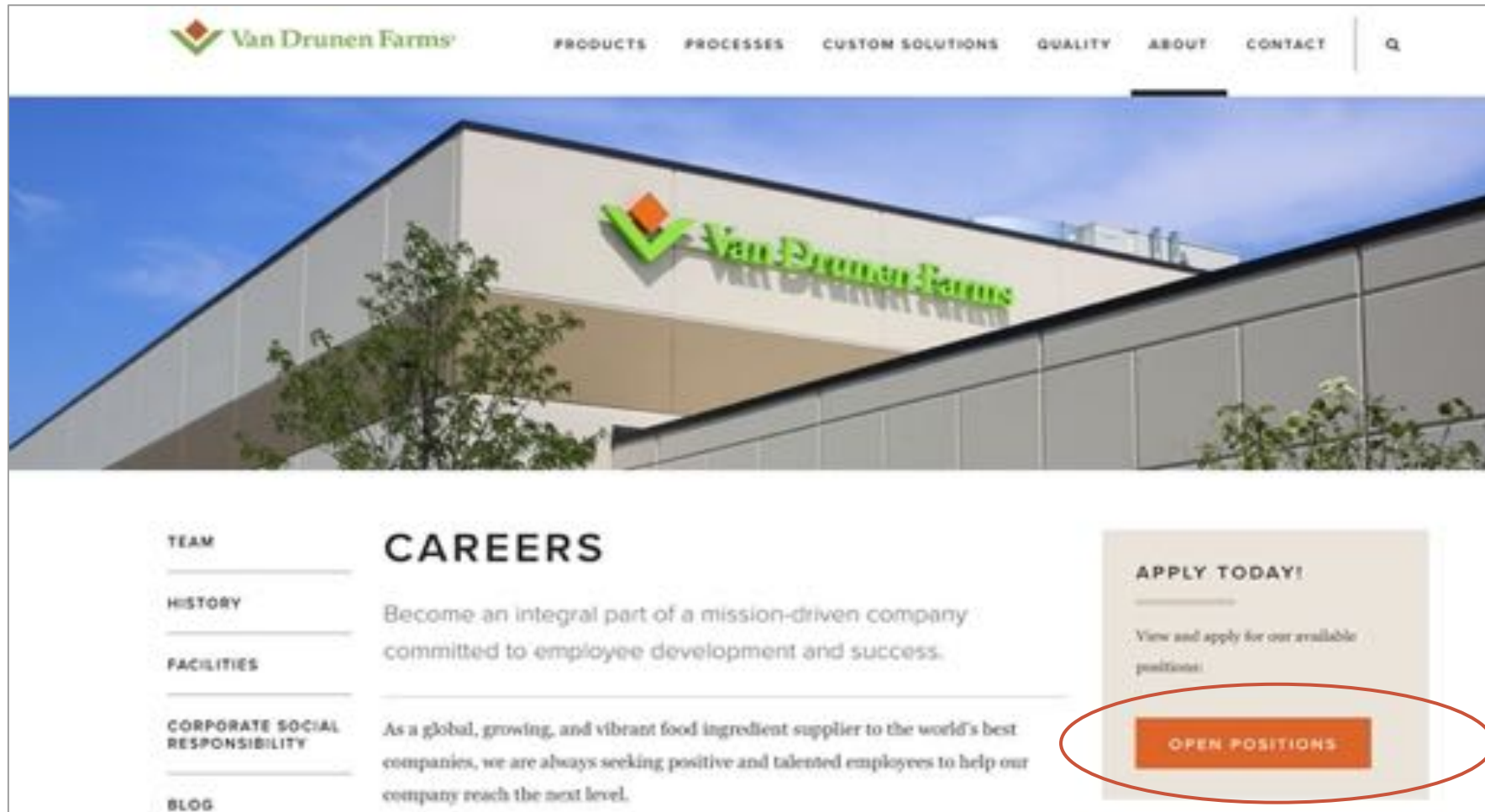
Message *



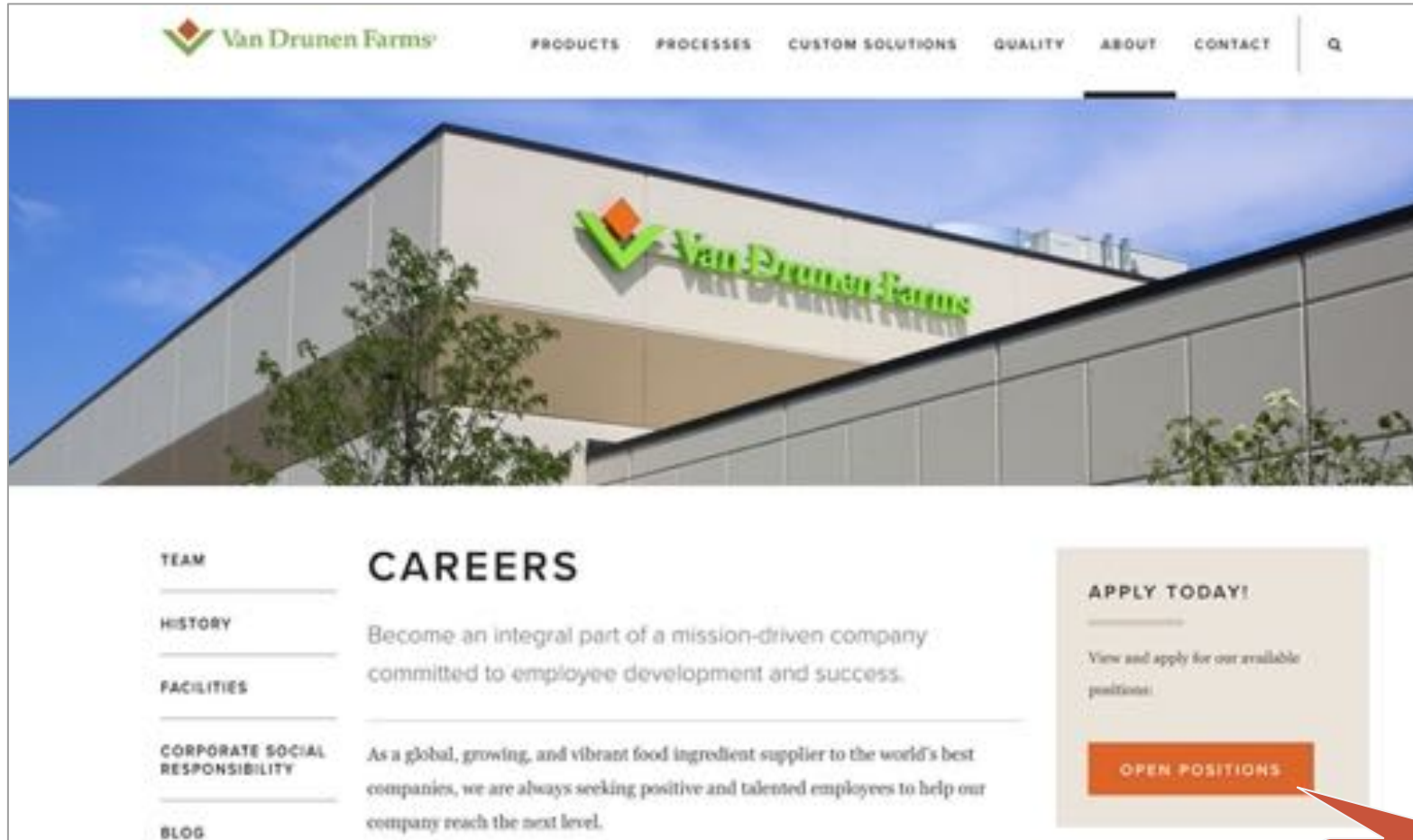


What Makes a Good Brand Goal?

Goal: Career interest

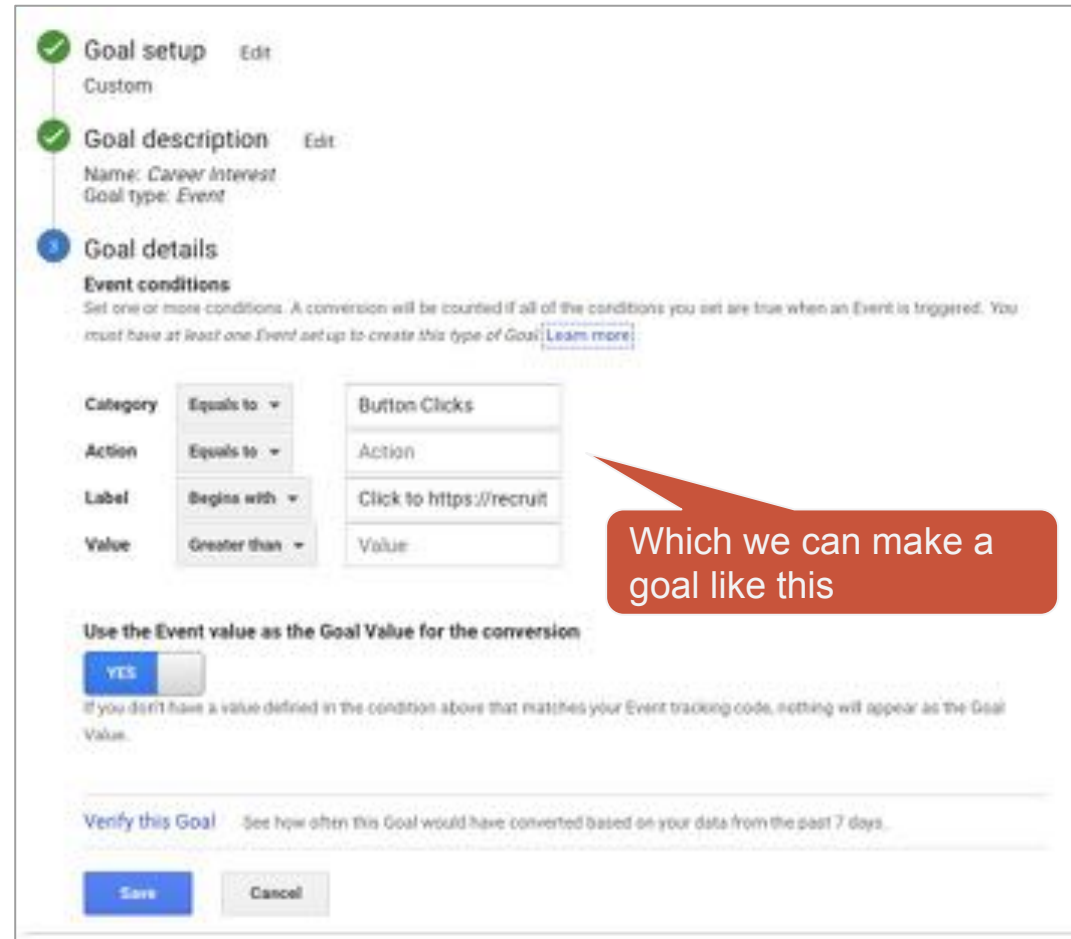


How do you track it?



This button goes to the off-site recruiting page

How do you track it?



The screenshot shows the Google Analytics goal setup interface. It has three steps: 'Goal setup' (checked), 'Goal description' (checked), and 'Goal details' (active). Under 'Goal details', the 'Event conditions' section is expanded. It contains a table with four rows: 'Category' (Equals to, Button Clicks), 'Action' (Equals to, Action), 'Label' (Begins with, Click to https://recruit), and 'Value' (Greater than, Value). A red callout box points to the 'Label' row with the text 'Which we can make a goal like this'. Below the table, there is a toggle for 'Use the Event value as the Goal Value for the conversion' set to 'YES'. At the bottom, there is a 'Verify this Goal' section and 'Save' and 'Cancel' buttons.

Goal setup Edit
Custom

Goal description Edit
Name: Career Interest
Goal type: Event

Goal details

Event conditions
Set one or more conditions. A conversion will be counted if all of the conditions you set are true when an Event is triggered. You must have at least one Event set up to create this type of Goal. [Learn more](#)

Category	Equals to	Button Clicks
Action	Equals to	Action
Label	Begins with	Click to https://recruit
Value	Greater than	Value

Use the Event value as the Goal Value for the conversion
☒ YES

If you don't have a value defined in the condition above that matches your Event tracking code, nothing will appear as the Goal Value.

Verify this Goal See how often this Goal would have converted based on your data from the past 7 days.

Save Cancel



Tracking your website conversion rate

Now you can track conversion rates!

X.X⁰% **contact goals /
sessions = contact
conversion rate**

Now you can track conversion rates!

X.X% **contact goals /
sessions = contact
conversion rate**

X.X% **content goals /
sessions = content
conversion rate**

Now you can track conversion rates!

X.X% all goals /
sessions = website
conversion
rate

=

X.X% contact goals /
sessions = contact
conversion rate

X.X% content goals /
sessions = content
conversion rate

The background is a solid orange color. A large, thin, dark orange circle is centered on the page. A small, solid dark orange circle is positioned on the left side of the large circle, touching its edge.

Defining Events

Conversions: Goals vs events

Goals = Conversions. The most important actions people can take on your website

Events = Anything else that's useful to track. Something informative. Not a KPI

The background is a solid orange color. A large, thin, dark orange circle is centered on the right side of the image. A small, solid dark orange circle is positioned on the left side of the large circle, connected to it by a thin dark orange line that follows the curve of the large circle.

What Makes a Good Event?

How do visitors find their way around the website?

What are the most resonant pages for our prospects?



Event: Navigation clicks



Event: Navigation clicks



Event Category	Total Events
	651,088 % of Total: 100.00% (651,088)
1. Scroll Tracking	(73.73%)
2. Internal Link Clicks	(14.69%)
3. External Link Clicks	(4.10%)
4. Header Quick Links Click	(3.44%)
5. Header Menu Click	(1.14%)
6. Primary CTA Button Click	(0.73%)
7.	(0.62%)
8.	(0.60%)
9. Document Tab Click	(0.31%)
10. Market Report Download	(0.30%)
11. Overview Button Click	(0.19%)
12. Contact - Click to Call	(0.08%)
13. Contact - Email	(0.07%)

Bonus: HotJar heatmap



Do people even click on our calls to action?

What calls to action, and promoted content, are resonating with our visitors?



Event: CTA button & link clicks

Primary CTA button



CTA links

CTA links

Related content links

Anchor CTA button



Event: CTA button & link clicks

Event Category	Total Events
	20,655 % of Total: 100.00% (20,655)
1. Scroll Depth	(56.66%)
2. Drift Widget	(18.14%)
3. External Link Clicks	(10.08%)
4. Internal Link Clicks	(6.94%)
5. Video View	(2.34%)
6. CTA Clicks - Primary Buttons	(1.15%)
7.	(0.87%)
8. Resource Block Tab Clicks	(0.76%)
9. Unbounce Convertable	(0.68%)
10. Google Optimize Test Objective	(0.63%)
11. CTA Clicks - CTA Class Buttons	(0.34%)
12.	(0.31%)
13.	(0.29%)
14. CTA Clicks - Secondary Buttons	(0.27%)
15. CTA Clicks - Ghost Button	(0.16%)

Our pages and blog posts are long. Are visitors scrolling all the way through? How much are they actually reading?

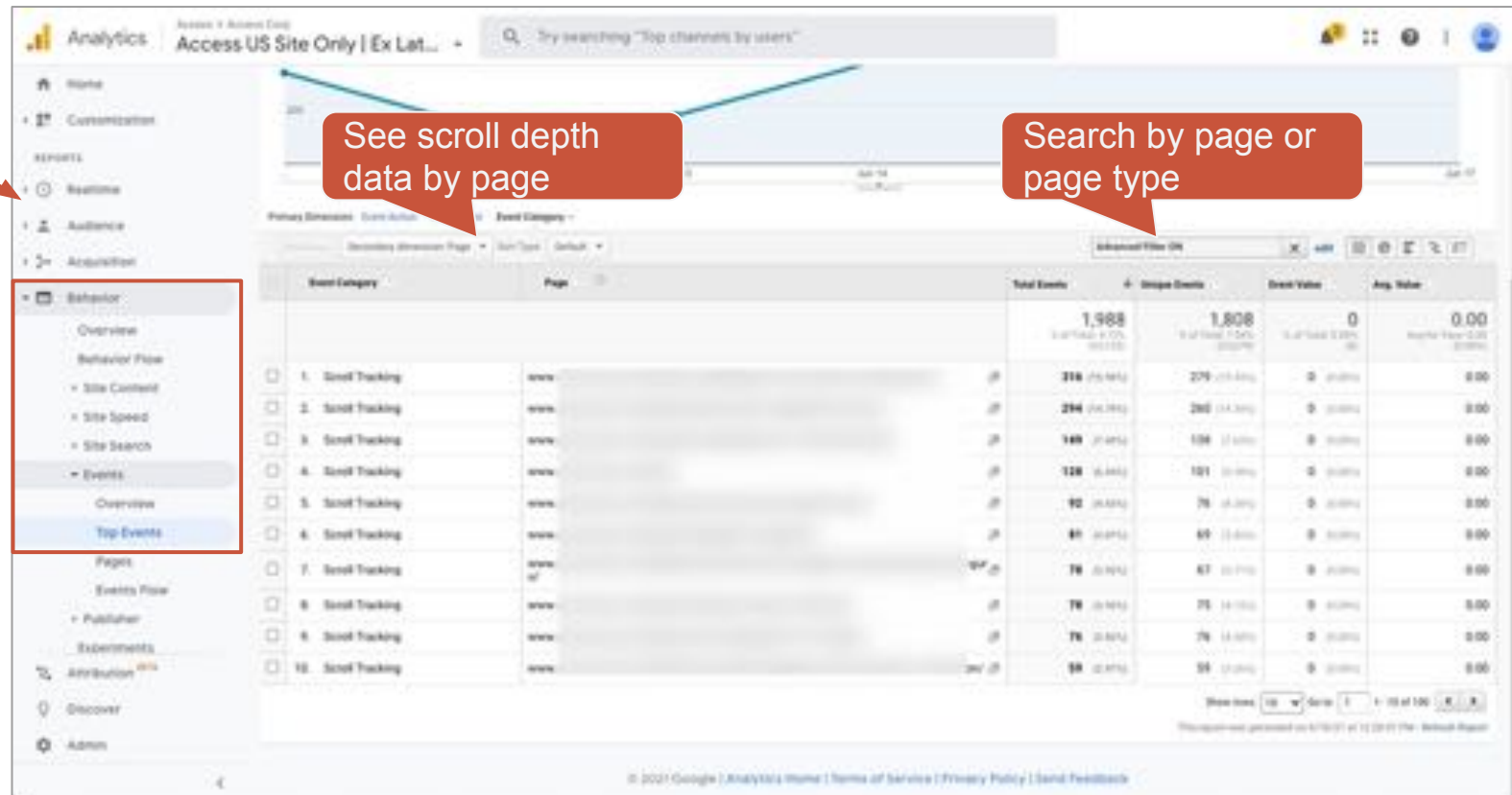


Event: Scroll-depth tracking

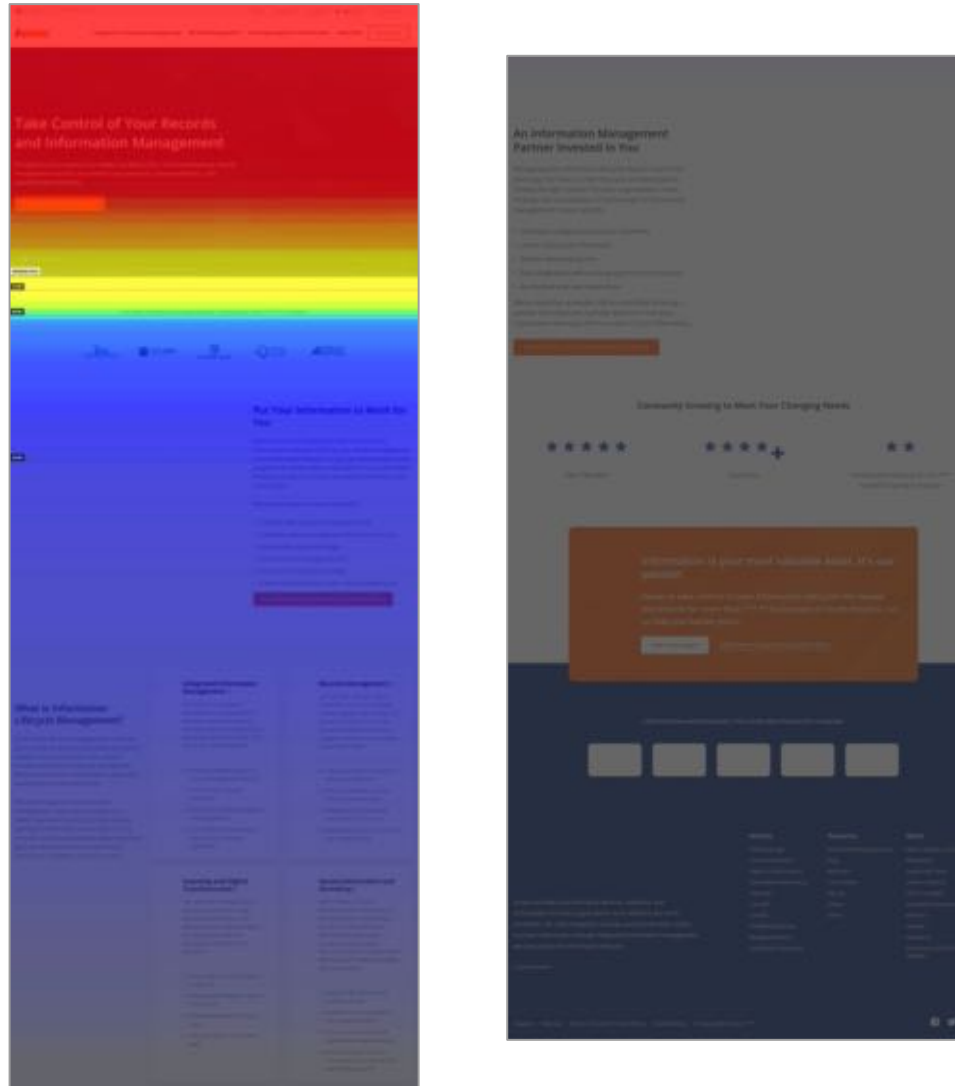
- ☐ GA Event - Scroll Depth Tracking less than 25% Google Analytics: Universal Analytics Scroll Tracking less than 25%
- ☐ GA Event - Scroll Depth Tracking more than 50% Google Analytics: Universal Analytics Scroll Tracking more than 50%

Google Tag Manager

Google Analytics



Bonus: HotJar heatmap



Do visitors watch our videos?

Does watching a video increase the chance of conversion?



Event: Video views

☐ GA - Event - Vimeo TrackingCustom HTMLAll DOM Ready Events

☐ GA - Event - Vimeo Video TrackingGoogle Analytics: Universal AnalyticsCustom Event - Vimeo Video Trigger

Google Tag Manager

Google Analytics

<input type="checkbox"/>	Event Category ?	Total Events ?	Unique Events ?	Event Value ?	Avg. Value ?
		72,735 % of Total: 100.00% (72,735)	51,173 % of Total: 100.00% (51,173)	673,824 % of Total: 100.00% (673,824)	9.26 Avg for View: 9.26 (0.00%)
<input type="checkbox"/>	1. Link Click	26,066 (35.84%)	22,512 (43.99%)	0 (0.00%)	0.00
<input type="checkbox"/>	2. Video view	19,856 (27.30%)	5,845 (11.42%)	668,791 (99.25%)	33.68

Event: Video views

Event Action	Total Events
	19,856 % of Total: 27.30% (72,735)
1. How to Set Up Google Analytics	(29.92%)

2. Tracking campaigns in Google Analytics: Using Google URL builder to add UTM codes
3. How to Track Video Views in Google Analytics Using Google Tag Manager in 4 Steps
4. How to Fix Your Website Navigation: 7 Tips on How to Use Analytics to Improve Your Site's Menu
5. How to Improve Your Google Rankings Fast: 9 Steps to Rank Higher Using Analytics
6. How to Grant Access to Google Analytics
7. How do I track social media in Google Analytics? These are the 5 ways...
8. Ultimate Video Studio Desk Setup!
9. Basic SEO Tutorial: Introduction To The 3 Ranking Factors
10. How to write a blog post for SEO: The complete process for writing that ranks

Event Label	Total Events
	5,940 % of Total: 8.17% (72,735)
1. seek	3,226 (54.31%)
2. pause	1,822 (30.67%)
3. start	525 (8.84%)
4. progress	253 (4.26%)
5. buffering	76 (1.28%)
6. complete	38 (0.64%)

Video viewer segment



Segment for users who watched a video

of video viewers who converted

Our bounce rate is high, and I think a lot of visitors just come to the site to log into their client account ... How can I validate this?



Event: Client login clicks



[How We Help](#) ▾ [Products](#) ▾ [Company](#) ▾ [Resources](#) ▾ [Login](#)

[Schedule a Demo](#)

This link goes to the client login page

Event: Client login clicks

GA - Event - External Link

Tag Configuration

Tag Type

Google Analytics: Universal Analytics

Track Type

Event

Category

Outbound Links

Action

{{Click URL}}

Label

{{Page URL}}

Non-Interaction

True

Google Analytics Settings

{{UA-12799742-1}}

Triggering

Firing Triggers

Outbound Clicks

Google Tag Manager

Google Analytics

Clicks are captured in an offsite link click event

Login is far and away our top offsite click

Event Action	Total Events	Unique Events
1. https://PracticePortalAuthentication/SignIn	33,834 % of Total: 47.17% (75,730)	28,509 % of Total: 45.94% (52,436)
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

Client (& prospect!) segments

Segment for users who clicked login

Segment for users who did NOT click login



Bounce Rate

All Users

Kinda high

RWELL - Customers (Even...

Really high

RWELL - Prospects (No E...

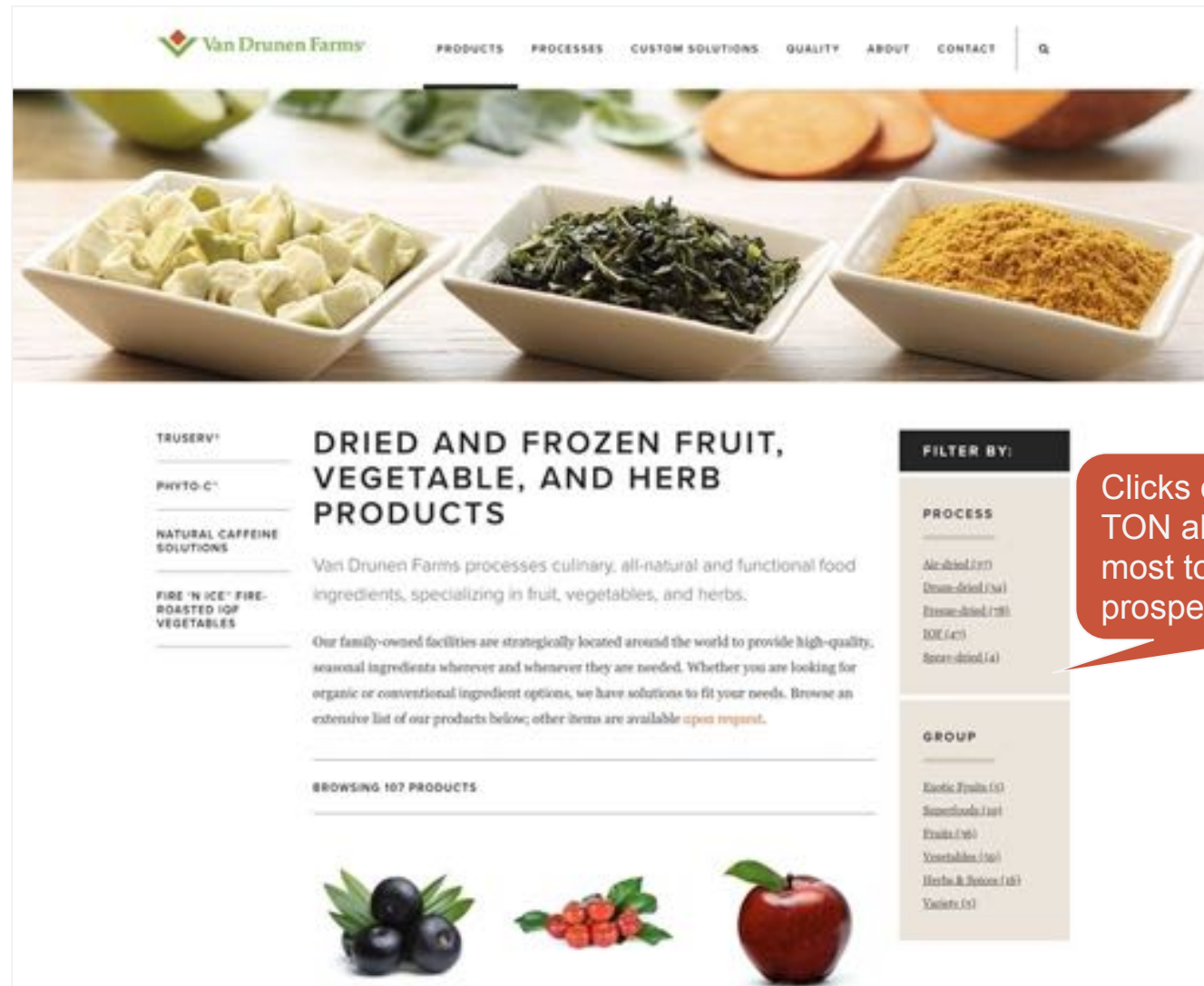
Normal!

Look at that difference!

What product features do customers care most about? What kind of things should I highlight?

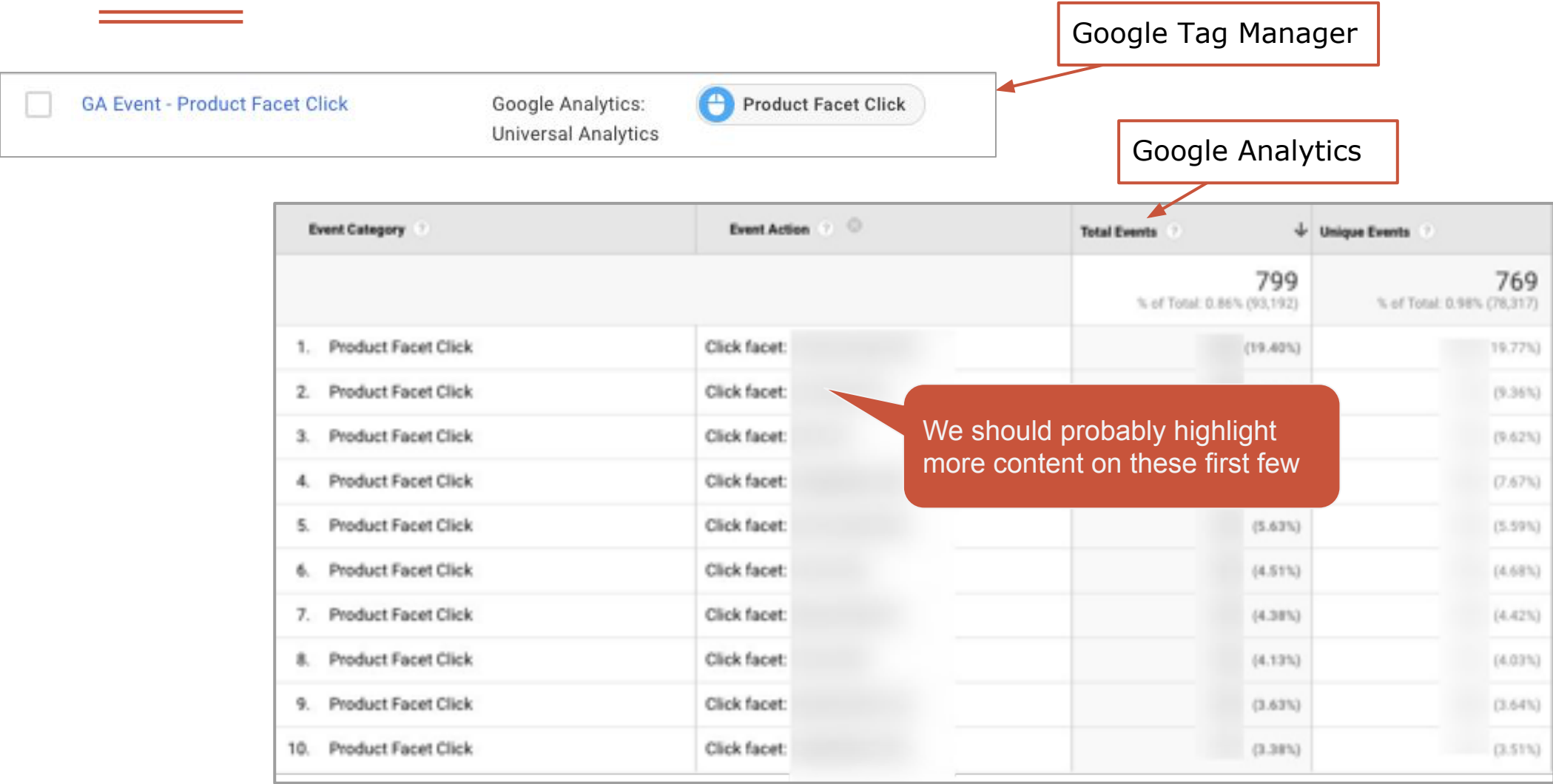


Event: Product facet interactions



Clicks on these tell you A TON about what matters most to customers and prospects

Event: Product facet interactions





Amping Up Conversions: Contact Form Pages

Contact form pages

Consider:

- This is THE most valuable place to spend some time

Contact form pages

Consider:

- This is THE most valuable place to spend some time
- Design above and around the form - padding, meaningful content above the fold, etc.

Contact form page testing

Aprimo Content Operations DEMO Request

GET BETTER CUSTOMER EXPERIENCES WITH APRIMO CONTENT OPERATIONS

Learn how Aprimo's SaaS Content Operations solution can help your team get great customer experiences into market faster than ever.

In this live demonstration, you'll see Aprimo in action—how it integrates with the tools you're using now like Creative Cloud and Slack, how it helps eliminate the work about work, and how it gives awesome insights into your content performance.

Aprimo Digital Asset Management DEMO Request

GET BETTER CUSTOMER EXPERIENCES WITH APRIMO CONTENT OPERATIONS

Learn how Aprimo's SaaS Content Operations solution can help your team get great customer experiences into market faster than ever.

In this live demonstration, you'll see Aprimo in action—how it integrates with the tools you're using now like Creative Cloud and Slack, how it helps eliminate the work about work, and how it gives awesome insights into your content performance.

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Get Your Custom Aprimo Demo

REQUEST A DEMO

First Name*	<input type="text" value="Laurel"/>
Last Name*	<input type="text" value="Miltner"/>
Company*	<input type="text" value="Orbit Media Solutions"/>

Contact form page testing

OBSERVED DATA				OPTIMIZE ANALYSIS			
Variant ↑	Experiment Sessions	Experiment Conversions	Calculated Conversion Rate	Probability to be Best	Probability to beat Original	Modeled Conversion Rate	Modeled Improvement
Original 0 active visitors	90	5	5.56%	40%	Baseline	2.5% — 12.8%	Baseline
Variant A 0 active visitors	159	10	6.29%	51%	56%	3.3% — 11.8%	-59% to 213%
Variant B 0 active visitors	90	3	3.33%	9%	22%	1.0% — 9.3%	-86% to 117%

Contact form pages

Consider:

- This is THE most valuable place to spend some time
- Design above and around the form - padding, meaningful content above the fold, etc.
- Answer:
 - What do you want me to do?
 - What will I get for it?
 - What can I expect?

Contact form pages

Consider:


- This is THE most valuable place to spend some time
- Design above and around the form - padding, meaningful content above the fold, etc.
- Answer:
 - What do you want me to do?
 - What will I get for it?
 - What can I expect?
- Tight forms - design and # of fields

Contact form page testing

Experience A – Control – 50% traffic
No changes

We're here to help our people, our clients, and our communities achieve their goals. Tell us what you're interested in, or what you're looking for, and we'll get back to you.

How can we help you?


Please select * 


Tell us more *

First name * Last name *

Email * Phone

Company * Job title

Country * 


☐ I'm not a robot  reCAPTCHA Privacy - Terms

Send message


Experience B – 50% traffic
Moved Tell us more down; removed non required fields

We're here to help our people, our clients, and our communities achieve their goals. Tell us what you're interested in, or what you're looking for, and we'll get back to you.


How can we help you?

Please select *  Email *

First name * Last name *

Company * Country * 

Tell us more *

☐ I'm not a robot  reCAPTCHA Privacy - Terms


Send message

Contact form page testing

Experience A – Control – 50% traffic
No changes

We're here to help our people, our clients, and our communities achieve their goals. Tell us more about you, what you're interested in, or what you're looking for, and we'll get back to you.

How can we help you?


Please select * 


Tell us more *

First name * Last name *

Email * Phone

Company * Job title

Country * 

☐ I'm not a robot 


Send message

Experience B – 50% traffic
Moved Tell us more down; removed non required fields

Nearly 2x form completion rate


We're here to help our people, our clients, and our communities achieve their goals. Tell us more about you, what you're interested in, or what you're looking for, and we'll get back to you.

How can we help you?


Please select * 

Email *

Last name *

Country * 

Tell us more *

☐ I'm not a robot 

Send message

Contact form pages

Consider:

- This is THE most valuable place to spend some time
- Design above and around the form - padding, meaningful content above the fold, etc.
- Answer:
 - What do you want me to do?
 - What will I get for it?
 - What can I expect?
- Tight forms - design and # of fields
- Mobile!

Easy things to test

- Heading copy

Easy things to test

- Heading copy
- Intro copy

Easy things to test

- Heading copy
- Intro copy
- Form fields - #, spacing, information required

Easy things to test

- Heading copy
- Intro copy
- Form fields - #, spacing, information required
- Form submit button
 - Text
 - Color

Easy things to test

- Heading copy
- Intro copy
- Form fields - #, spacing, information required
- Form submit button
 - Text
 - Color
- Faces / humanizing factors



Amping Up Conversions: Service Pages

Service pages

Consider:

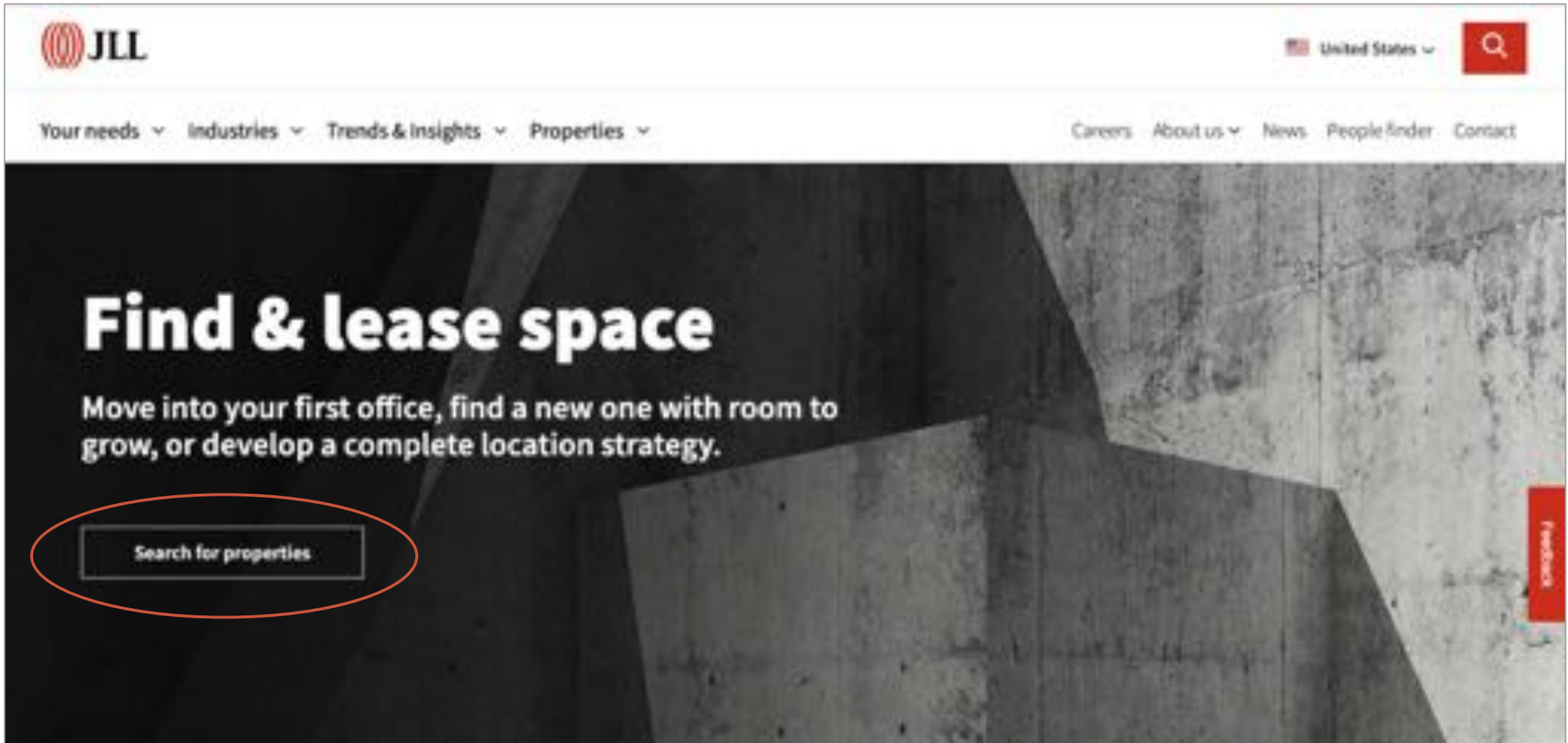
- Is there a clear, contact-focused call to action?

Service pages

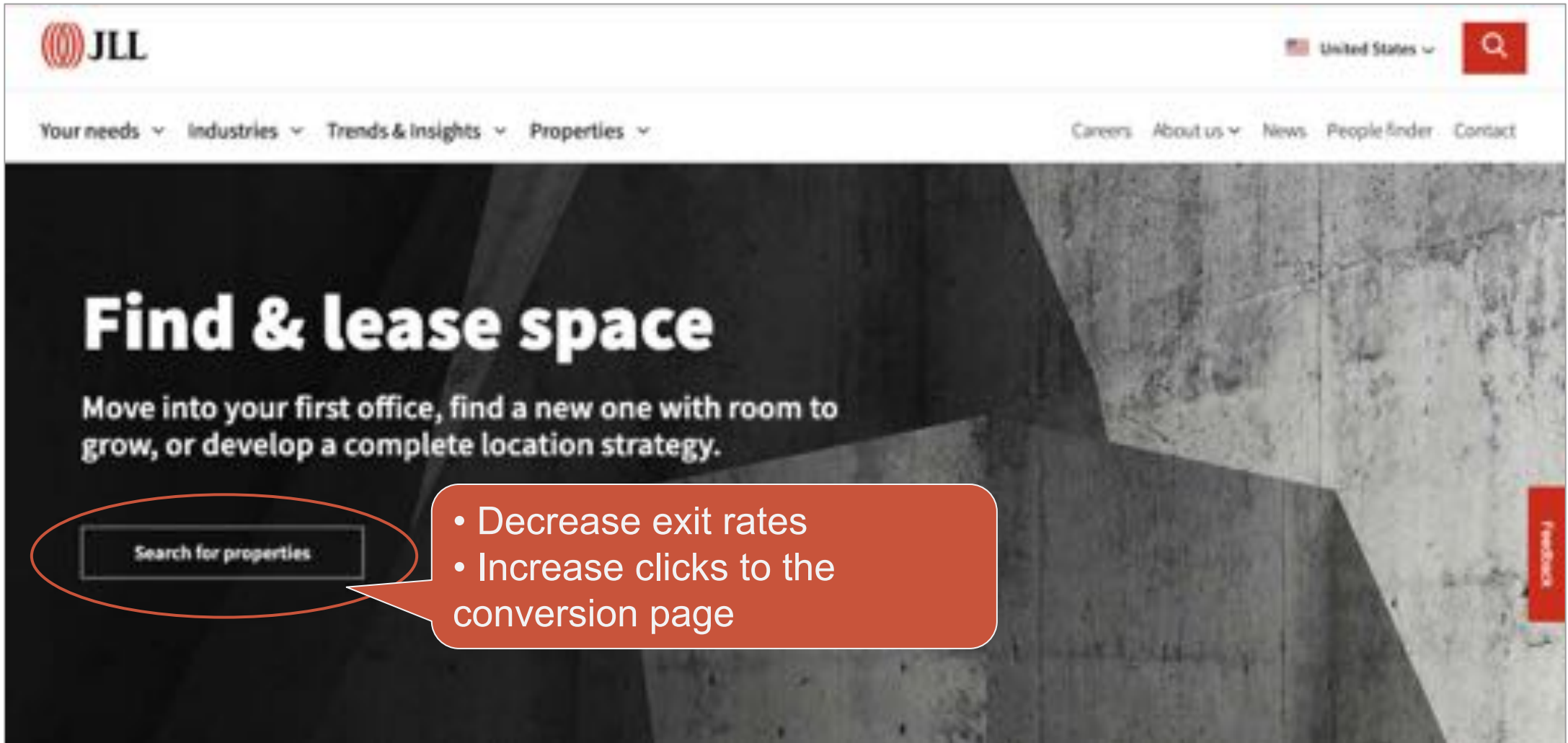
Consider:

- Is there a clear, contact-focused call to action?
- ... is there one above the fold?

Service pages



Service pages

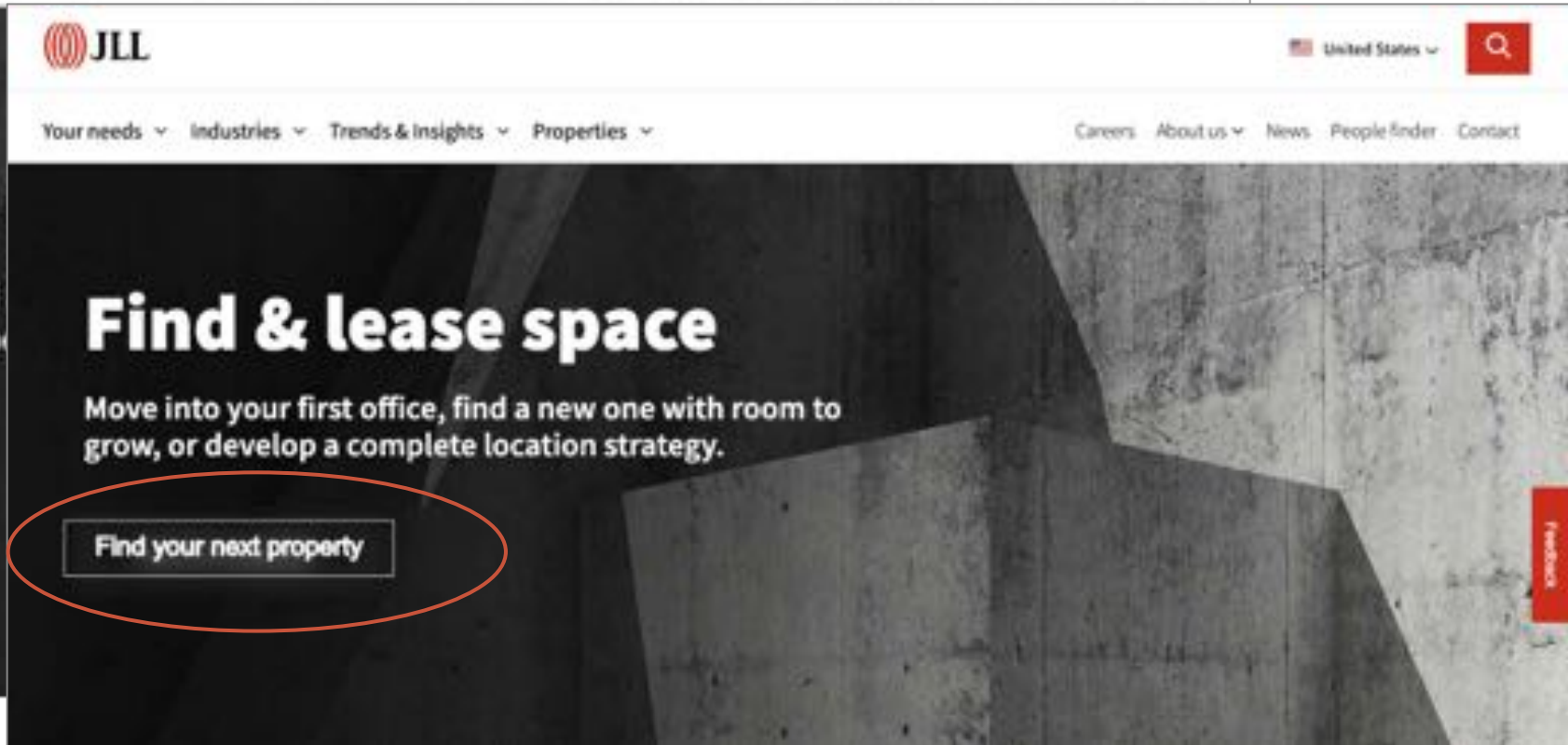
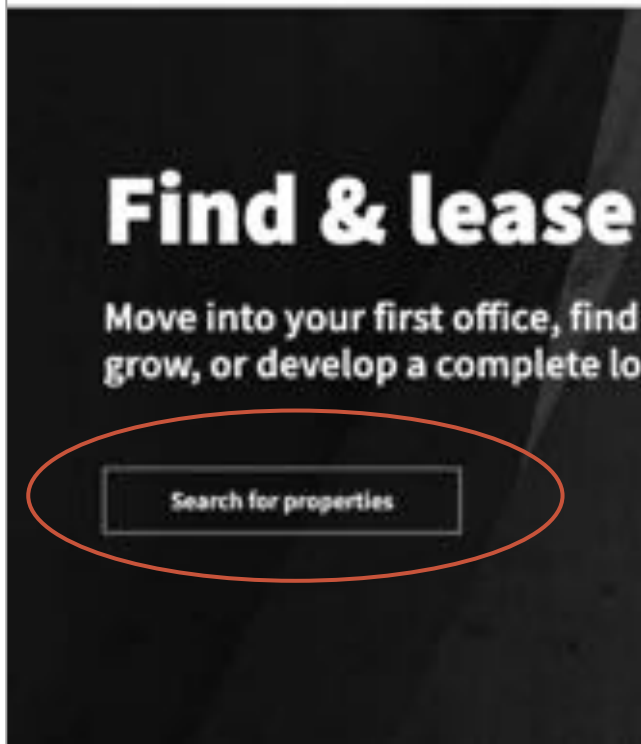


Service pages

Consider:

- Is there a clear, contact-focused call to action?
- ... is there one above the fold?
- Is the language compelling? How can we get more people to click?

Service pages



Service page primary CTA button testing

		OBSERVED DATA			OPTIMIZE ANALYSIS		
Variant ↑		Experiment Sessions	Experiment Conversions	Calculated Conversion Rate	Probability to be Best	Modeled Conversion Rate	Modeled Improvement
✓ Original	⋮	436	11	2.52%	<1%	1.5% — 4.7%	Baseline
✓ Primary CTA...	⊕ ⋮	345	24	6.96%	100%	4.5% — 10.2%	26% to 427%

Easy things to test

- Hero image

Easy things to test

- Hero image
- Heading / intro copy

Easy things to test

- Hero image
- Heading / intro copy
- CTA button(s)
 - Language
 - Color
 - Link

Easy things to test

- Hero image
- Heading / intro copy
- CTA button(s)
 - Language
 - Color
 - Link
- Faces / humanizing factors

Let's Chat!



Laurel Miltner

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