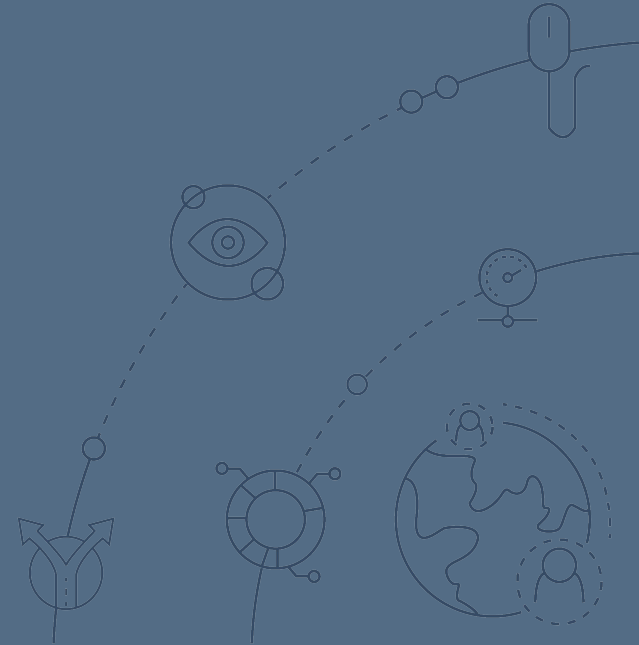


Data-first web development



Hello!

Ruth Cheesley

Chief Executive officer

Co-owner of Virya Group

@RCheesley

8th July, 2017



“If you’re not
measuring, you
don’t know”





WEB PROJECT WORKFLOW



WEB PROJECT WORKFLOW



WEB PROJECT WORKFLOW

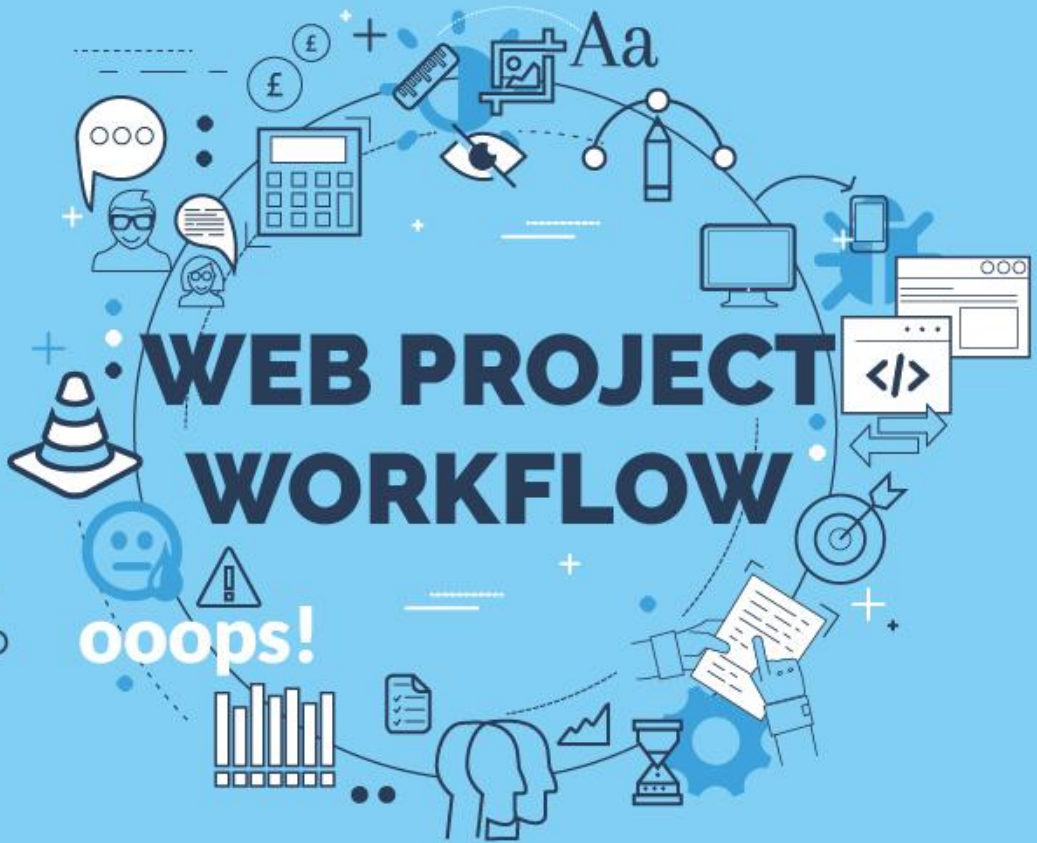
WEB PROJECT WORKFLOW


WEB PROJECT WORKFLOW



WEB PROJECT WORKFLOW

oops!





What would happen if we think data first?

Changing your mindset to be goal-focused, outcome oriented

Asking the right questions

Why is it important?

- Clarity on project brief
- Understanding of customer objectives
- Informs design + development
- Opportunity to up-sell



1

What is important for the customer?

- What is your primary goal for this new website?
- What do you want most from this website?
- How do you think we can measure success?

2

What systems do they have in place?

- Do you have a current website?
- What works/doesn't work?
- Do you use any third-party tracking systems?



3

How can we integrate tracked data?

- What information from your website is relevant in the sales process?
- Can you talk me through the process from enquiry to conversion?
- How could we boost your sales process with data from your website?



4

What is your 'baseline' - where are you now?

- Can you share with me the tracking systems you are currently using?
- Can you share with me your enquiries and sales log/data?
- If either above are missing, suggest a mini-project to implement these first and capture data while working on project



Using the right tools

Why is it important?

- Making things easy for your team
- Facilitate professional workflows
- If you don't measure, you don't know
- Enhance business intelligence



Get familiar with Google Tag Manager

A powerful tool for data-driven developers & marketers

@RCheesley





1

Set up environments

- Test tags in dev, demo & production separately
- Version controlled, multiple workspaces
- Simple to implement!


bit.ly/GTMEnvironments

Administration

JoomlaDay UK 2017 Test / joomladayuk.local [GTM-KWNHCJ6](#)

ACCOUNT

JoomlaDay UK 2017 Test ▾

 Account Settings

 Account Activity

 User Management

CONTAINER

joomladayuk.local GTM-KWNHCJ6 ▾

 Container Settings

 Container Activity

 User Management

 Install Google Tag Manager

 Import Container

 Export Container

 External Account Links

 Approval Queue

 Environments

Repeat for each environment

Create New Environment ✕

Name ?

Description ?

Enable Debugging by Default :

Destination URL ?

bit.ly/GAEnvironments

bit.ly/GTMJoomlaTemplates

Use your on-page markup

Don't reinvent the wheel, use what is there already!





2

Quick way to track clicks

- Always use appropriate class names in your code and markup
- Use distinct, semantic class names if you want to easily track clicks on specific items

Why do class names matter?

Capturing events with GTM

@RCheesley



Trigger events using CSS class name

Trigger Configuration

Trigger type

Click - All Elements

This trigger fires on

All Clicks Some Clicks

Fire this trigger when an Event occurs and all of these conditions are true

Click Classes ▼ contains ▼ my-cta-button-class - +

```
"Find out how we can help your business keep ahead of the game "  
<!-- START: Modals -->  
<a href="/en/enquiry-form?ml-iframe=1" class="modal_link btn-orange my-cta-button-class cboxElement btn btn-default" data-modal-iframe="true" data-modal-inner-width="600" data-modal-inner-height="480" data-modal-class-name="no_title" data-modal-done="1">Get in touch</a>  
<!-- END: Modals -->
```



Current Workspace

Default Workspace >

Search

Overview

Tags

Triggers

Variables

Folders

Tags

NEW



This container has no tags, click the "New" button to create one.

Fire GA event with CSS class name trigger

GA - Event - My CTA Button Clicks

Universal Analytics
Google Analytics

Track Type
Event

Event Tracking Parameters
Category
Enquiry

Action
Click

Label
My CTA Button

Value
0.5

Non-Interaction Hit
False

Primary Dimension: Page Page Title

Google Analytics settings
Select Settings Variable
 Enable overriding

Tracking ID
{{Lookup Hostname}}

Event Category	Total Events	Unique Events
	67,394 % of Total: 100.00% (67,394)	48,129 % of Total: 100.00% (48,129)
1. Scroll Tracking	38,769 (57.53%)	24,944 (51.83%)
2. Time	16,109 (23.90%)	11,341 (23.56%)
3. Page Load Time	12,346 (18.32%)	11,695 (24.30%)
4. Outbound Link Click	169 (0.25%)	148 (0.31%)
Enquiry	1 (0.00%)	1 (0.00%)

Page	Event Label	Total Events	Unique Events	Event Value	Avg. Value
1.		1 % of Total: 0.00% (67,394)	1 % of Total: 0.00% (48,129)	0 % of Total: 0.00% (1,493,932,765)	0.00 Avg for View: 22,167.15 (-100.00%)
		1(100.00%)	1(100.00%)	0 (0.00%)	0.00

Show rows: 10 Go to: 1 1-1 of 1

Test your tags and triggers!

Tips and tricks for debugging

@RCheesley





3

Testing and debugging tags

- Preview mode in GTM
- Google Debugger
- WASP.Inspector plugin for Chrome
- GTMSonar plugin for Chrome
- DataLayer plugin for Chrome

Analyse tag firing with GTM Preview

The screenshot displays the Google Tag Manager interface in Preview mode. On the left, a list of events is shown with a red arrow pointing to the 'engagementTimer' event at rank 10. The main area is divided into 'Tags Fired On This Page' and 'Tags Not Fired On This Page'.

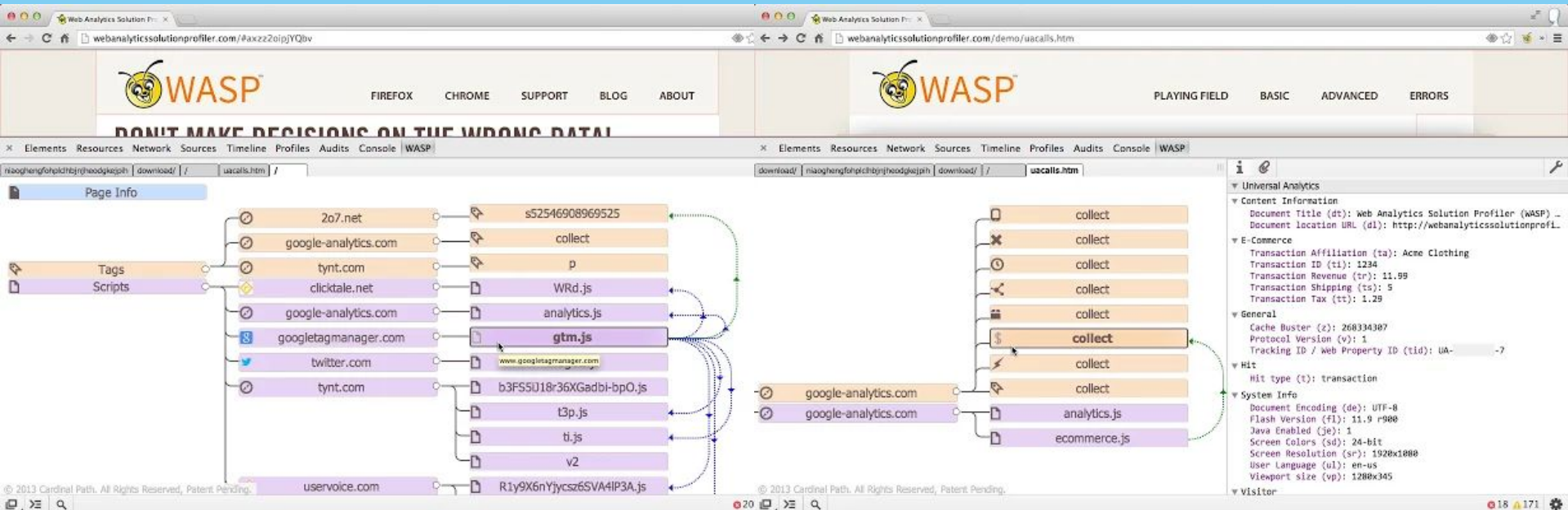
Tags Fired On This Page:

- CU - Engagement Timer - LunaMetrics Plugin (Custom HTML - Fired 1 time(s))
- CU - Scroll Tracking - LunaMetrics Plugin (Custom HTML - Fired 1 time(s))
- GA - Event - Engagement Timer (Universal Analytics - Fired 1 time(s))
- GA - Event - Page Load Time (Universal Analytics - Fired 1 time(s))
- GA - Event - Scroll Tracking (Universal Analytics - Fired 6 time(s))
- General Analytics (Universal Analytics - Fired 1 time(s))
- [Redacted] tracking code (Custom HTML - Fired 1 time(s))
- VG - WebPage (Custom HTML - Fired 1 time(s))

Tags Not Fired On This Page:

- Contact page [Redacted] (Custom HTML)
- GA - Event - CMS CTA Enquiry (Universal Analytics)
- GA - Event - Consultancy CTA Enquiry (Universal Analytics)
- GA - Event - Homepage CTA Enquiry (Universal Analytics)
- GA - Event - Hosting CTA Enquiry (Universal Analytics)
- GA - Event - Outbound Link Click (Universal Analytics)
- GA - Event - Training CTA Enquiry (Universal Analytics)
- [Redacted] (Custom HTML)
- [Redacted] (Custom HTML)
- [Redacted] (Custom HTML)
- [Redacted] (Universal Analytics)

Analyse all script activity with WASP



The image displays two side-by-side screenshots of the WASP (Web Analytics Solution Profiler) interface. Both screenshots show the browser's developer tools with the WASP extension active.

Left Screenshot: Shows the 'Scripts' section of the developer tools. A tree view lists various scripts loaded on the page, categorized by domain. The 'Scripts' section is expanded, showing a list of scripts including:

- 2o7.net: s52546908969525
- google-analytics.com: collect
- tynt.com: p
- clicktale.net: WRd.js
- google-analytics.com: analytics.js
- googletagmanager.com: gtm.js
- twitter.com: www.googletagmanager.com
- tynt.com: b3FS5U18r35XGadbi-bpO.js, t3p.js, ti.js, v2
- uservice.com: R1y9X6nYjycsz6SVA4IP3A.js

Right Screenshot: Shows the 'Hit' details for a transaction. The 'Hit' section is expanded, displaying the following information:

- Hit type (t): transaction
- System Info: Document Encoding (de): UTF-8, Flash Version (fl): 11.9 r980, Java Enabled (je): 1, Screen Colors (sd): 24-bit, Screen Resolution (sr): 1920x1080, User Language (ul): en-us, Viewport size (vp): 1280x345



Taking it to the next level

Associating data with your leads

Using data to understand
behaviour

@RCheesley





Baseline status

- Traffic numbers from GA
- No download tracking
- Very few leads
- 73 downloadable assets
- 3 forms



Goals

- Generate inbound funnel for relevant sales people
- Prioritise leads with scoring
- Who downloads what resources?
- What proportion become customers?



mautic

Baby steps to success

- Implement Mautic tracking pixel (nearly 2 years ago!)
- Replace enquiry forms with Mautic forms (1 year ago)
- Transfer assets to Mautic
- Build Mautic into new build - all downloads, forms and actions tracked & scored

Assets

[+ New](#)

Title	Category	Download count	ID
<input checked="" type="checkbox"/> Wind turbines flyer (wind-turbines-flyer)	Flyers	65	76
<input checked="" type="checkbox"/> Vehicles flyer (vehicles-flyer)	Flyers	130	75
<input checked="" type="checkbox"/> Tracetrace flyer (tracetrace-flyer)	Flyers	0	74
<input checked="" type="checkbox"/> Small plant flyer (small-plant-flyer)	Flyers	62	73
<input checked="" type="checkbox"/> Servicing Information - Complete - Issue 2 - Mar 2016 (servicing-information---complete---issue-2---mar-2016)	Servicing Instructions	115	25
<input checked="" type="checkbox"/> Sapponification Fluid (sapponification-fluid)	Material Safety Data Sheets	0	63
<input checked="" type="checkbox"/> Rail flyer (rail-flyer)	Flyers	33	72
<input checked="" type="checkbox"/> Price List - Jan 2017 (price-list---jan-2017)	Price Lists	0	64
<input checked="" type="checkbox"/> Novec 1230 - MSDS - Nov 2011 (novec-1230---msds---nov-2011)	Material Safety Data Sheets	1	50
<input checked="" type="checkbox"/> Nitrogen Gas (nitrogen-gas)	Material Safety Data Sheets	2	49
<input checked="" type="checkbox"/> Large plant flyers (large-plant-flyers)	Flyers	44	70
<input checked="" type="checkbox"/> Indirect Low Pressure Large Plant and Machinery Installation - Issue 4 - Mar 2016 (indirect-low-pressure-large-plant-and-machinery-installation---issue-4---mar-2016)	Installation manuals	7	22
<input checked="" type="checkbox"/> Indirect Low Pressure Generator Enclosure Installation - Issue 4 - Mar 2016 (indirect-low-pressure-generator-enclosure-installation---issue-4---mar-2016)	Installation manuals	14	21
<input checked="" type="checkbox"/> Indirect Low Pressure Fume Cupboard Installation - Issue 3 - 15 Jul 2016 (indirect-low-pressure-fume-cupboard-installation---issue-3---15-jul-2016)	Installation manuals	18	24

- Dashboard
- Calendar
- Contacts
- Companies
- Segments
- Components
- Assets
- Forms
- Landing Pages
- Dynamic Content
- Campaigns
- Channels
- Points
- Stages
- Reports
- Collapse Menu

**Install plugin
Enter Mautic URL**

**Embed form:
{mautic type="form" ID}**

(alternatively use HTML/JS embed code)

SYSTEMS FOR ELECTRICAL PANEL APPLICATIONS

For customers wishing to carry out fire suppression systems installations themselves, we recommend attendance of our free training course. However, this installation manual will assist you through the installation process of our Firetrace Fire Suppression Systems for Electrical Panels. Prior to installation, please ensure that the fire suppression system that you are in possession of is suitable for the risk. If at any point during the installation you have any questions, you can contact our technical team via telephone 01473 744090 anytime between 08.30 and 17.00 Monday to Friday and we will be happy to help.

Please complete the form below and your installation manual will download immediately

FIRST NAME *	<input type="text" value="Your first name"/>
LAST NAME *	<input type="text" value="Your last name"/>
EMAIL *	<input type="text" value="Your email address"/>
PHONE *	<input type="text" value="Your telephone number"/>
COMPANY *	<input type="text" value="Your company name"/>

[DOWNLOAD INSTALLATION MANUAL](#)

By completing this form you consent to receiving communications from Firetrace. You may choose to opt out of receiving communications at any point.

DOWNLOADS

Firetrace can be designed for almost any conceivable application. Our systems go directly to the seat of the fire and suppress the problem before it becomes a catastrophe.

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[COMMISSIONING INSTRUCTIONS](#)

[SERVICING INSTRUCTIONS](#)

[SYSTEM LAYOUTS](#)

[PRODUCT REGISTRATION FORM](#)

LET US ASSIST YOU IN YOUR CHOICES!

More and more companies these days are trying to reduce the cost of running a business. A small fire can have devastating effects on the cost and the future of the business.

[ASK FOR A QUOTE TODAY!](#)

- Dashboard
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- Points
- Stages
- Reports
- Collapse Menu

▼ DETAILS

Submissions

From To



Actions

Fields

Lead

Modify contact's tags

Form

Send form results

Asset

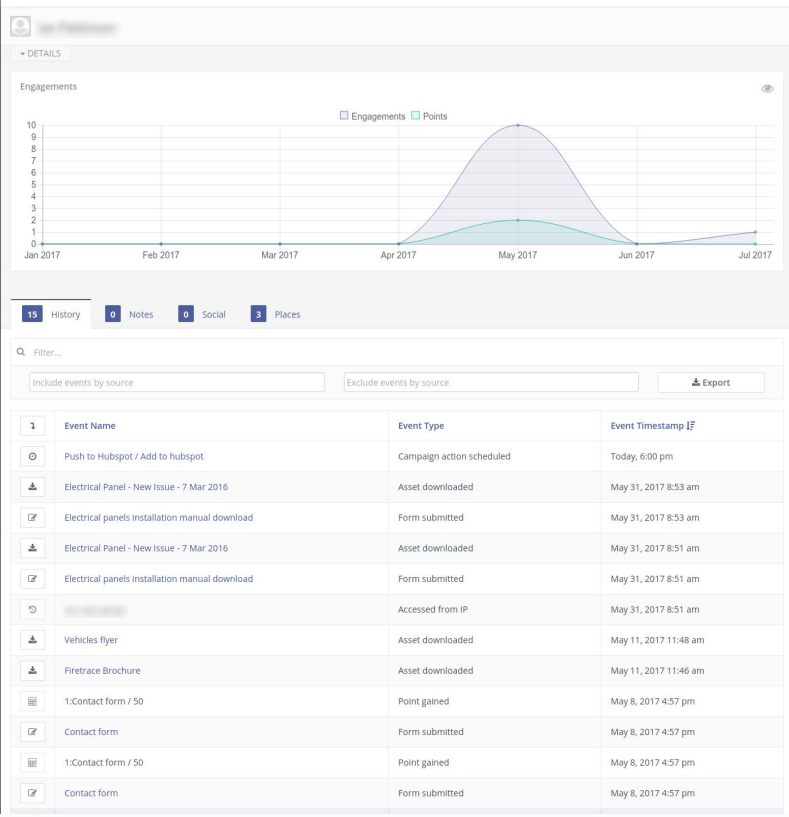
Download an asset

Form HTML

It's really simple to place a form inside a Mautic landing page: just use the editor to select the form! But if you want more flexibility, use one of the other two options below.

Recent Activity

- Updated by Ruth Cheesley
May 3, 2017 3:46 pm BST
- Updated by Firetrace Website Administrator
November 18, 2016 11:38 am GMT



Ruth Cheesley

100 points

Contact

Address

Email

Phone - home

Phone - mobile

Upcoming Events

- Push to Hubspot event will be triggered at Add to hubspot July 7, 2017 7:00 pm BST

[Electrical Panels Installation Manual](#)
[Enquiry form](#)

Companies



Contact Segments

Filter...

Name	# contacts	ID
<input checked="" type="checkbox"/> Electrical Panels Installation Manual Downloaders (electrical-panels-installation-manual-downloaders)	View 28 Contacts	3



Results

- Leads directed to appropriate sales person
- Browsing history and scoring indicates level of interest
- Monthly reports on download activity
- Easy way to communicate about updates to documents

SUCCESS







**ANY
QUESTIONS?**

