Wine & Webinar

How to Measure—& Optimize—Your Website Performance

Orbit Media Studios

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

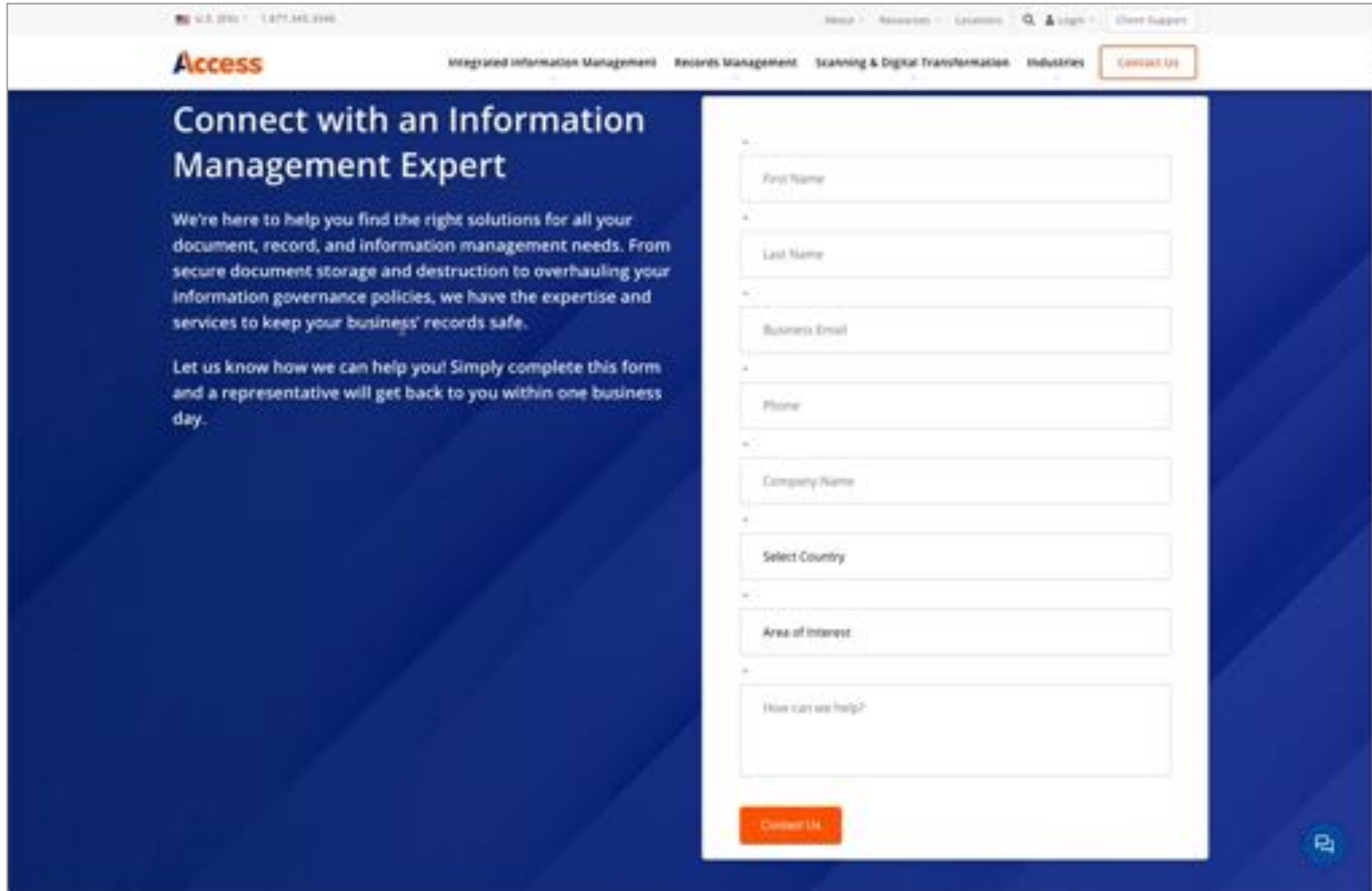Different teams have different goals

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

How do you track it?

Goal: Demo request form

How do you track it?

How NOT to track these (unless you have to)

How NOT to track these (unless you have to)

How NOT to track these (unless you get crafty)

Goal: Chatbot lead!

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

These are leads!

How do you track it?

An Event-Based Goal Can Make it a Goal

Goal: Phone call / email

How do you track it?

Click-to-call event

maito: click event

Contact

Christopher Bonbright
Managing Director & Principal
323 603 5093
chris.bonbright@avisonyoung.com

Chase Gordon
Vice President
323 603 5045
chase.gordon@avisonyoung.com

How do you track it?

What Might NOT Makes a Good Contact Goal?

Contact us form

Make your contact form work for leads

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

Make your contact form work for leads

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

Make your contact form work for leads

Not leads. Routed to another thank-you page.

What Makes a Good Content Goal?

Goal: Webinar / event registration

How do you track it?

Goal: Content download

How do you track it?

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.

Email Address   **Sign me up**

By signing up you agree to our **Privacy Policy.**

How do you track it?

How NOT to track these (unless you have to)

How NOT to track these (unless you have to)

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How NOT to track these (unless you get crafty)

What Makes a Good Brand Goal?

Goal: Career interest
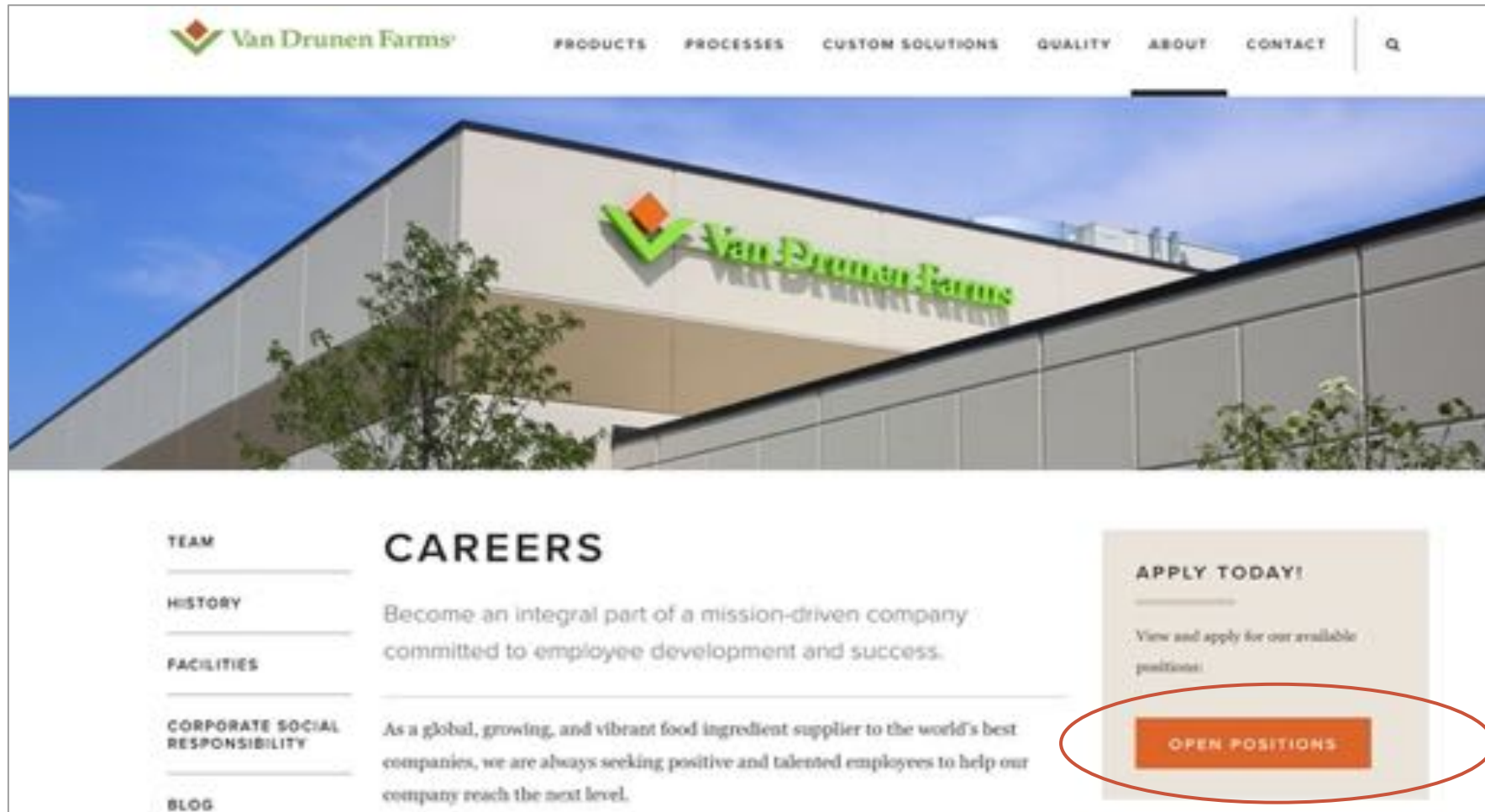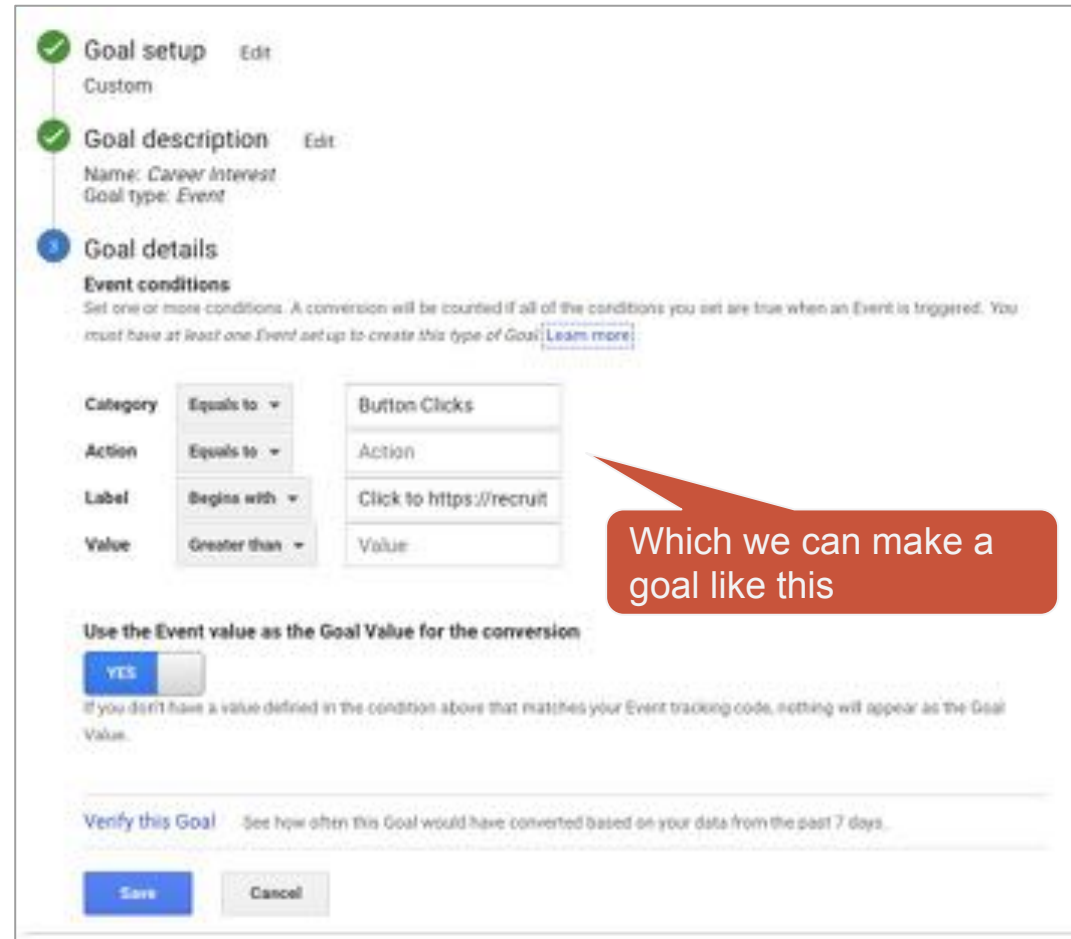
How do you track it?
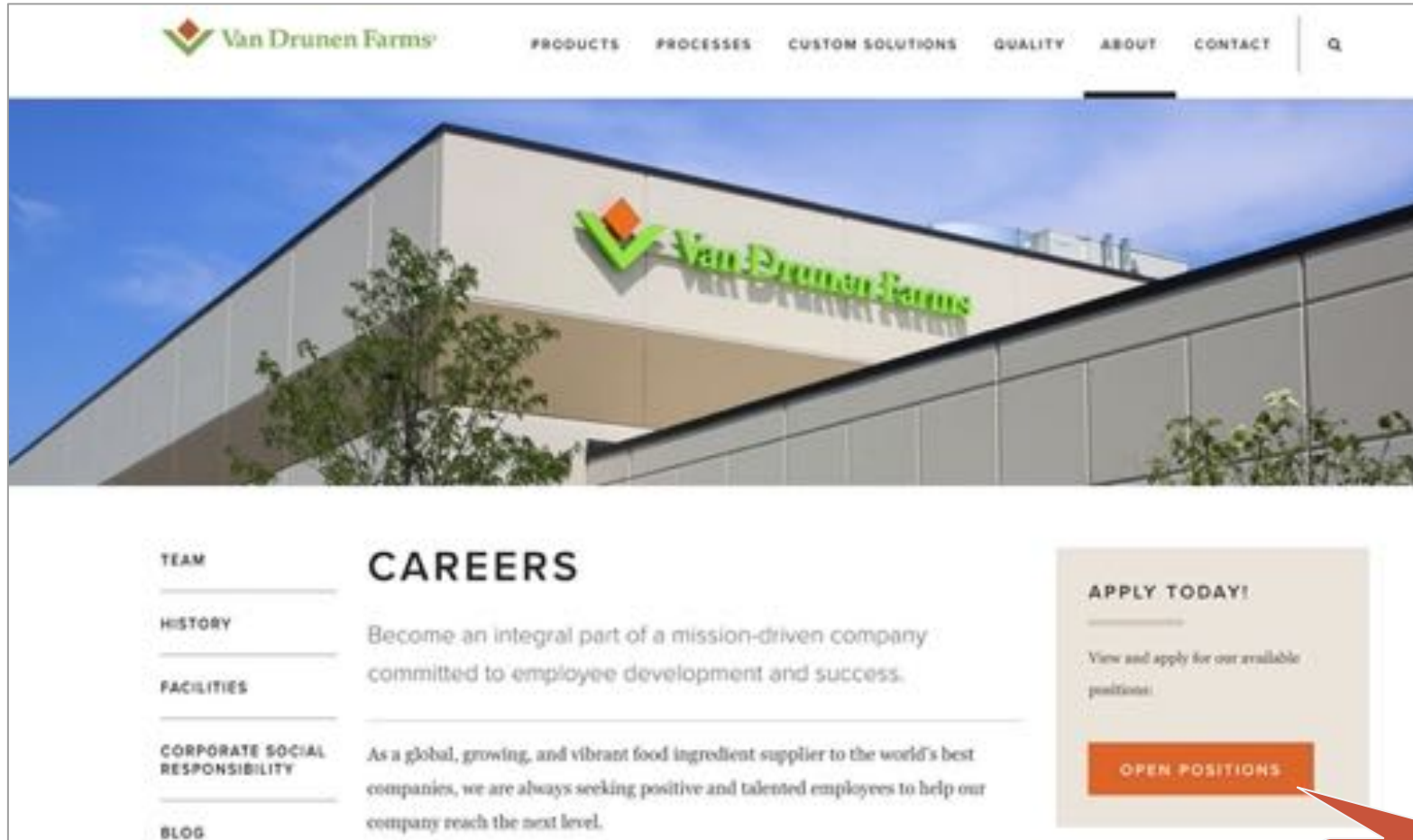
This button goes to the off-site recruiting page

How do you track it?

Tracking your website conversion rate

Now you can track conversion rates!

X.X% 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**

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

What Makes a Good Event?

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

Event: CTA button & link clicks

Primary CTA button

CTA links

CTA links

Related content links

Anchor CTA button

Event: CTA button & link clicks

Event: Scroll-depth tracking

Google Tag Manager

Google Analytics

See scroll depth data by page

Search by page or page type

Bonus: HotJar heatmap

Do visitors watch our videos?

Does watching a video increase the chance of conversion?

Event: Video views

	GA - Event - Vimeo Tracking	Custom HTML	All DOM Ready Events
	GA - Event - Vimeo Video Tracking	Google Analytics: Universal Analytics	Custom Event - Vimeo Video Trigger

Google Tag Manager

Google Analytics

	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%)
	1. Link Click	26,066 (35.84%)		22,512 (43.99%)	0 (0.00%)	0.00
	2. Video view	19,856 (27.30%)		5,845 (11.42%)	668,791 (99.25%)	33.68

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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

Sement for users who watched a video

# of video viewers who converted

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Event: Client login clicks

Event: Client login clicks

Google Tag Manager

Google Analytics

Clicks are captured in an offsite link click event

Login is far and away our top offsite click

Client (& prospect!) segments

Sement for users who clicked login

Sement for users who did NOT click login

Look at that difference!

Bounce Rate

All Users

Kinda high

RWELL - Customers (Even...

Really high

RWELL - Prospects (No E...

Normal!

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Event: Product facet interactions
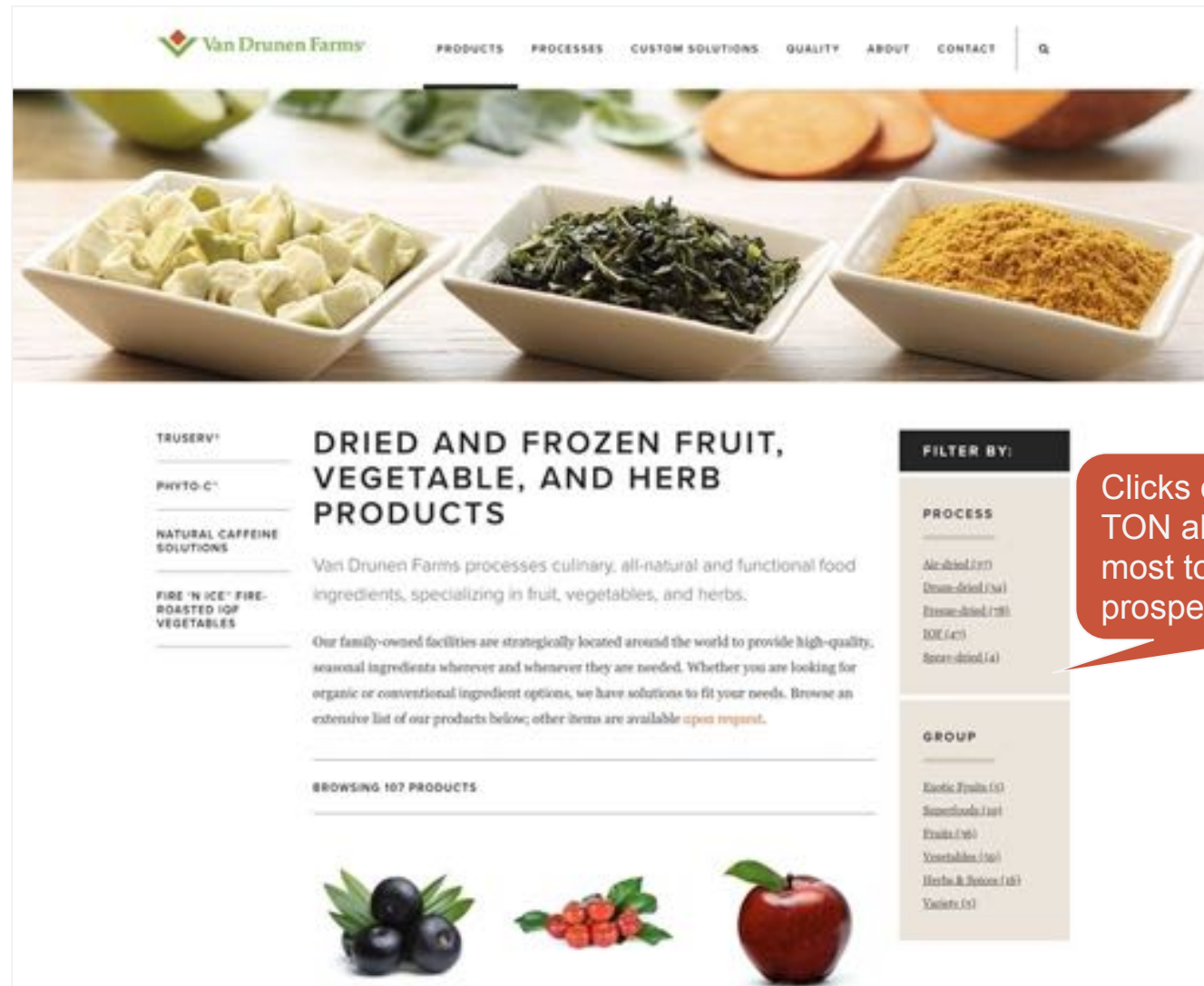
Clicks on these tell you A TON about what matters most to customers and prospects

Event: Product facet interactions
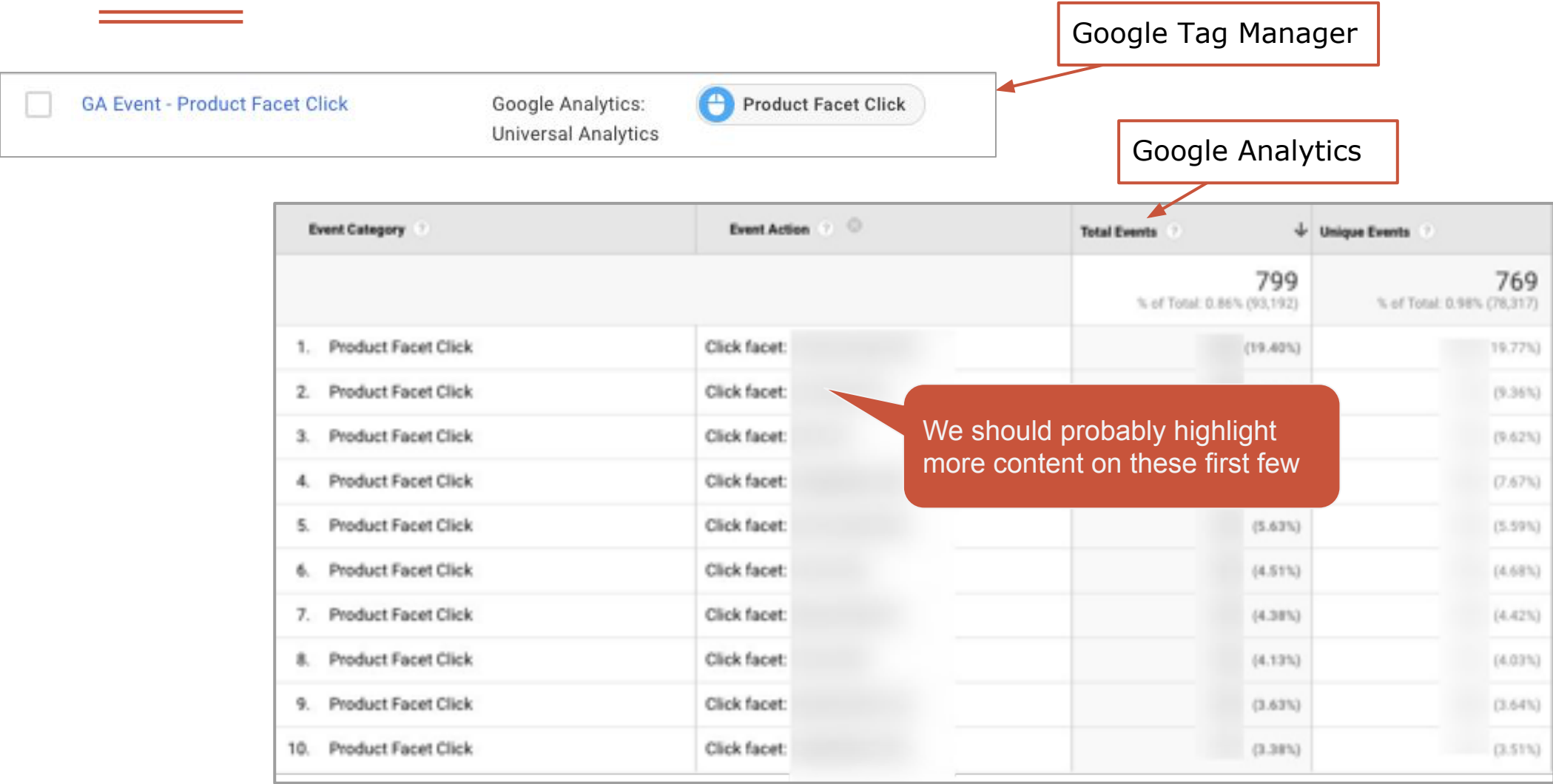
Amping Up Conversions: Contact Form Pages

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

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
[redacted] 0 active visitors	159	10	6.29%	51%	56%	3.3% — 11.8%	-59% to 213%
[redacted] 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

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

Contact form page testing

Experience A – Control – 50% traffic
No changes

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

Nearly 2x form completion rate

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
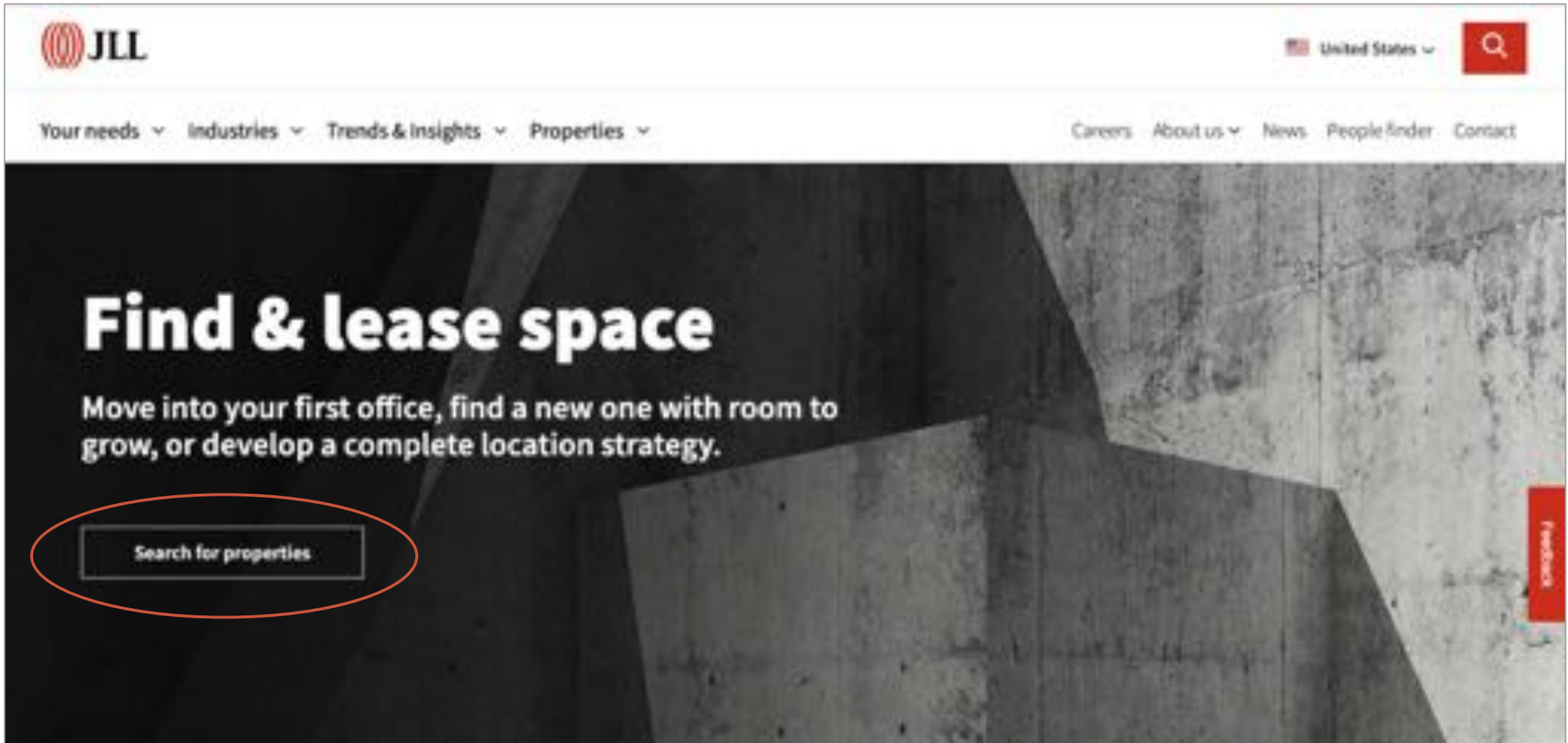
Service pages
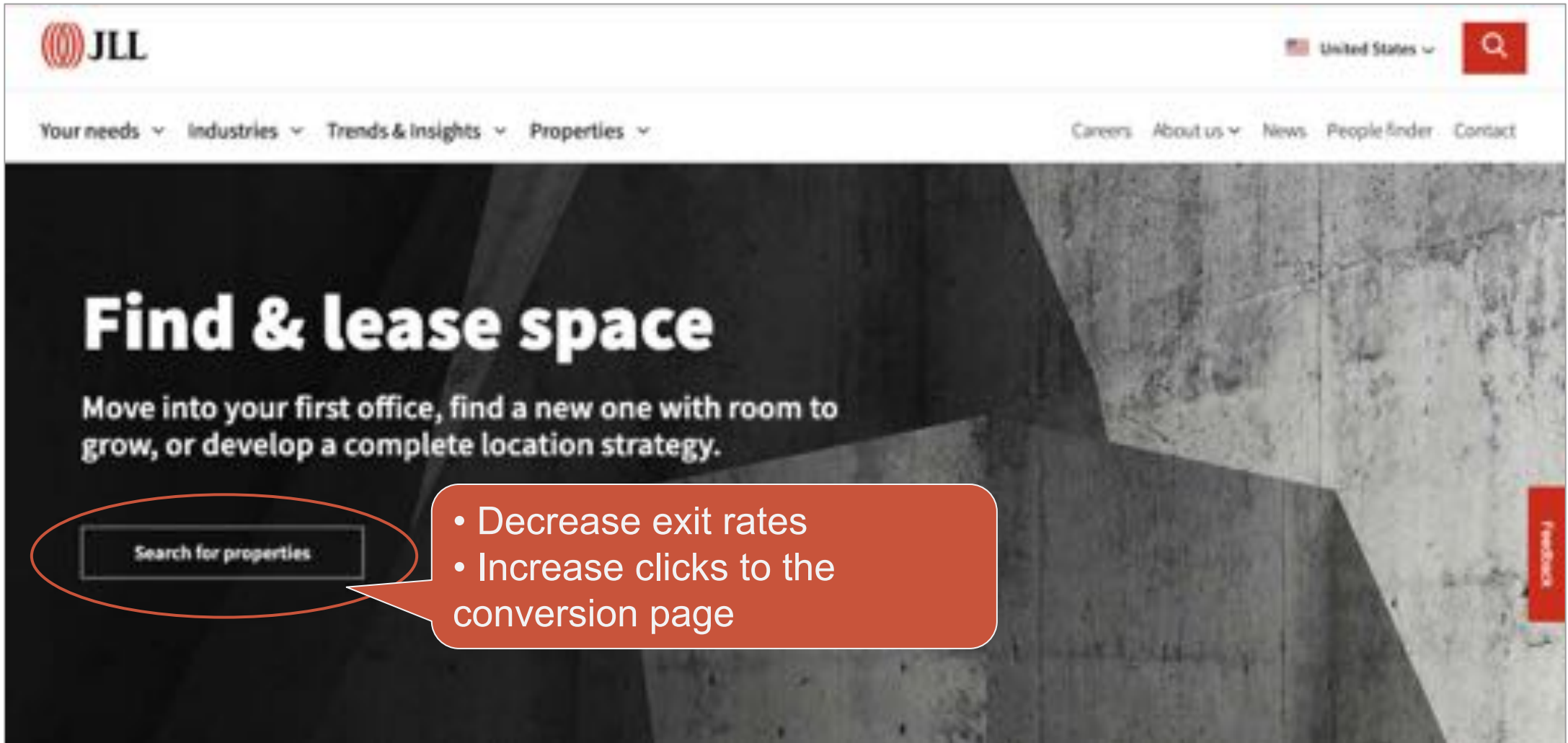
- Decrease exit rates
- Increase clicks to the conversion page

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
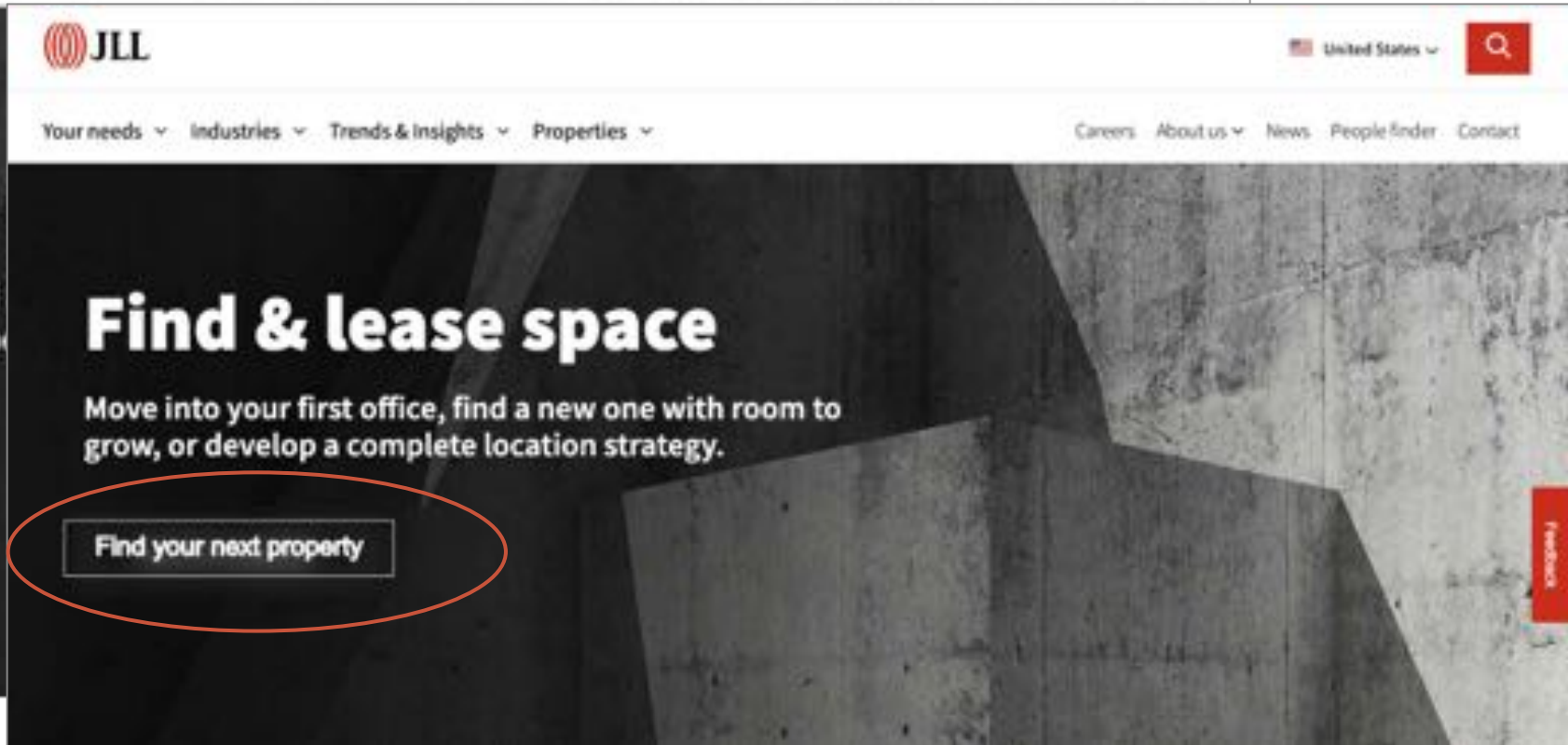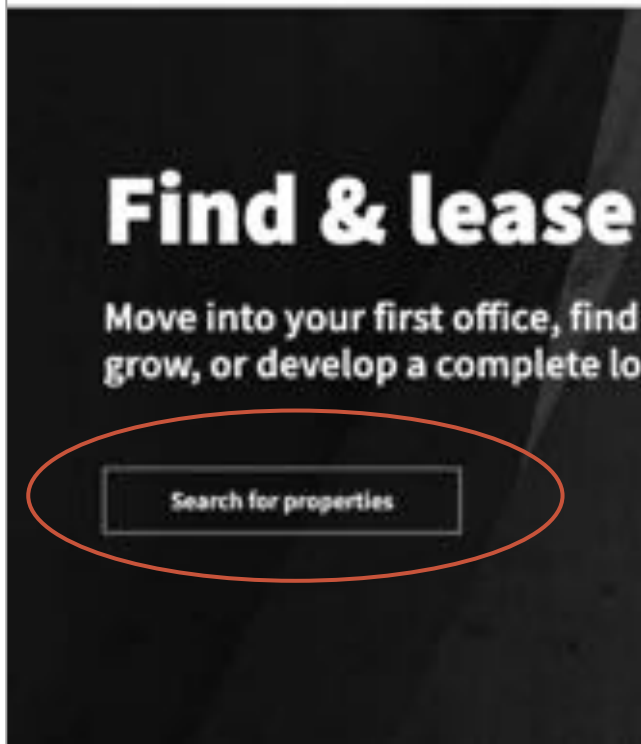
Service page primary CTA button testing

Variant ↑	OBSERVED DATA			OPTIMIZE ANALYSIS		
	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!

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