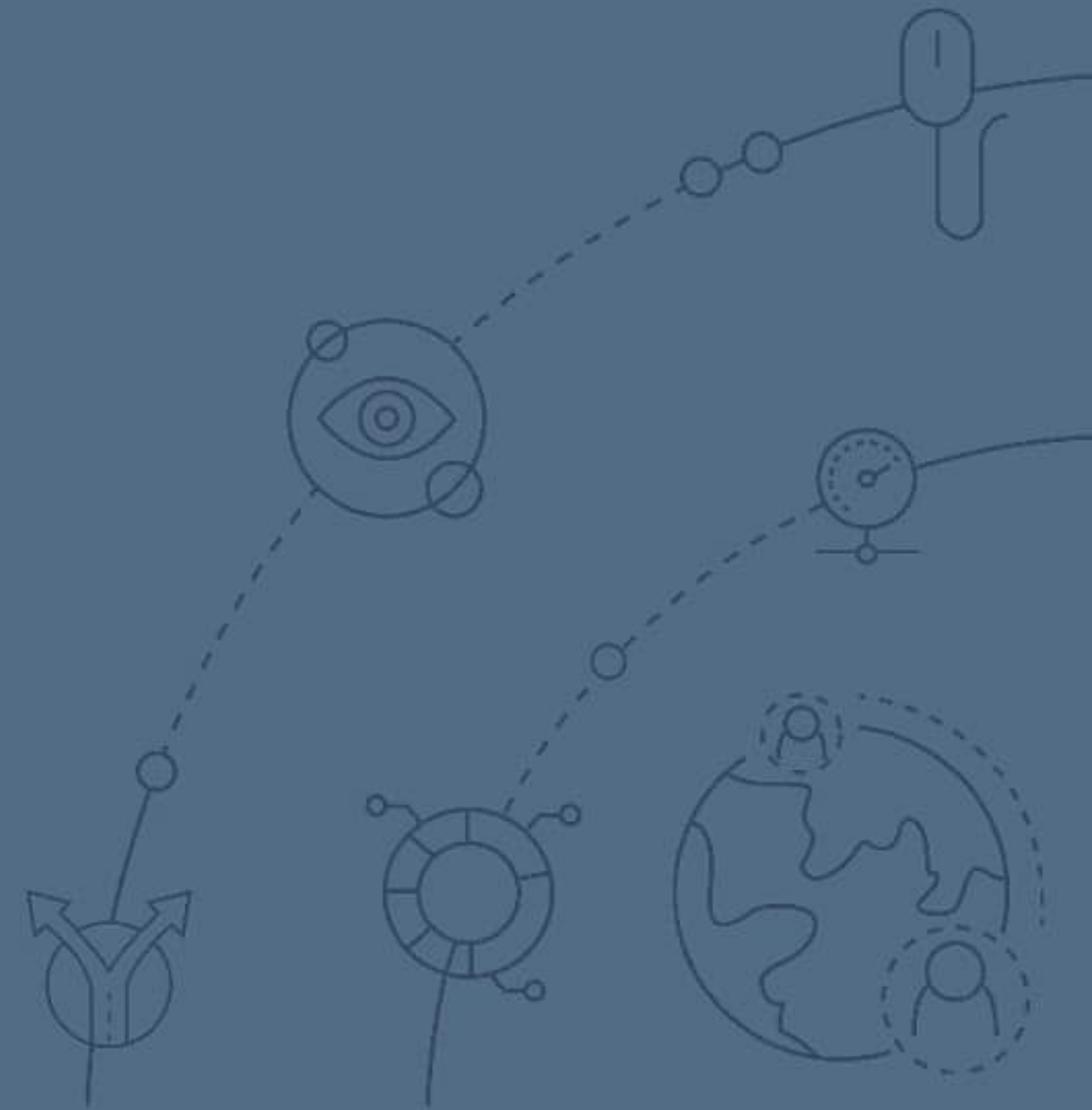


Data-first web development



Hello!

Ruth Cheesley

Chief Executive officer

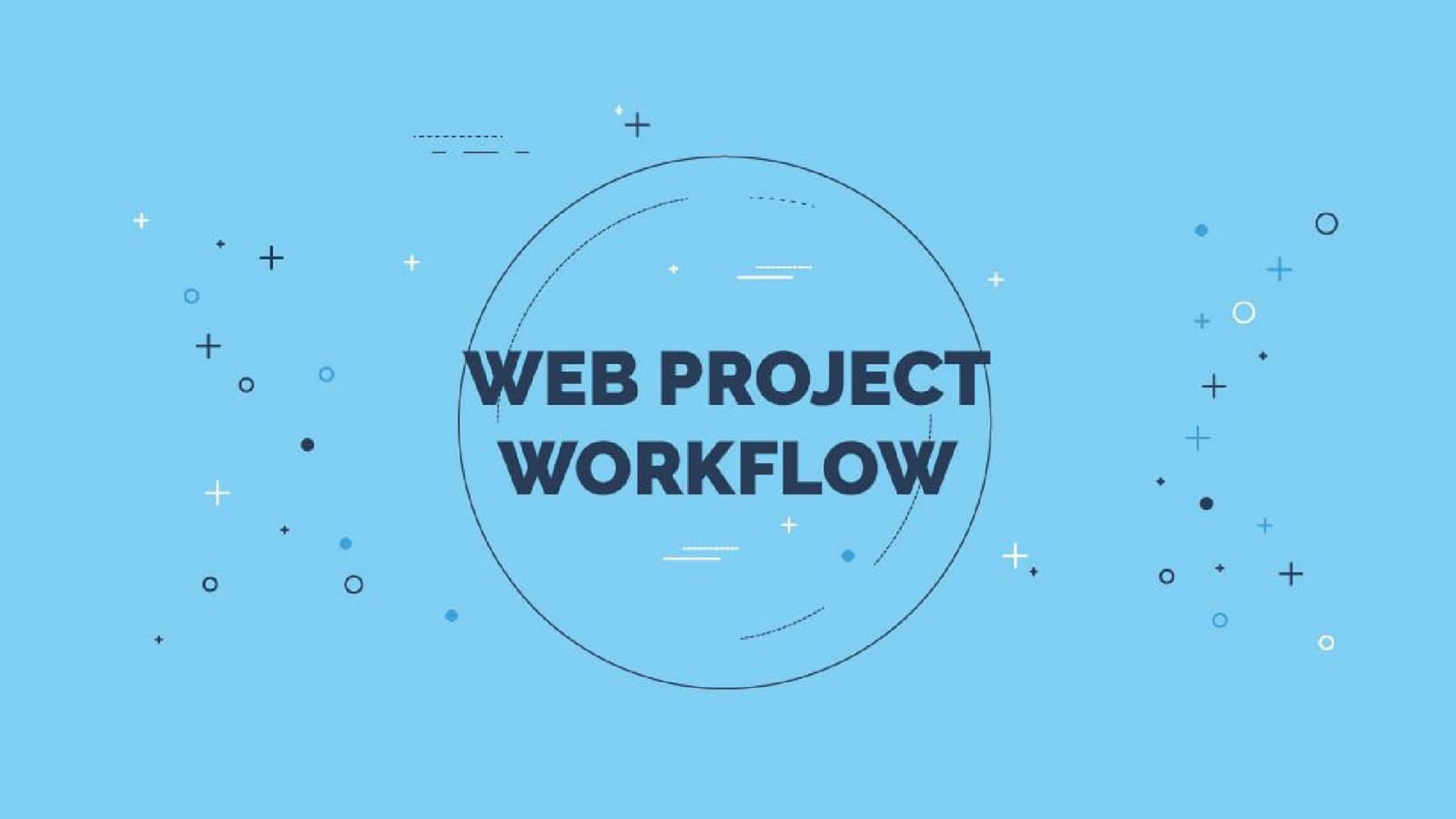
Co-owner of Virya Group

@RCheesley

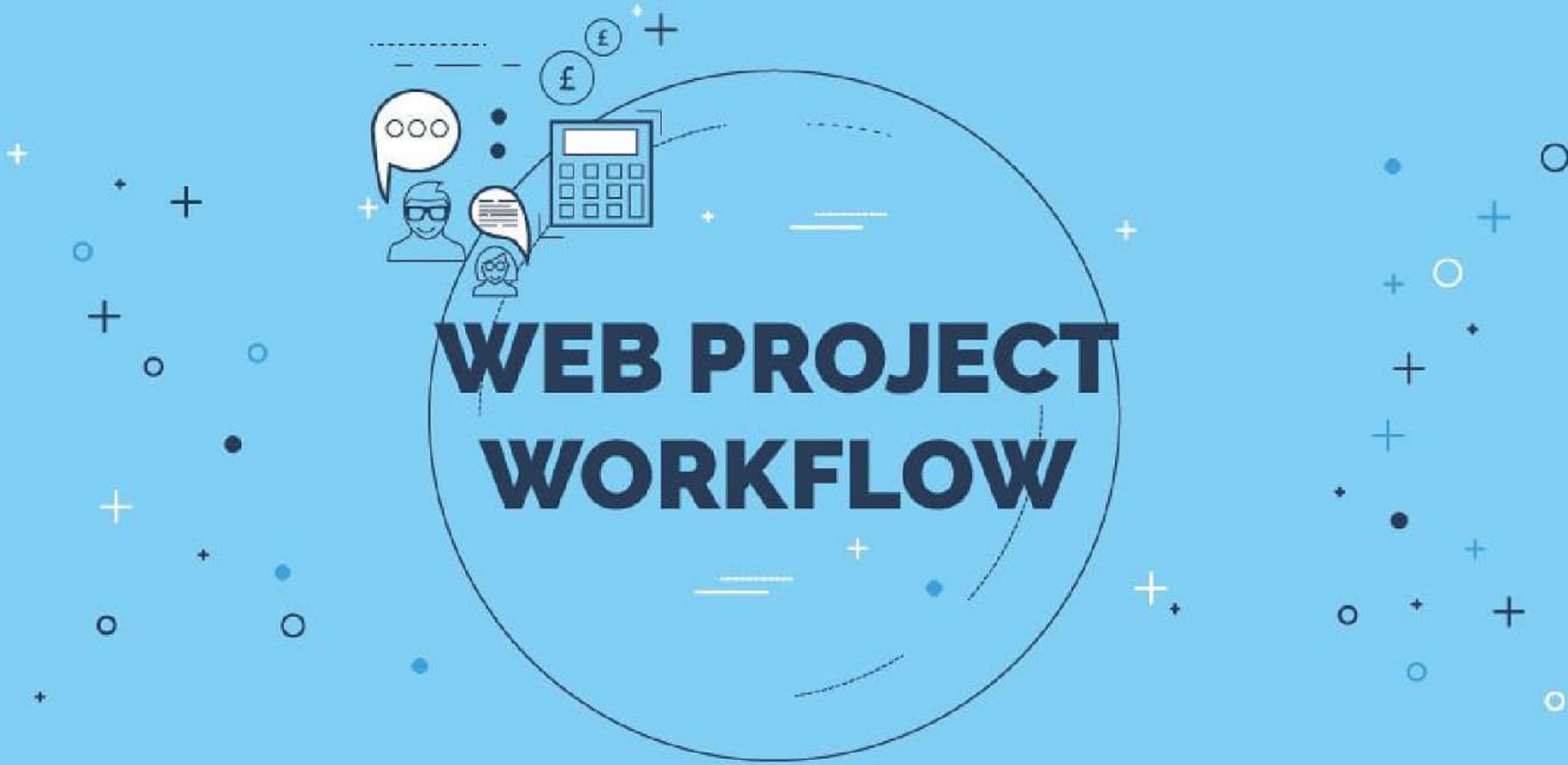


“If you’re not
measuring, you
don’t know”





WEB PROJECT WORKFLOW

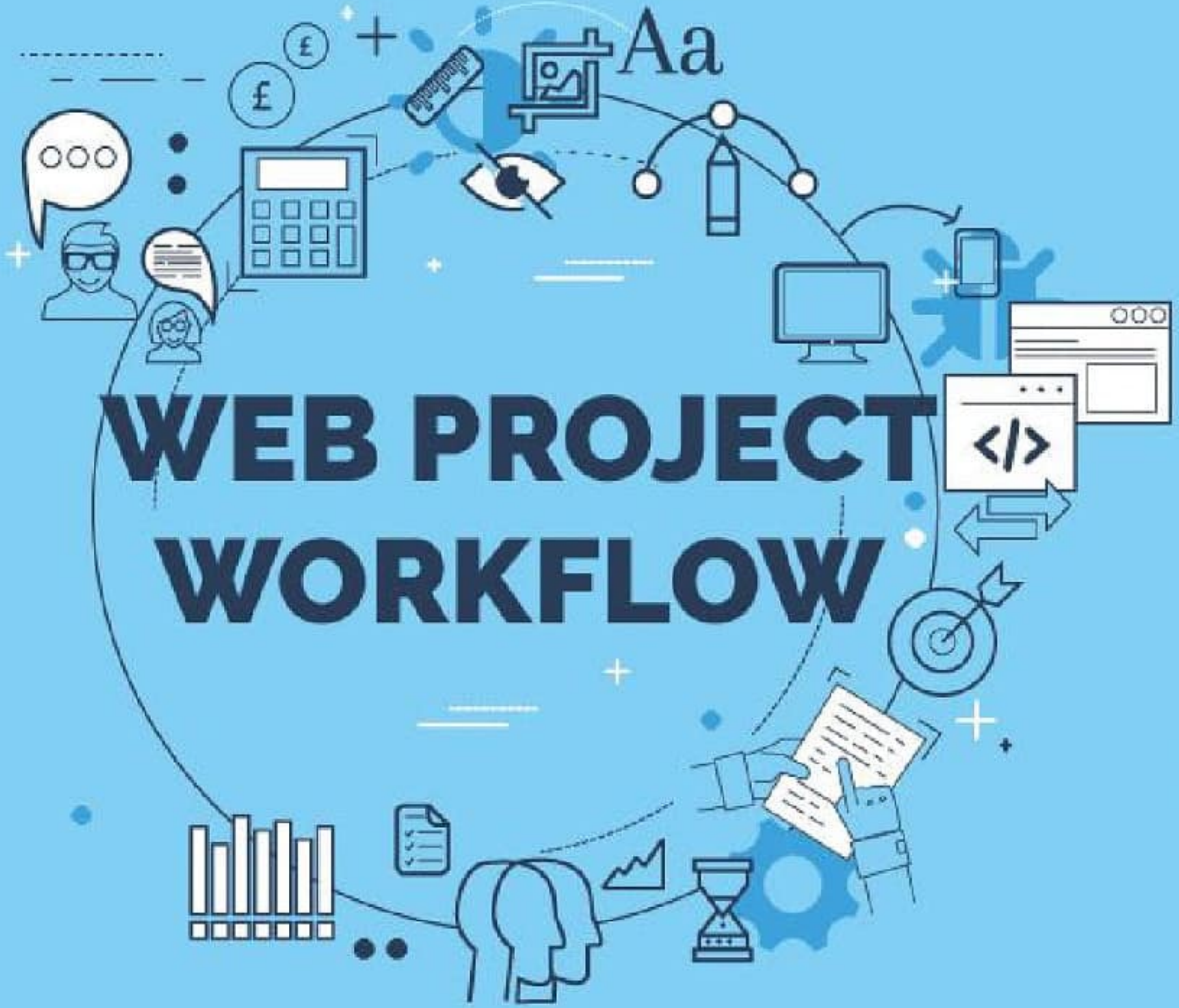


WEB PROJECT WORKFLOW



**WEB PROJECT
WORKFLOW**

The graphic is a large circle containing various icons. On the left, there are icons for communication (speech bubbles, people) and finance (pound symbols). At the top, there are icons for design (ruler, graph, Aa text formatting) and testing (eye with a cursor). On the right, there are icons for development (code editor with </> symbols, web browser windows, mobile phone) and hardware (computer monitor). The background is light blue with scattered plus signs and circles.



WEB PROJECT WORKFLOW



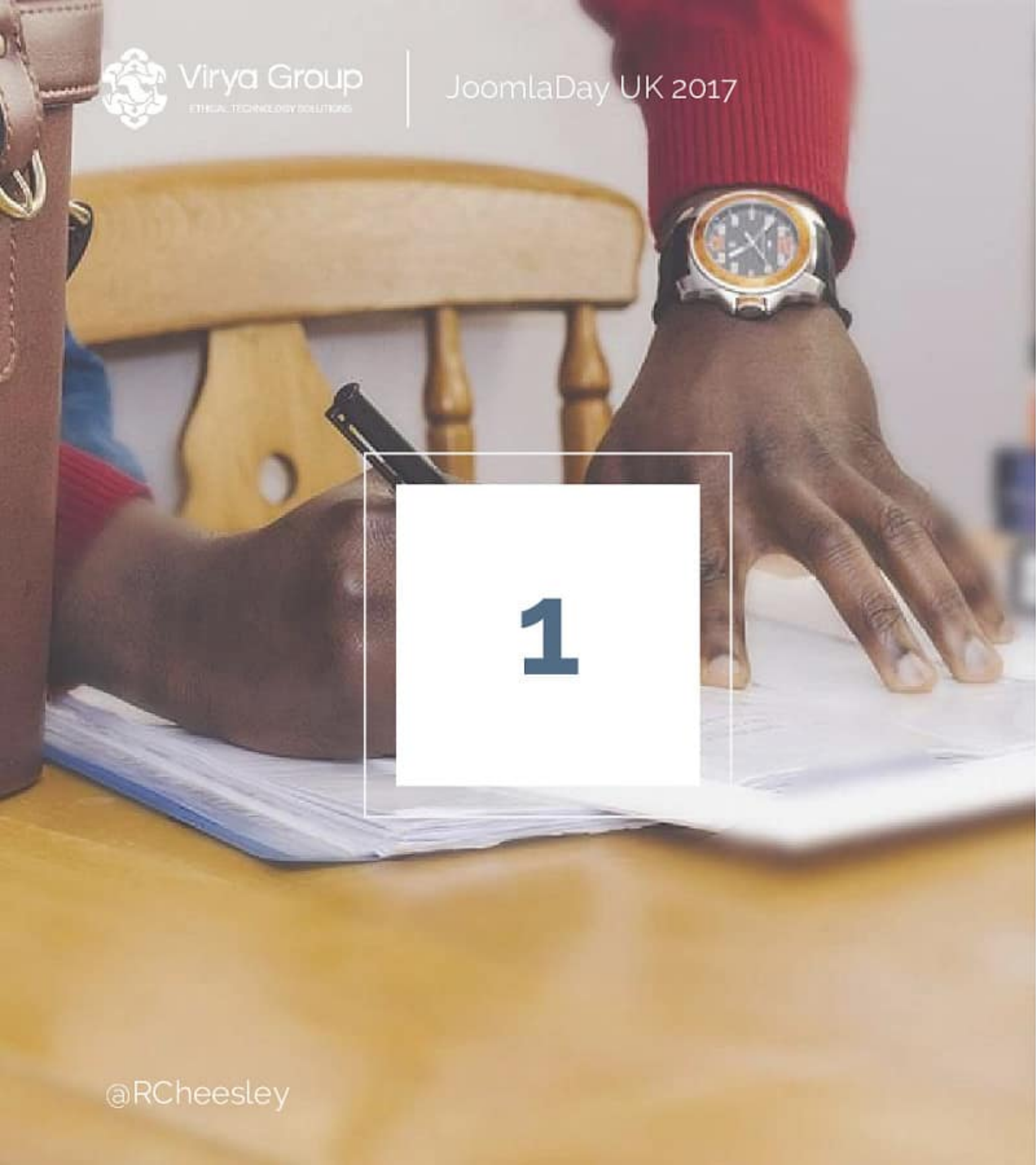
What would happen if we think data first?

Changing your mindset to be
goal-focused, outcome oriented

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



Why is it important?

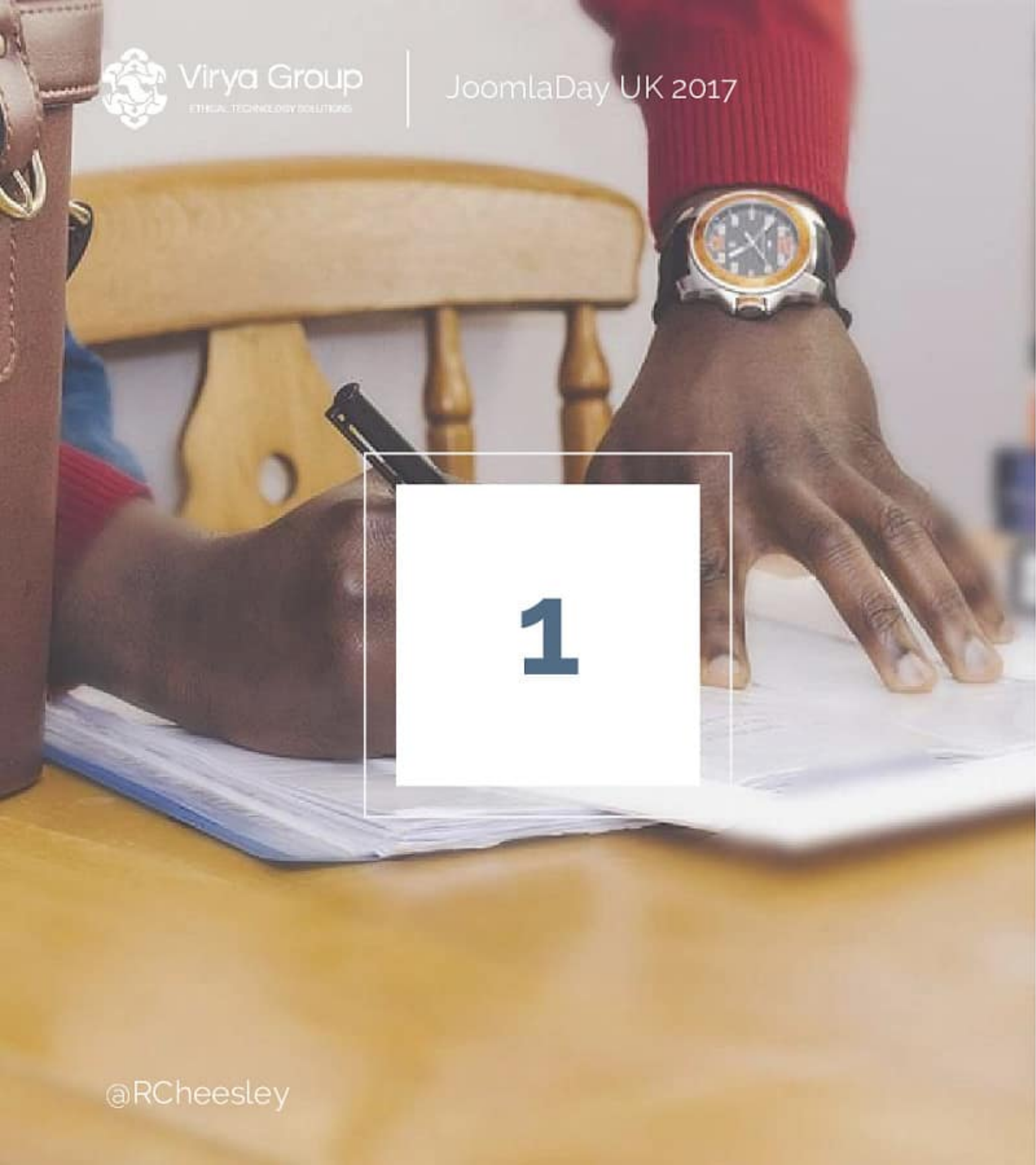
- Making things easy for your team
- Facilitate professional workflows
- If you don't measure, you don't know
- Enhance business intelligence



Get familiar with Google Tag Manager

A powerful tool for data-driven developers & marketers





1

Set up environments

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

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 ?

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

-

+

```
<p>  
"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

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%)

Primary Dimension: Page

Secondary dimension: Event Label

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% (1,493,932.755)	0.00 Avg for View: 22,167.15 (~100.00%)

Test your tags and triggers!

Tips and tricks for debugging

@RCheesley



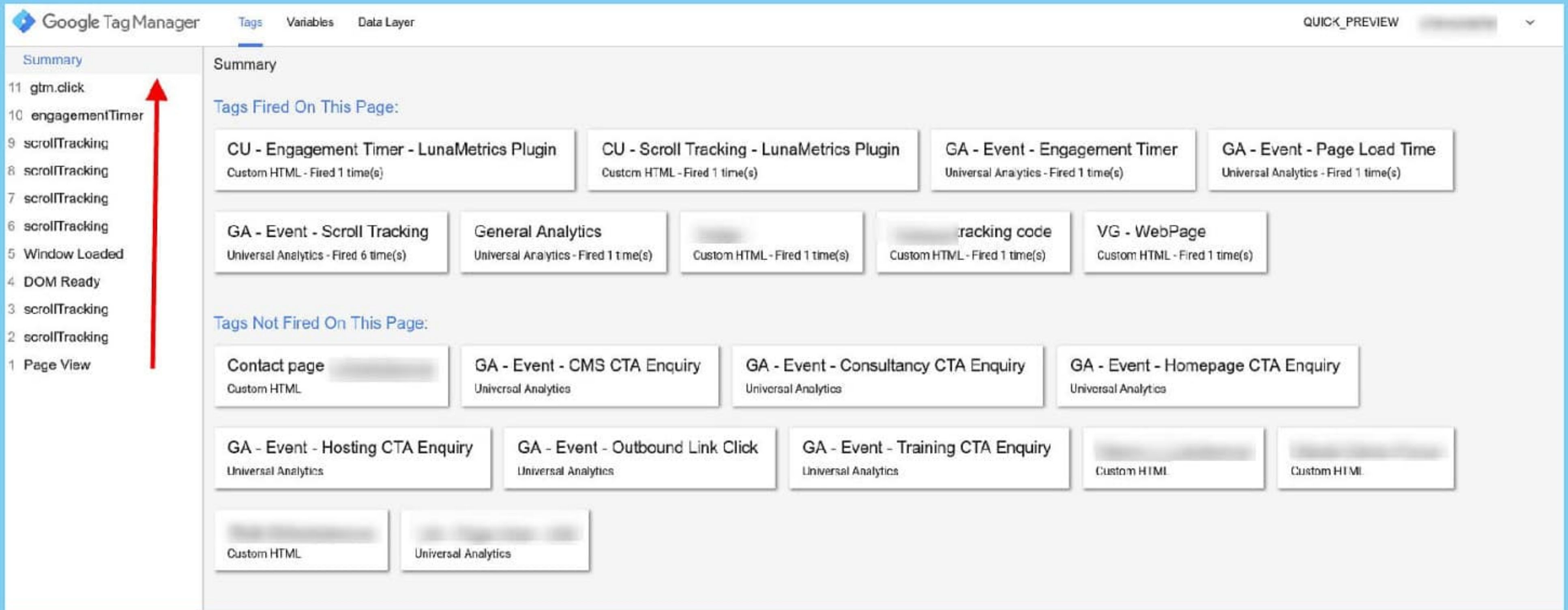


3

Testing and debugging tags

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

Analyse tag firing with GTM Preview



The screenshot displays the Google Tag Manager (GTM) Preview interface. On the left, a sidebar lists 11 tags in descending order of firing count, with a red arrow pointing to the 'engagementTimer' tag at position 10. The main area is titled 'Summary' and shows '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] (Custom HTML - 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 screenshot displays the WASP interface with two browser tabs. The left tab shows the 'Page Info' section, listing various tags and scripts loaded on the page. The right tab shows the 'WASP' interface with a 'PLAYING FIELD' view, displaying a timeline of script activity.

Page Info (Left Tab):

- Tags:** 2o7.net, google-analytics.com, tynt.com, clicktale.net, google-analytics.com, googletagmanager.com, twitter.com, tynt.com, uservoice.com.
- Scripts:** s52546908969525, collect, p, WRd.js, analytics.js, gtm.js, www.googletagmanager.com, b3f55U18-36XGadbi-bp0.js, t3p.js, ti.js, v2, R1y9X6nYjycsz6SVA4IP3A.js.

WASP Interface (Right Tab):

- Navigation:** FIREFOX, CHROME, SUPPORT, BLOG, ABOUT, PLAYING FIELD, BASIC, ADVANCED, ERRORS.
- Header:** DON'T MAKE DECISIONS ON THE WRONG DATA.
- Elements:** Elements, Resources, Network, Sources, Timeline, Profiles, Audits, Console, WASP.
- Universal Analytics:**
 - Content Information:** Document Title (dt): Web Analytics Solution Profiler (WASP), Document location URL (dl): http://webanalyticssolutionprofil.
 - E-Commerce:** Transaction Affiliation (ta): Acne Clothing, Transaction ID (ti): 1234, Transaction Revenue (tr): 11.99, Transaction Shipping (ts): 5, Transaction Tax (tt): 1.25.
 - General:** Cache Buster (z): 268334307, Protocol Version (v): 1, Tracking ID / Web Property ID (tid): UA-...-2.
 - Hit:** Hit type (t): transaction.
 - System Info:** Document Encoding (de): UTF-8, Flash Version (fl): 11.9 r908, Java Enabled (je): 1, Screen Colors (sc): 24-bit, Screen Resolution (sr): 1920x1080, User Language (ul): en-us, Viewport size (vp): 1280x345.
 - Visitor:** 18, 171.



Associating data with your leads

Using data to understand
behaviour





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](#) Filter... 

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

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 *



LAST NAME *

EMAIL *

PHONE *

COMPANY *

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.

INSTALLATION MANUALS

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
- Calendar
- Contacts
- Companies
- Segments
- Components
- Campaigns
- Channels
- Points
- Stages
- Reports
- Collapse Menu

DETAILS

Submissions

From Apr 1, 2017 To Jul 7, 2017 Apply



Actions

Fields

Lead



Add tags

Modify contact's tags

Form

Send form results to office

Send form results

Asset



Download electrical panels manual

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.

Automatic

Manual Copy

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



19 History 0 Notes 0 Social 3 Files

Q. 10. 10. 10.

تفاوت

5 Social

3. $\frac{1}{2}$ of the 1000 people who are not in the sample are not in the sample.3. $\frac{1}{2}$ cup

malicious events by a court.

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 Export

1	Event Name	Event Type	Event Timestamp (F)
2	Push to Hubspot / Add to Hubspot	Campaign action scheduled	Today, 3:00 pm
3	Electrical Panel - New Issue - 7 Mar 2016	Asset downloaded	May 31, 2017 8:53 am
4	Electrical panel installation manual download	Form submitted	May 31, 2017 8:53 am
5	Electrical Panel - New Issue - 7 Mar 2016	Asset downloaded	May 31, 2017 8:51 am
6	Electrical panel installation manual download	Form submitted	May 31, 2017 8:51 am
7	Accessed	Accessed from IP	May 31, 2017 8:51 am
8	Vehicle Flyer	Asset downloaded	May 11, 2017 11:48 am
9	Hireware Brochure	Asset downloaded	May 11, 2017 11:46 am
10	1:Contact form / 50	Point gained	May 8, 2017 4:57 pm
11	Contact form	Form submitted	May 8, 2017 4:57 pm
12	1:Contact form / 50	Point gained	May 8, 2017 4:57 pm
13	Contact form	Form submitted	May 8, 2017 4:57 pm

Contact

address

Email

Phosphate - human

Phone - mobile

Upcoming Events

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

Electrical Panels Installation Manual

Enquiry form

companies

Contact Segments

+ New

?	Filter...	Q
---	-----------	---

Name



contacts

ID:

[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?**

