

TAGGING WORKSHOP

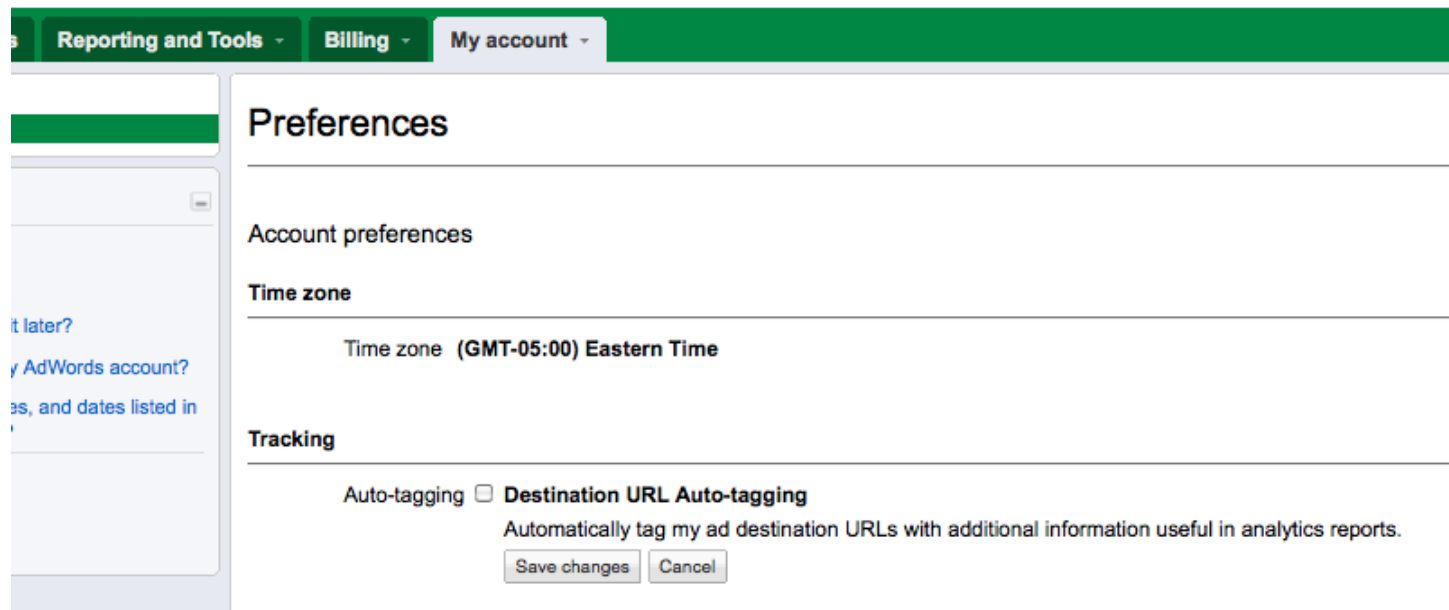
The What, How & Why of Tagging & Tracking

TWO TYPES OF DEST. URL TAGGING

- Auto tagging: for Analytics, “gclid” unique ID added to your landing page URL

www.chocolate.com/?gclid=123xyz

To enable or disable auto-tagging:



The screenshot shows the Google AdWords account preferences interface. At the top, there is a green navigation bar with tabs for 'Reporting and Tools', 'Billing', and 'My account'. Below this, the 'Preferences' section is visible. Under 'Account preferences', the 'Time zone' is set to '(GMT-05:00) Eastern Time'. In the 'Tracking' section, the 'Auto-tagging' checkbox is checked, and the 'Destination URL Auto-tagging' option is selected. A description states: 'Automatically tag my ad destination URLs with additional information useful in analytics reports.' At the bottom of this section are 'Save changes' and 'Cancel' buttons. On the left side of the interface, there is a sidebar with some partially visible text: 'it later?', 'y AdWords account?', and 'es, and dates listed in'. On the right side, there is a large orange circle.

TWO TYPES OF DEST. URL TAGGING

- Autotagging may not be appropriate for all websites; some destination URLs won't accept additional URL parameters
- To test if auto-tagging will work for your site:
 1. Append ?gclid=test or &gclid=test to the end of your AdWords destination URL
 2. Paste the modified URL into your browser's address bar
 3. Auto-tagging won't generate an error if the resulting page displays the gclid=test parameter in the address bar

TWO TYPES OF DEST. URL TAGGING

- Manual tagging for Analytics

- If manually tagging for Analytics, use:

Step 1: Enter the URL of your website.

Website URL: *

(e.g. <http://www.urchin.com/download.html>)

Step 2: Fill in the fields below. **Campaign Source**, **Campaign Medium** and **Campaign Name** should always be used.

Campaign Source: *

(referrer: google, citysearch, newsletter4)

Campaign Medium: *

(marketing medium: cpc, banner, email)

Campaign Term:

(identify the paid keywords)

Campaign Content:

(use to differentiate ads)

Campaign Name*:

(product, promo code, or slogan)

Step 3



TWO TYPES OF DEST. URL TAGGING

- Manual tagging for backend systems
 - If manually tagging for backend systems, you can use ValueTrack Parameters.
 - ValueTrack parameters allow you to more accurately track keyword-level information.
 - Can be put on the ad or keyword level



POSSIBLE TRACKING COMBOS

1. Auto tagging only
2. Manual Analytics tagging
3. Value Track manual tagging only
4. Value Track manual tagging and auto tagging
5. Value Track manual tagging and manual analytics tagging



RESOURCES

- Troubleshooting Guide

<http://code.google.com/apis/analytics/docs/tracking/gaTrackingTroubleshooting.html#reportingIssues>

- AdWords URL builder

<http://www.google.com/support/googleanalytics/bin/answer.py?answer=55578>



TRACKING

- Destination URLs available on keyword and ad level – different benefits to each
- Some accounts are using Analytics for tracking, others use a more detailed, backend system
- For backend tracking, most accounts will have a URL builder
- You can plug info for tracking in yourself or you can append parameters that will dynamically pull your information



KEYWORD LEVEL TRACKING

- Keyword level tracking works best if:
 - You don't have landing pages to choose from
 - You're working on gathering specific data, like for revenue tracking (per keyword, ad group)
 - You're using a landing page program that will send your visitors to a different test page each time (for landing page testing) – Liveball and other programs can do this
 - It inhibits you more than ad level tracking



EXAMPLES OF KWD TRACKING

○ Client Example #1

- We physically plug in campaign, ad group, keyword, and match type data into a URL builder which passes into their backend tracking for the sales team
- This also helps when conversion tracking breaks. We still have lead data to go off of and can make changes based on the backend tracking
- When the parameter passes, it looks something like this in the backend tracking Excel doc:
 - se1 mt4 fashion design schools HANAPIN



CLIENT #1 TRACKING “CHEATS”

- We’ve developed cheats for this tracking. We add in additional values for new campaigns that pass in the parameter tracking. client ignores it, but we know what it means
 - MOBILE
 - HANAPIN
 - Mt4
 - INTEREST
 - AUD
 - A parameter with a “cheat” in it might look like:
 - Se1 mt4 fashion design schools MOBILE HANAPIN



EXAMPLES OF KWD TRACKING

○ Client #2 Example

- We are using ValueTrack parameters for AdWords in this account.
- Data is dynamically pulled after the ad is clicked.
- Our non-branded keywords are currently going to one page with three different versions for testing
- We're also looking at revenue accumulated per keyword to see which ones are worth bidding on long term
- This will also help us set new CPL goals per ad group and improve ROI
- We distinguish Google from MSN with either INT-GOOGLE-PPC or INT-MSN-PPC since the campaigns are the same



EXAMPLES OF KWD TRACKING

○ Client Example #3

- Client is using the same parameters as Client #2
- Right now, keyword tracking is in place if they want to send individual keywords to landing pages for testing
- It's set up on the ad group level for LP testing for now though
- They can test different creatives as an A/B through Liveball



TRACKING PARAMETERS

- Here is a list of available ValueTrack parameters available for our ppc purposes:
 - {matchtype}
 - {network}
 - {ifmobile:[value]}
 - {ifsearch:[value]} – adCenter doesn't recognize these
 - {ifcontent:[value]}
 - {creative}
 - {keyword}
 - {placement}
 - {target}
 - {random}
 - {aceid}
 - {copy:[name]}
 - {adposition} – This is new!



THE RESULT

- `www.website.com/page/?
Qchan=Internet&QSrc=INT-Google-
PPC&Ccamp=Campaign1&QAdGrp=AdGroup1&
QKeyword={keyword}&Qnetwork=
{ifContent:Content}{ifSearch:Search}&Qcontent=
{creative}&QSiteTgt={placement}
&utm_source=google&utm_medium=CPC`
- With dynamic and analytics tracking, don't name your parameters something that analytics already uses. You can abbreviate as necessary



AD LEVEL TRACKING

- Keyword tracking always trumps ad level tracking
 - You can't A/B test an ad with different landing pages with keyword level tracking
- Ad level tracking has some advantages over keyword level tracking
 - You can still gather keyword level information by using the parameters on the previous slide
 - When the visitor clicks the ad, the info will be pulled dynamically, and you can still easily A/B test your ads



WHEN SHOULD YOU CHECK CONVERSION CODES?

- Before a new account goes live.
- If there appears to be an issue with tracking.
- If a change is made or suspected to have been made to a form, order or “Thank-You” page.



WAYS TO CONFIRM CONVERSION TRACKING CODE IS INSTALLED CORRECTLY

1. Complete a Test Conversion.
2. Search for snippet on “Thank-You” Page(s).
3. Install Google Site Stats Text Block.



1. COMPLETE TEST CONVERSION

1a Clear your web browsers cache.

1b Perform a search for an **obscure keyword** your account is bidding on and click the ad.

1c Complete the form/order for the desired action using your Hanapin Marketing contact information and using company card (if needed).

1d Wait up to 4 hours for conversion to appear in the AdWords interface.



2. SEARCH FOR SNIPPET ON THANK-YOU PAGE

2a Navigate to “Thank-You” page after a test conversion.

2b View page source (in Chrome: View > Developer => View Source).

2c Perform a search for “Google Code” or “Conversion”.





3. ADD GOOGLE SITE STATS

3a Reporting and Tools => Conversions => Settings => Change Settings => Select radial button for “Add a Google Site Stats notification...”

3b Conversion code must be re-copied and pasted onto the “Thank-You” page.

TIP: Make sure the code is pasted near the `</body>` tag in the body tags of the HTML.



TIPS FOR MANAGING PPC ACCOUNTS WITHOUT CONVERSION TRACKING

1. Optimize Ads/Keywords/Placements Based on CTR.
2. Focus on Head terms.
3. Set up Goals in analytics.
4. View analytics data on content viewed and organic search queries.
5. Establish ROAS Goals (or other KPI's) with Client and Review Monthly.

