

November 30, 2022

FAREHARBOR
webinars



What Every Tour Operator Should Know About

Google Tag Manager and Goal Flow



Today's Agenda

Google
Analytics:
Functions to
Know

Google Tag
Manager:
Events in GA

Goals in Google
Analytics

Final Thoughts
& Questions



Aubrey Heth

Bilingual Account Manager

Denver



Zach Robertson

Account Manager

Denver



Who are we?

We are Zach and
Aubrey! We work as
Account Managers
here at FareHarbor!



Biggest Pet Peeves:

Aubrey's Answer:

When people do not put their shopping carts away

Zach's Answer:

**When people drive slow in the fast lane - keep right
except to pass!**

Google Analytics:

**When e-Commerce tracking has
not been turned on**

What We'll Cover:



**Google Tag Manager -
The Backpack**



**Events in Google
Analytics**



**Goals in
Google Analytics**



Poll

I am confident in using conversion focused data:

- Very Confident
- Confident
- Somewhat Confident
- What is that?



Google Analytics: Functions to know!

Here are a few easy reports we recommend that show valuable data!

For example, have you created a social media campaign recently that you would like to track?

AUDIENCE Demographics

Age, Gender, Language

Example:

Is your social media campaign going to target the **correct demographic**?



Google Analytics: Functions to know!

Here are a few easy reports we recommend that show valuable data!

For example, have you created a social media campaign recently that you would like to track?

CONVERSIONS e-Commerce

Product Performance

Example:

Which product do you want to **feature on your campaign**? One that is crushing? Or one that could **use a boost**?



Google Analytics: Functions to know!

Here are a few easy reports
we recommend that show
valuable data!

For example, have you
created a social media
campaign recently that you
would like to track?

ACQUISITION All Traffic

Channels

Example:

Are your customers coming to your website via
the social media campaign **like you want?**



Poll

Do you currently use Google Tag Manager?

- Yes, I use it frequently!
- Yes, but I hardly ever look at it!
- No, I have never used it.



Google Tag Manager

A free tool that allows you to manage and deploy marketing tags on your website



why use it?

- It **does not** negatively impact **load speeds**
- Collect **tons of data** without affecting your site speed

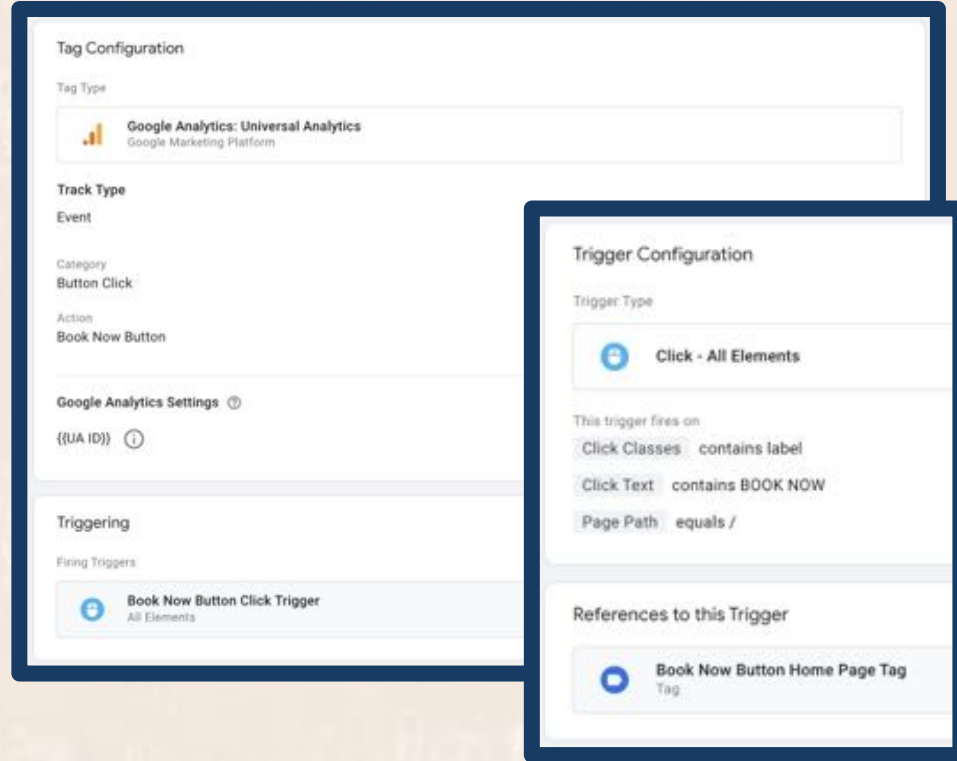
Tags	
<input type="checkbox"/> Name ↑	Type
<input type="checkbox"/> All CTA Button Clicks	Google Analytics: Universal Analytics
<input type="checkbox"/> AUTO Hotjar Tracking Code	Hotjar Tracking Code
<input type="checkbox"/> Book Now Button Home Page Tag	Google Analytics: Universal Analytics
<input type="checkbox"/> GA4	Google Analytics: GA4 Configuration

Before we dive in, there are a few terms you'll need to know:

Tag: A snippet of code that allows you to specify what you want to track.

Trigger: This tells GTM when to fire a tag, such as when a user lands on a page, clicks on a link, or takes some other action.

Variable: You can use variables in both tags and triggers to capture dynamic values or set filters that further specify when to fire a trigger.



The image displays two screenshots from the Google Tag Manager (GTM) interface. The left screenshot shows the 'Tag Configuration' for a 'Google Analytics: Universal Analytics' tag. It is set to track 'Event' with the category 'Button Click' and the action 'Book Now Button'. The Google Analytics Settings section shows the UA ID as {{UA ID}}. The 'Triggering' section shows a 'Book Now Button Click Trigger' set to fire on 'All Elements'.

The right screenshot shows the 'Trigger Configuration' for the 'Click - All Elements' trigger. It is configured to fire when the 'Click Classes' contains the label 'contains label', the 'Click Text' contains 'BOOK NOW', and the 'Page Path' equals '/'. The 'References to this Trigger' section shows that this trigger is used by the 'Book Now Button Home Page Tag'.



Why Google Tag Manager

Here are a couple of
easy tags to set up!



Book Now Button

How often are users clicking
into the book form from
certain pages?

Moving or adjusting CTA to
convert higher \$\$\$



Why Google Tag Manager

Here are a couple of
easy tags to set up!



Scrolling

Are your customers able to
find what they are looking
for while on their phone?

Making pertinent
information easier to find



Why do we want to convert better online?

More time for you to run your business

More conversions = **more revenue**

More opportunity to **reach a larger customer base**

Banner Clicks

**Form
Submissions**

Bounce Rate






Thanks to GTM, this **process is made easier**. All tags are controlled in **one place**.

The Best Part!

They convert to **events**
in Google Analytics

These then **populate directly** into GA under “events”

Event Category	Total Events	% Total Events
1. CTA Button Clicks	6,126	 58.46%
2. Click FH Book Button	2,749	 26.23%
3. Button Click	1,467	 14.00%
4. Scroll More Activities Page	137	1.31%

Tags turn into events **automatically** in Google Analytics!

Poll

Which of these is not a key component of setting up a tag in Google Tag Manager?

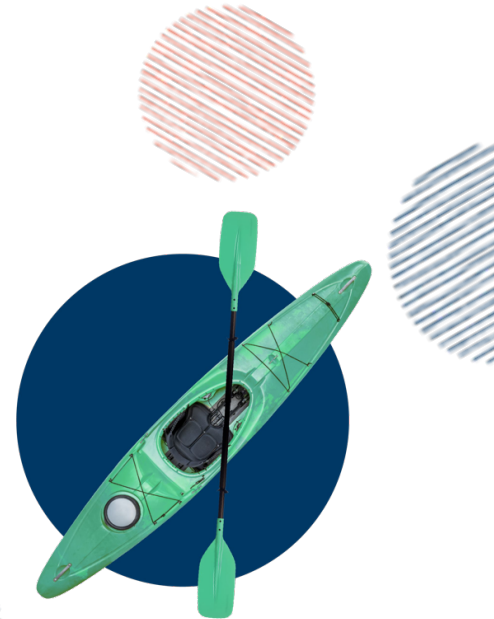
- Trigger
- Rule
- Tag
- Variable



Poll

Which of these is not a key component of setting up a tag in Google Tag Manager?

- Trigger
- Rule
- Tag
- Variable



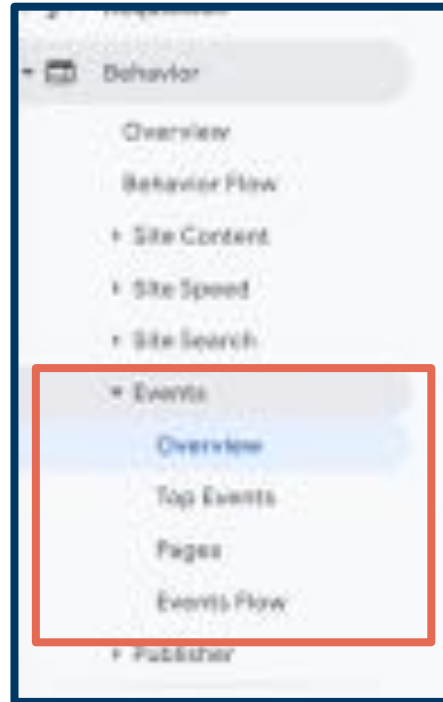
TAGS BECOME EVENTS

Events in Google Analytics:

Automatic and Actionable!

AN EVENT :

allows you to **measure a distinct user interaction** on a website or app.



Event Action
1. /
2. /onuses/
3. activity page
4. activity grid block

Event Label
1. (not set)
2. LEARN MORE
3. VIEW ALL CRUISES
4. BOOK NOW



Benefits of using Google Analytics

EVENT TRACKING:

Default Google Analytics:

- Sessions and users
- Time on page and session duration
- Bounce and exit rates
- Goal conversion rates

tip:

Event tracking can help you understand how users are moving through your site, which can help you improve your site and conversions, **making you more money!**



Benefits of using Google Analytics

EVENT TRACKING:

Missing Key Context:

- Are high exit rates on some pages inherently a **bad thing**?
- What should you do with **above-average bounce rates**?
- What is the user doing for **X minutes** on the checkout page?

tip:

Event tracking can help you understand how users are moving through your site, which can help you improve your site and conversions, **making you more money!**



3 WAYS TO **ELEVATE** YOUR DATA:

1. **Understand** which elements users interact with
2. Get a more **realistic** bounce rate
3. Set goals and **track** important conversions



Putting your data to work in 3 steps

1

Create a Tag in Google Tag Manager

Remember - the most common and useful tags are button clicks and scrolling!

2

Use Events Tab in GA to Analyze

Your events will populate in GA based on your tags. Make sure to label them properly!

3

Turn an Event into a Goal in GA!

Set up goals based on events to gather more valuable information on the user pathway! What is your customer's why?



Poll

I already have Goals set up in Google Analytics

- Yes
- No

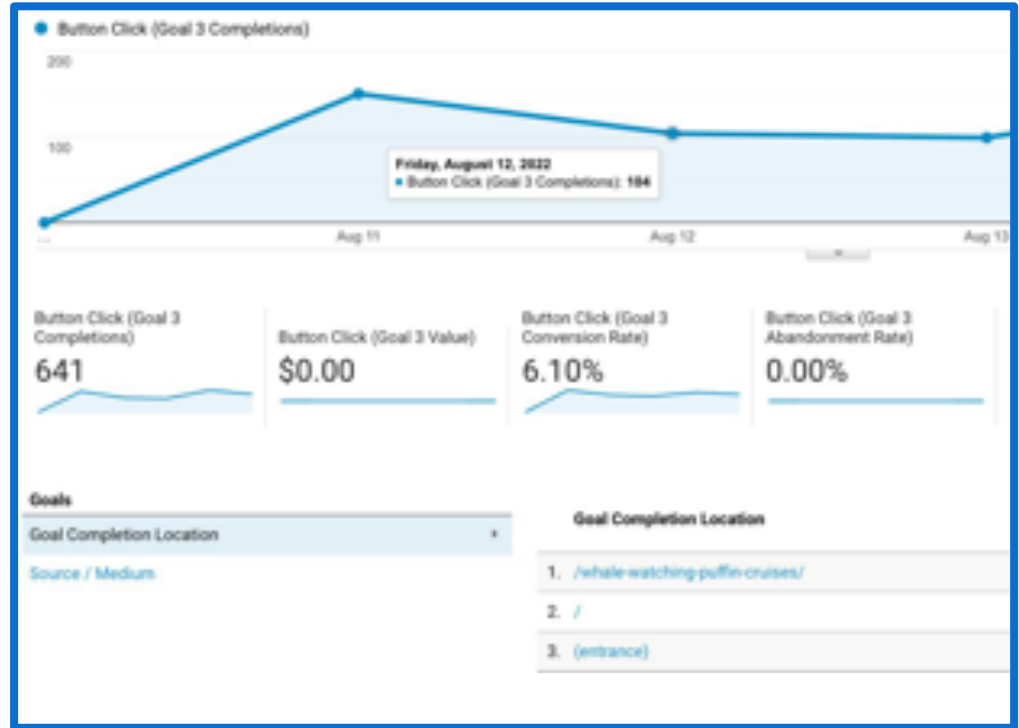


PUTTING EVENTS TO WORK

Turning them into GOALS!

First, create goals in the Admin settings. Once you've created your goals, you can access the **Goals report** under:

Conversion > Goals > Overview.



This is where you can **select the goal you're interested in from a drop-down menu** and **see relevant data**.



Goal Types

Destination

Example: *Thank you for subscribing!* web page or app screen

Duration

Example: 10 minutes or longer spent on a support site

Pages Per Session

Example: 5 pages or screens have been loaded

Event

Example: Social recommendation, video play, ad click



Goal Flows: Increasing Conversions!

The Goal Flow report shows **the path** your traffic traveled through a funnel **towards a Goal conversion.**



Checking Your Data:

The 2:2:2 Rule



How often should I check Basic GA Data?

[TWO TIMES A MONTH]

This data shows you how people are moving through your website!

How often should I check Goals in Google Analytics?

[EVERY TWO MONTHS]

Goals allow you get a bigger picture of the journey of your users through your website!

How often should I add new Events or Goals to GA?

[TWO TIMES A YEAR]

Use your goals and events to make active updates to your website and setting new goals!

Goal Flows

Common Mistakes & FAQs

1

Not testing your goals

Use **test** view.

2

Not taking advantage of event goals

They're automatically there, **use them.**

3

Not using your goals to tell a story

Tell a **story!**



TODAY'S TOP TAKEAWAYS

1

Google Tag Manager

This tool is phenomenal for getting more conversion focused data and **not slowing load speeds!**

2

Events in GA

These are customizable ways to get more data that is directly related to **your business!**

3

Goals in GA

A way to collect e-Commerce focussed stats and track the journey of **your customers!**

4

Goal Flows

The most comprehensive way to collect the most important thing: **your customers interact** with your site!



GA 4:

What's to come!

GA4 is the **new version** of Google Analytics.

It consolidates data from websites and mobile apps in a single set of reports, allowing you to **perform cross-platform analysis**.



What does this mean for you?

Stay Tuned..

We will be educating you all on GA4 when the time is right via **webinars, articles, and touch bases** with FH employees.

[FAREHARBOR]



“

The goal is to turn **data** into **information**,
and **information** into **insight**.

”

Carly Fiorina
Former CEO of HP





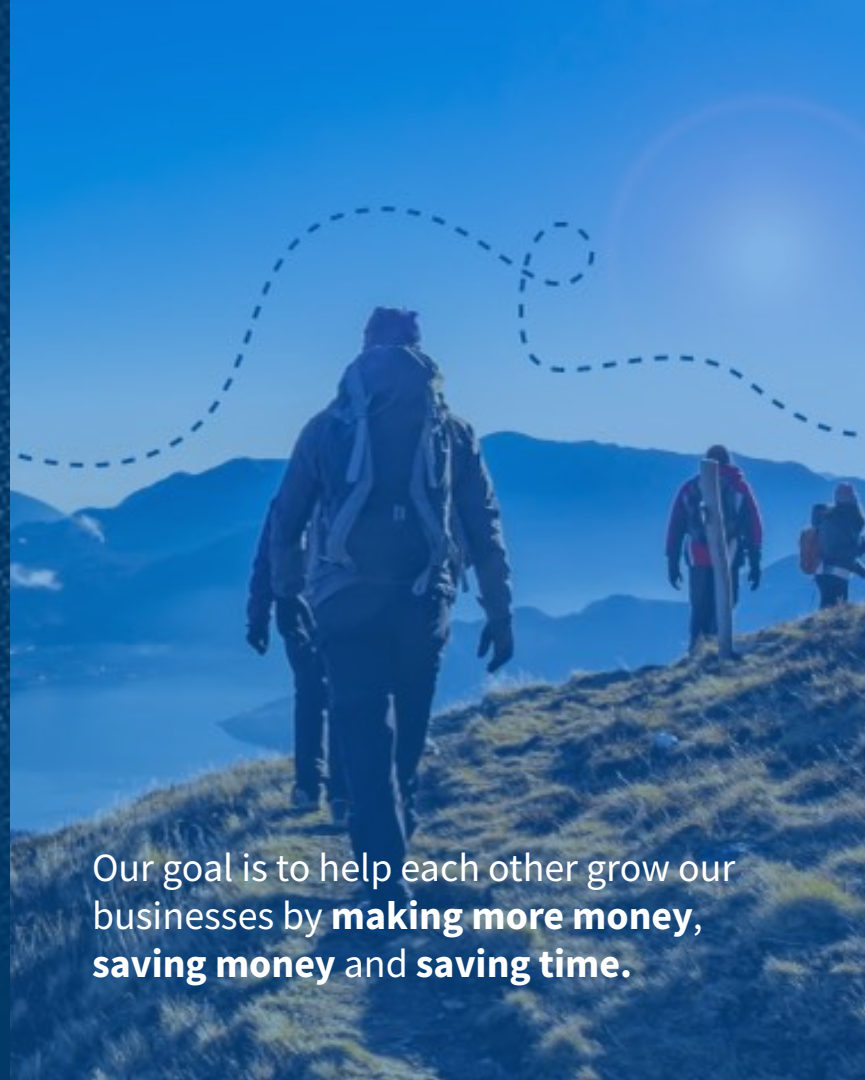
FAREHARBOR

community

Check out **FareHarbor's Official Community** page on Facebook!

Join us at [Fareharbor.com/community](https://www.fareharbor.com/community)

Here you'll get to interact with our **FareHarbor experts** and with your fellow **tour/activity/attraction business owners** of all experience levels.



Our goal is to help each other grow our businesses by **making more money**, **saving money** and **saving time**.

Poll

I found value in this presentation and will work on setting up Tags and Goals to better understand how people are converting on my website.

- Absolutely!
- Not quite yet...





Q & A

Thank you!

