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THE STEP-BY-STEP GUIDE TO

TRACKING WEBSITE EVENTS

FOR YOUR DEALERSHIP

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Need more help? Vistadash will guide you step-by-step through the process and consistently monitor your campaigns to ensure a good performance. Learn more at vistadash.com or by calling 833-943-0429.

HOW TO SET UP
GOOGLE TAG MANAGER TO TRACK ENGAGEMENT IN GOOGLE ANALYTICS
AND WHY IT MATTERS FOR YOUR DEALERSHIP

With the rise of new digital technologies and website capabilities, it is becoming increasingly more complex to track a user's journey from initial interest to actually becoming a customer. As a dealership, you should know how much traffic your website is getting, where the traffic is coming from, and what visitors do when they get to your site. Someone visiting multiple pages on your site and engaging in a chat with an agent is much more valuable than someone coming to your homepage and leaving. These are the types of interactions that you want to track so you can see what efforts are driving the most traffic, the most conversions, and the most revenue, therefore better optimizing your marketing spend.

Setting up Google Tag Manager and tracking events in Google Analytics helps you do just that. Google Analytics is a free, powerful reporting tool that tracks engagement, among other things. For the purposes of this guide, we will be focusing on the engagement piece. Your dealership's website helps tell a story about what a customer does on your site, so by setting up event tracking for specific call-to-actions, you can see exactly what a customer does once they get to your

site – what they are clicking on, what they are downloading, how far they are scrolling on different pages of your site, the list goes on. Tracking engagement through Google Analytics allows you to collect, measure, and analyze data in order to make more informed decisions on your dealership's digital marketing.

If you aren't tracking events, you are losing out on potential opportunities for capturing new clients. Luckily, this guide from Vistadash includes everything you need to get started. Vistadash is the marketing intelligence platform dealers turn to to make the most of their marketing spend. We're experts in digital marketing for automotive dealerships and developed this guide to help you focus on what matters when it comes to your website.

In this guide, we'll teach you:

- How to get started with Google Analytics and get your UA ID

- How to set up Google Tag Manager to define events or call-to-actions to track

- Different events or call-to-actions to track for your dealership

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GOOGLE ANALYTICS (GA) ACCOUNT

Before you are able to start tracking anything for your dealership, you have to set up your Google Analytics account. This is ultimately where you will be getting reports from event tracking. For help with getting started on Google Analytics, check out this article from Google: https://support.google.com/analytics/answer/1008015?hl=en.

After you create your Google Analytics (GA) account, you will be provided with a Tracking ID that should look like the one in the screenshot below. You will need this UA ID to set up your tags in Google Tag Manager (GTM) and to link your GTM and GA accounts, which will be covered in the next section.

Tracking ID

UA-0000001

This is the tracking ID for your Google Analytics property. If you are using a 3rd-party web hosting provider like **WordPress**, **GoDaddy**, or **Wix**, you will need to follow their instructions to set up Google Analytics on your website.

OKAY, GOT IT!

Website tracking

This is the Universal Analytics tracking code for this property.

```
<script>
  (function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
  (i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
  m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
  })(window,document,'script','https://www.google-analytics.com/analytics.js','ga');

  ga('create', 'UA-0000001', 'auto');
  ga('send', 'pageview');

</script>
```

You can access your UA ID at any time in your Google Analytics account by going to Admin > Property > Property Settings. You need to give this code to your developer to add into every webpage you want to track.

HOW TO SET UP

GOOGLE TAG MANAGER (GTM)

In order to start tracking events, you first need to get a Google Tag Manager (GTM) account set up.
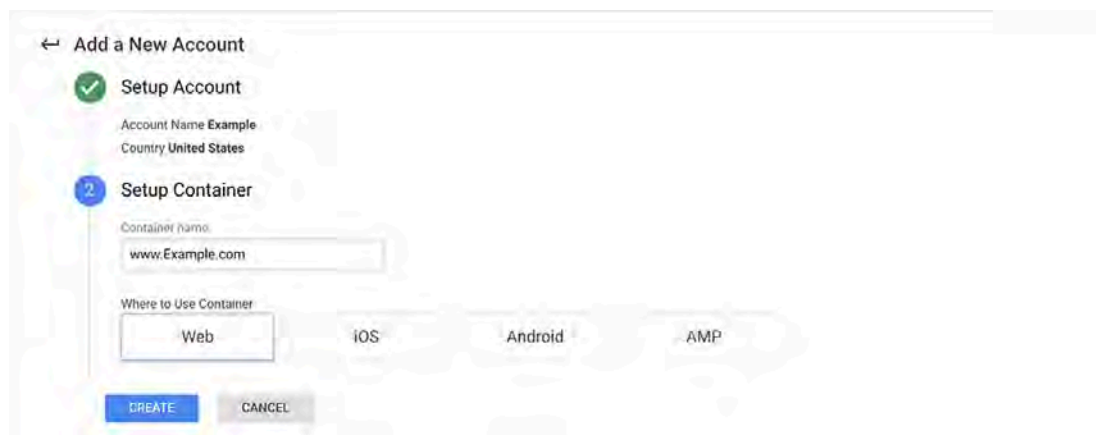
Google Tag Manager is another free tool from Google. It's a web-based interface that simplifies the process of working with tags (snippets of website code) and allows you to add, edit, and disable tags without having to touch the source code of your website or getting a web developer involved in the process. The tags we'll set up send the data collected from specific call-to-actions of your website, like when a customer clicks on a picture, to Google Analytics so you can generate reports and gain actionable insights based on these actions. These tags are how you can track events in Google Analytics.

Tags fire in response to events. In Google Tag Manager, a trigger listens to your web page for certain types of events like button clicks or page views. The trigger tells the tag to fire when the specified event is detected. Every tag must have at least one trigger in order to fire.

1 To start using Google Tag Manager, you need to set up an account and a container.

- Your account name should be relevant to your dealership; for example, the name of your dealership.

- Your container is the place you store all your tags in Google Tag Manager; you should name it something after the site where your tags are going to be located, like your dealership website.

2 You'll be given codes and instructions to include one code high in the <head> of your page, and the other after the opening <body> tag. While using Google Tag Manager removes the need to have a developer write complex code on every element of your site you want tracked, the initial installation piece should be done by a developer or someone that understands and can edit the code of your website.

Install Google Tag Manager ✕

Copy the code below and paste it onto every page of your website.

Paste this code as high in the **<head>** of the page as possible:

```
<!-- Google Tag Manager -->
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-NJTNK7R');</script>
<!-- End Google Tag Manager -->
```

Additionally, paste this code immediately after the opening **<body>** tag:

```
<!-- Google Tag Manager (noscript) -->
<noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-NJTNK7R"
height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
<!-- End Google Tag Manager (noscript) -->
```

For more information about installing the Google Tag Manager snippet, visit our Quick Start Guide .

OK

3 Once your account is set up, you'll start setting up tags. It is recommended you follow naming conventions that make sense and are easily identifiable, such as tag type > name of app > detail (I.e., Google Analytics > CTA > Learn More page).
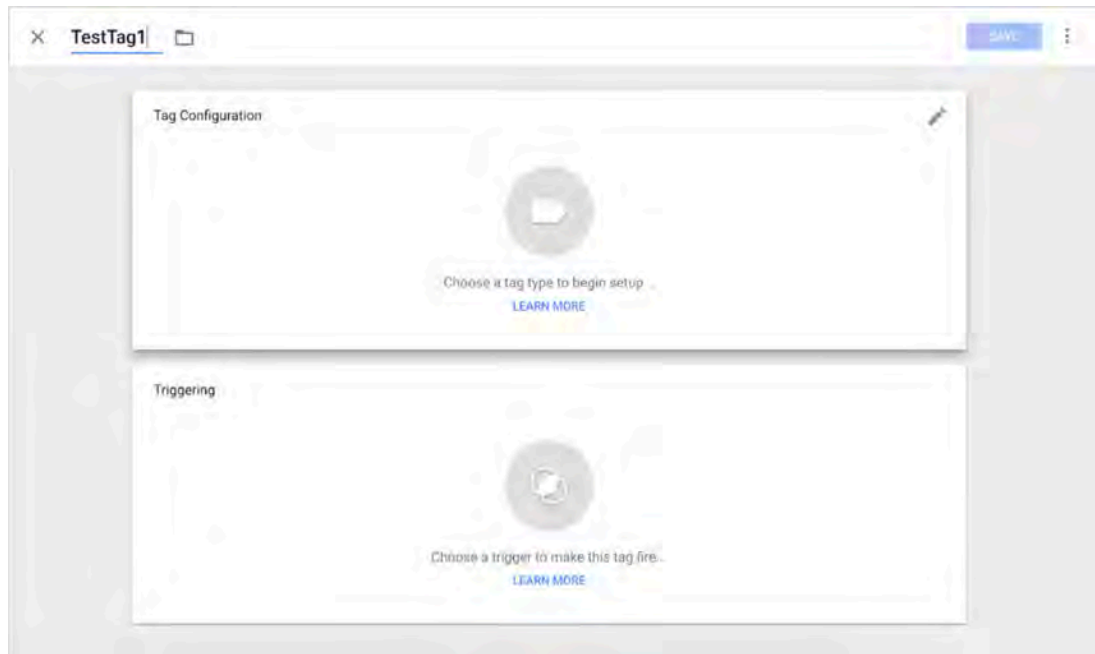
4   Within your Google Tag Manager dashboard, click the "Add a New Tag" button.
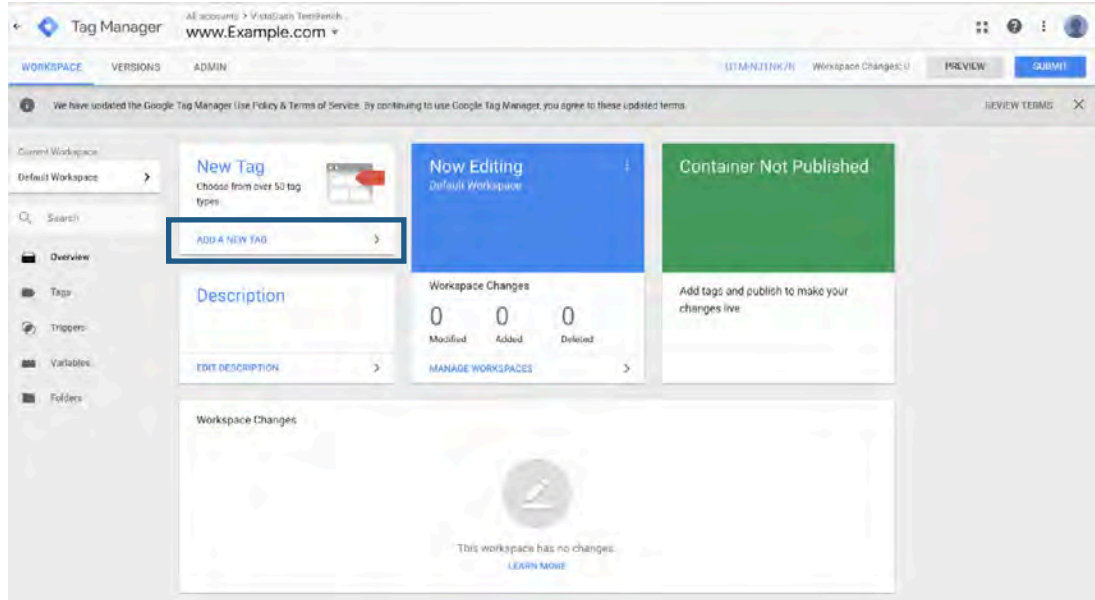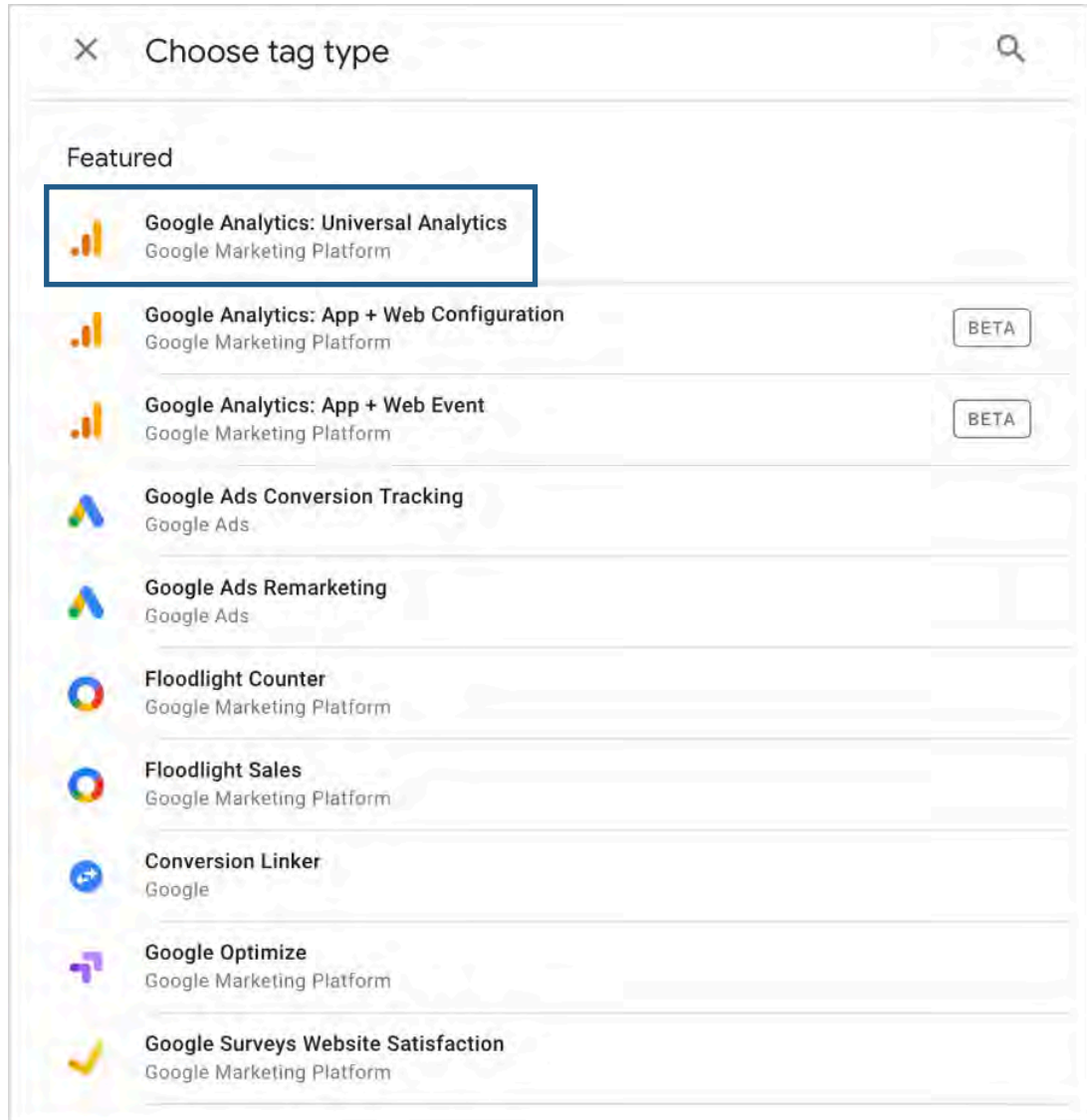

5   Title your tag. In this case, we have named our tag "TestTag1".

6 Click anywhere in the top "Tag Configuration" box to choose a tag type. There are dozens of tag types to choose from, with the ability to customize a tag type if you decide to do so.

- For your dealership to start tracking events in Google Analytics, choose the tag type "Universal Analytics".

7 Chose a track type from the drop down menu. It is important for your dealership to set up event tracking, so you should choose "Event" for the track type.

- **Category** is the name you give to the group of objects you want to analyze (ex: "Contact Info Form").

  i. For each event that you want to track, the category would change. Follow naming practices based on what it is you want to measure. For example, if you wanted to know how many form fills for additional information were submitted through your site, you would set your category as "Form Fills".

- **Action** is the type of interaction you want to measure (ex: "Submitted").

  i. Action would follow the category based on naming practices. For example, if the event you wanted to track was PDFs downloaded, your category would be "PDF" and the action is "Downloaded".

- **Label** is any additional information for the event you want to analyze and is optional (ex: "Lead Gen").

    i.   Label changes with each event type as well and is just a more detailed description of the event you want to track. This section is not necessary to have to start tracking events for your dealership.

- **Value** is also optional and is any integer value you want to place on the event. For your purposes in this guide, you can leave Value blank.

*Note: The rest of this guide will walk you through specific events we at Vistadash recommend you set up for your dealership.

8 Link your Google Analytics Account to your Google Tag Manager account from the drop-down under "Google Analytics Settings".

- Set up a Google Analytics settings variable. This ensures that you can link your Google Tag Manager and Google Analytics accounts to track events. Make sure you are accurately putting in your Google Analytics ID. You can save this as a variable that will show up in the drop-down.
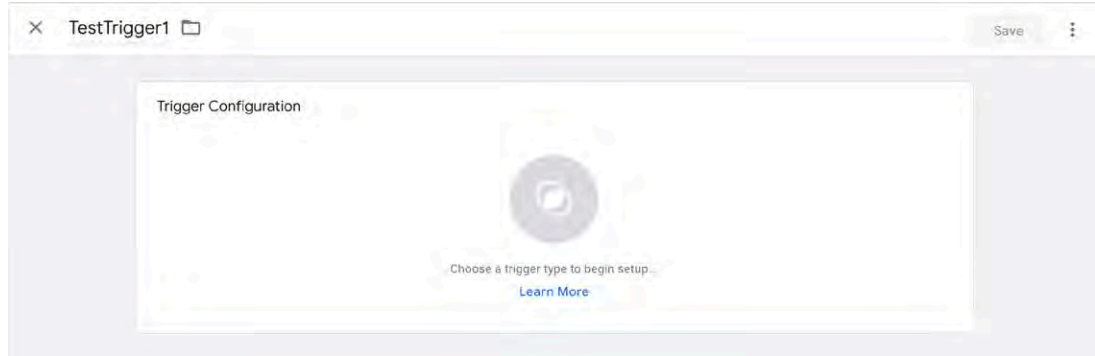
9 Set up a trigger for each tag.
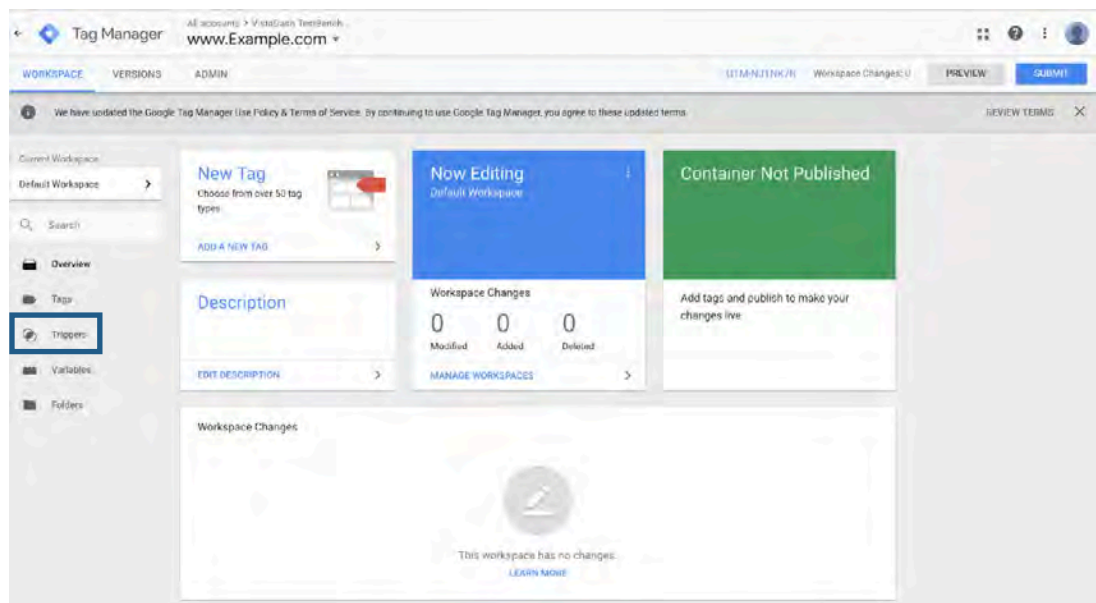
- This is done by clicking on "Triggers" on the left hand menu.

    i.   By setting up a trigger for each tag, Google Tag Manager can tell your tag when to fire for a specified event on your dealership's site, like a form submission, a button click, or a particular page view.
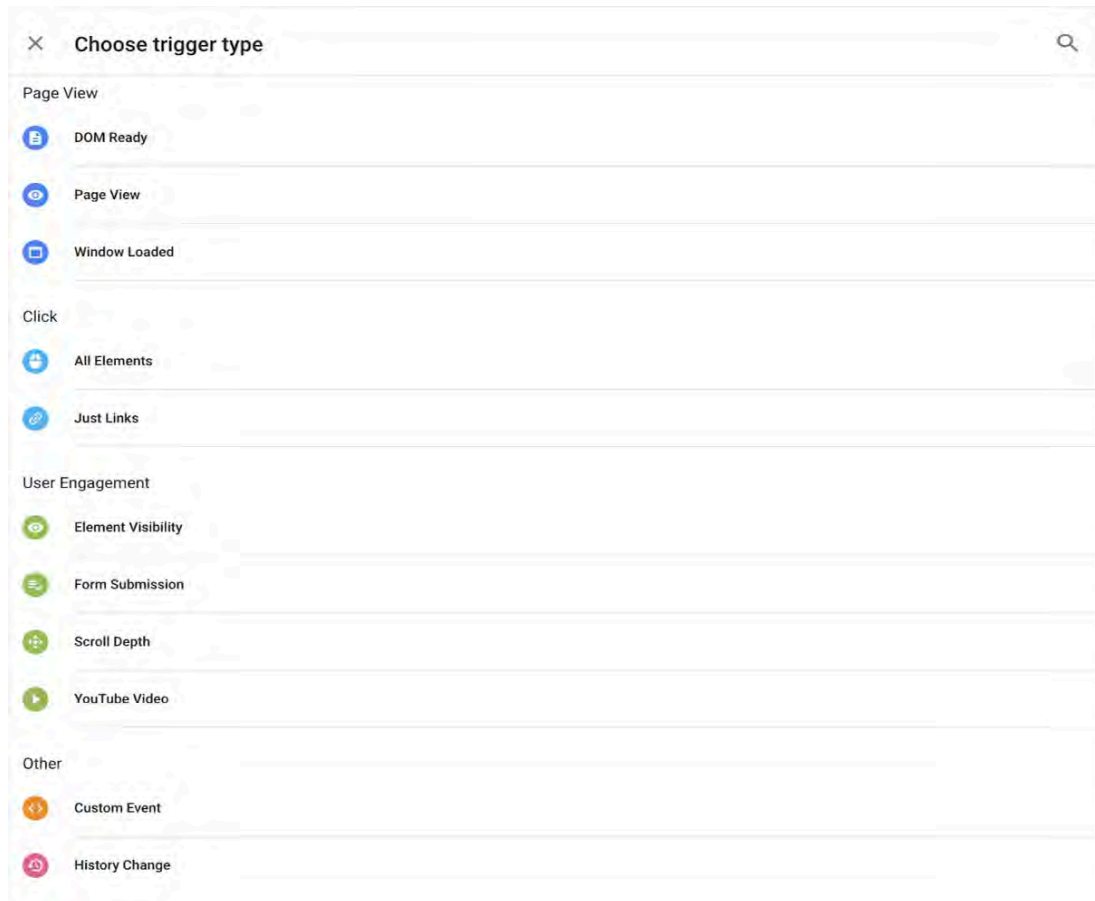
**10**   Title the trigger. In our case, we have named the trigger "TestTrigger1".

11   Click anywhere in the "Trigger Configuration" box to choose a trigger type.

- For the most part, your dealership will use the "Page View" trigger type. This trigger will fire whenever a customer's web browser loads a page on your site. These trigger types will change dependent on the event you have and what you are tracking; however, for the purposes of this guide and your dealership's needs, you will most likely stick with "Page View".
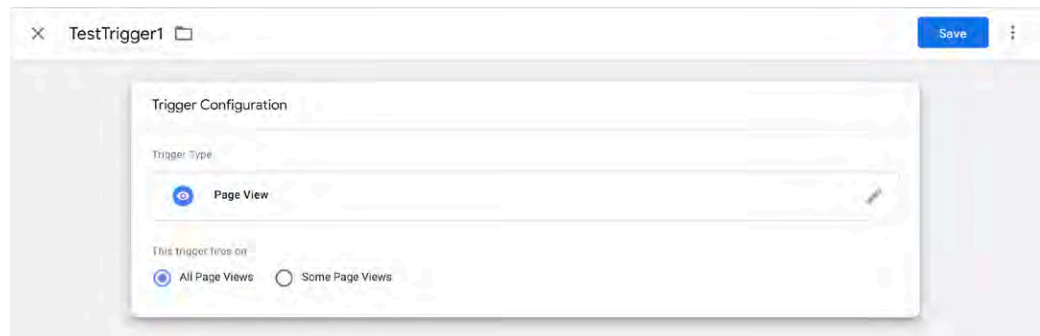

12 Once you click save, you'll be taken to a Submission Configuration page, where you can publish and create your tag and trigger to be placed on your site.

- You will set up a tag and trigger for each event you want to track. The rest of this guide will walk you through the different events you can set up for your dealership website.

13 After you have set up all your tags and triggers for your events and hit save, you can publish all your tags to go live by hitting the publish button.
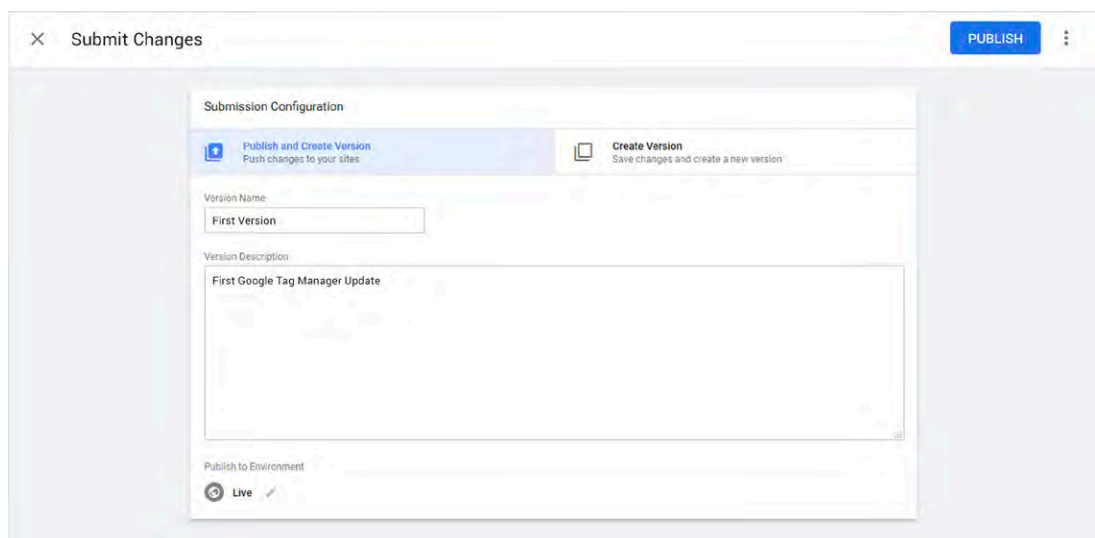
THE IMPRORTANCE OF

GOOGLE ANALYTICS EVENTS

An event in Google Analytics is any kind of interaction a user has taken with a certain element of your website. It can be something as simple as clicking a call-to-action (CTA) button on your website, to something more complex like tracking outbound links to other sites that directly benefit your dealership – for example, a customer clicking on a map link to route their visit to your store.

DEALERSHIP'S WEBSITE

Now that you know how to set up events through tags and triggers in Google Tag Manager, we'll walk through the recommended events to set up.

Vistadash breaks down events your dealership can set up and track into two different levels:

- Events Associated with General Website Navigation
- Events Associated with Call-To-Action (CTA) Buttons

EVENTS ASSOCIATED WITH GENERAL WEBSITE NAVIGATION

These events are associated with general navigational actions from customers that are not connected with a lead form or conversion event that would be sent to the dealer's CRM. With tracking these events, you can see whether or not customers are engaging with the content on your site by having insight on what elements of the website customers are looking at.

A few of these events include, but are not limited to:

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PAYMENT-CALCULATOR

Each time a customer navigates on your website to the payment calculator for a car.

To set your tag up in Google Tag Manager for this event, you would have the following:

- *Category:* "Payment Calculator"
- *Action:* "Clicked"
- *Label:* Optional, but you can put more detail about the specific car the customer clicked to get payment information

Set your trigger type as "Page View".

COMPARE

Compare the specs between different cars on your site.

To set your tag up in Google Tag Manager for this event, you would have the following:

- *Category:* "Car Info Page"
- *Action:* "Compare"
- *Label:* Optional, but you can put the names of the cars the customer clicked on to compare on your site

Set your trigger type as "Page View".

DOWNLOAD-BROCHURE

Any time a customer downloads something from your website.

To set your tag up in Google Tag Manager for this event, you would have the following:

- *Category:* "Brochure"
- *Action:* "Download"
- *Label:* Optional, but you can put the name of the specific brochure the customer downloaded

Set your trigger type as "Page View".

PHOTO-360-GALLERY

When a customer clicks on and scrolls through your dealership website's photo gallery.

To set your tag up in Google Tag Manager for this event, you would have the following:

- *Category:* "Gallery"
- *Action:* "Viewed"
- *Label:* Optional, but you can put the specific photo gallery the customer viewed – it could be for a vehicle you have or a photo gallery of your dealership
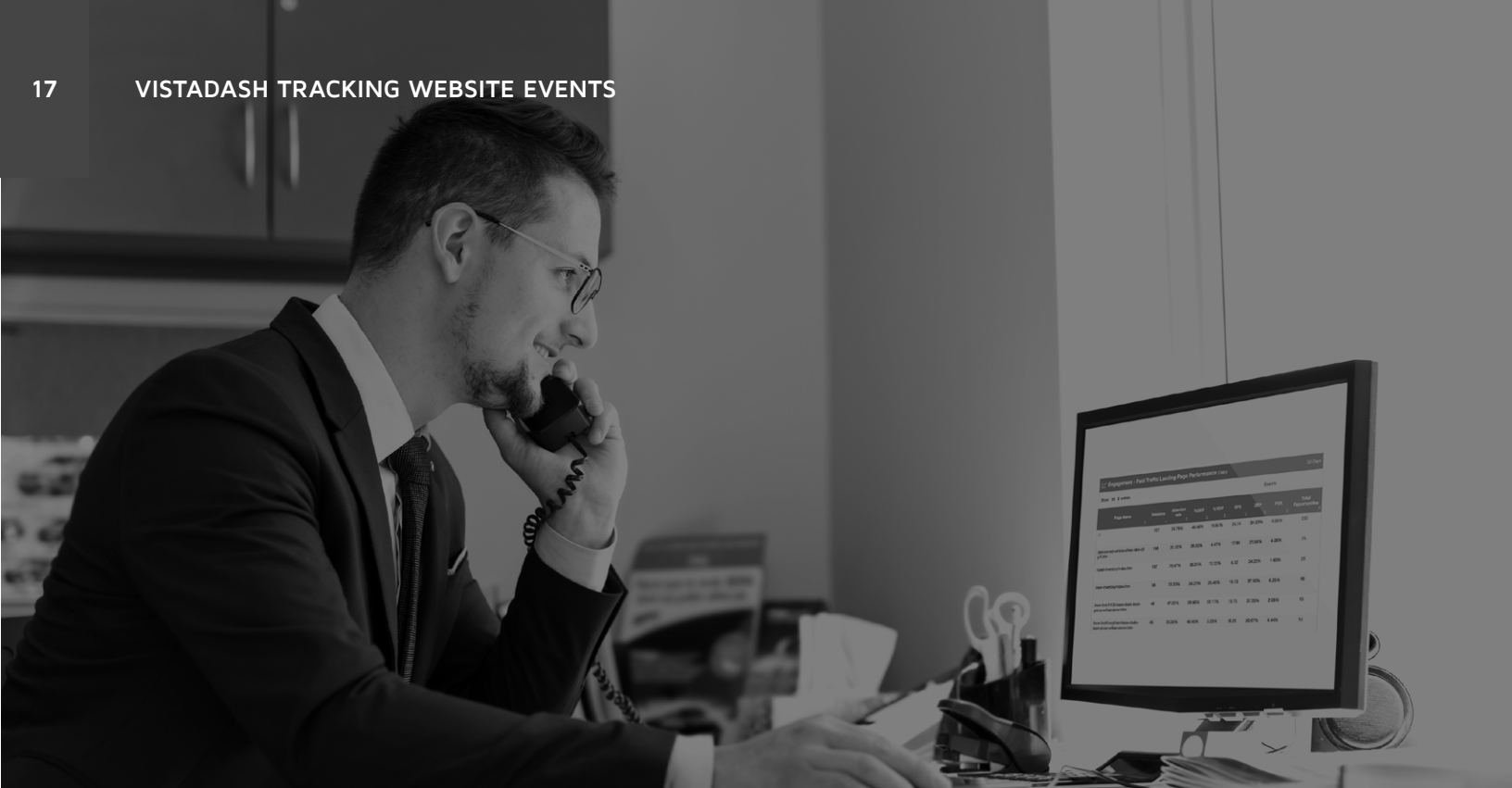
Set your trigger type as "Page View".

You can see how your event is fired and tracked in Google Analytics by clicking Realtime > Events.
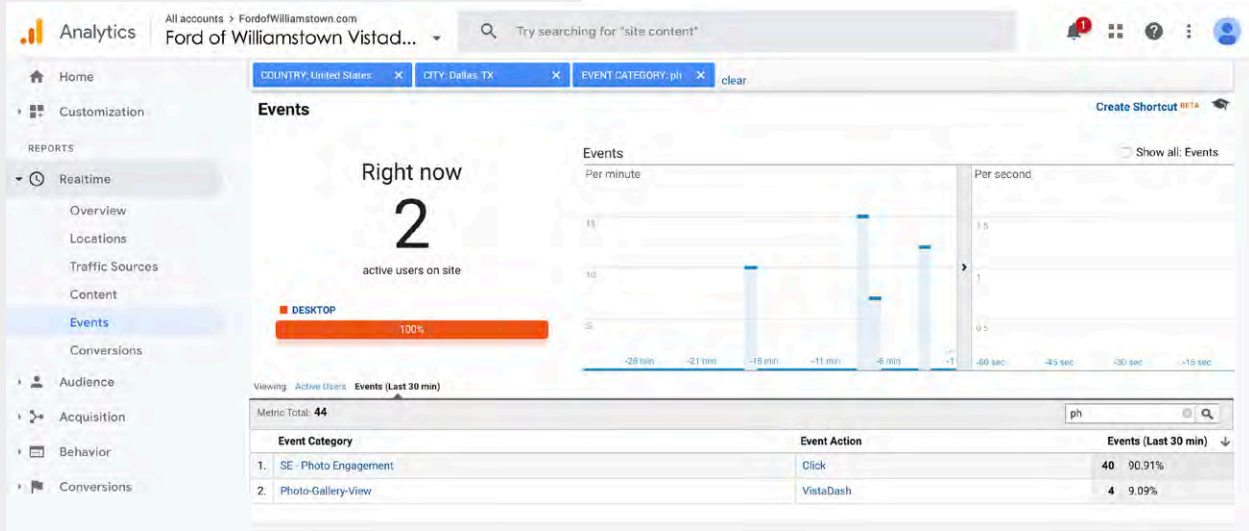
From there, you can navigate into Behavior > Events > Top Events to see which events are the most successful on your site.
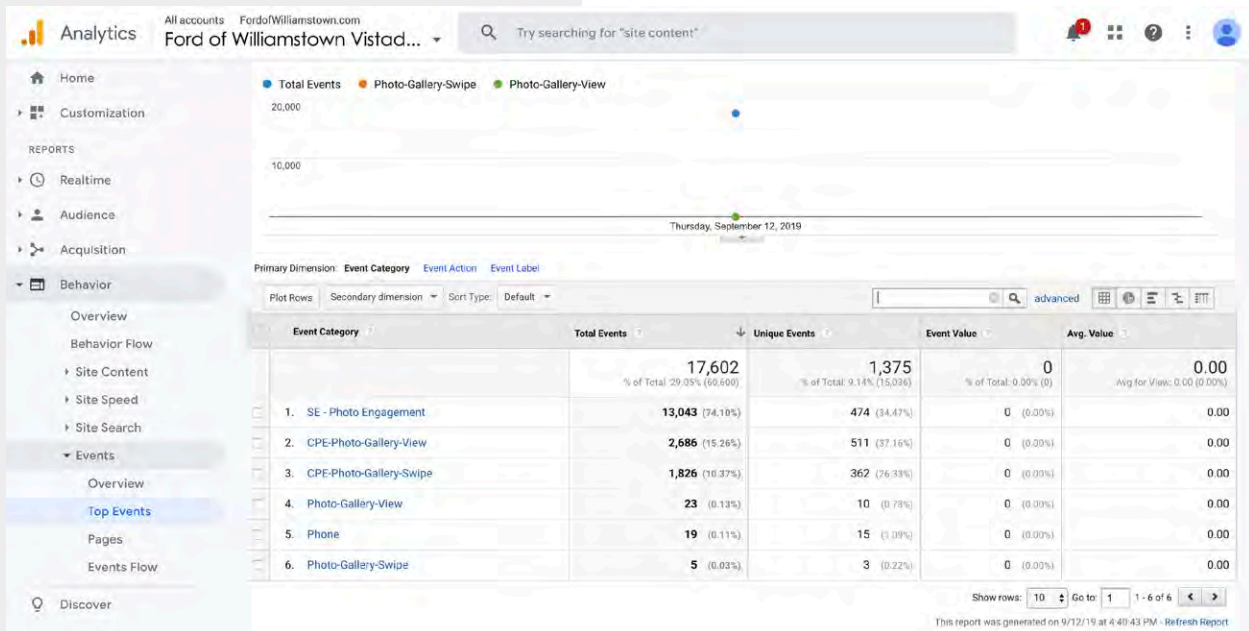
OTHER EVENTS IN THIS CATEGORY ARE:

• *Accessories*

• *Battery-Service*

• *Brake-Service*

For a list of additional recommended events to track in this category, call us at 833-943-0429 to speak to a Vistadash representative. The list is constantly growing as events continue to be added.

EVENTS ASSOCIATED WITH CALL-TO-ACTION (CTA BUTTONS)

These events are often associated with lead form buttons that trigger a form to open. By tracking these events, your dealership can see which buttons on your site customers are engaging with and which specific buttons begin a lead. Less and less people are real leads for your dealership, let alone ask questions; if there is something on the website to start the conversation, you want to know what is working to move people along.

Most of these events have some sort of lead

form or a request to contact your dealership. In most cases, form information is sent to your dealership's CRM.

Every dealership names their CTA buttons in unique ways, but these events are designed to be adaptive, not strict. At Vistadash, if a dealer has slight variations on the "Get-ePrice" button like "Get Price"," Get Internet Price", or "Request a Price", they would all be mapped to "Get-ePrice".

A few examples of these events are:

CHAT-START

CTA button that triggers a chat between a potential customer and an agent from interest in a car.

To set your tag up in Google Tag Manager for this event, you would have the following:

- *Category:* "Chat"
- *Action:* "Start"
- *Label:* Optional, but you could put something like "Lead Gen"

Set your trigger type as "Page View".

MORE-INFO

CTA button that that signals a lead from a customer that wants to learn more about a specific vehicle.

To set your tag up in Google Tag Manager for this event, you would have the following:

- *Category:* "Info page"
- *Action:* "Clicked"
- *Label:* Optional, but you can categorize it with "Lead Gen"

Set your trigger type as "Page View".

CONTACT-US

CTA button for a lead to contact your dealership.

To set your tag up in Google Tag Manager for this event, you would have the following:

- *Category:* "Contact Form"
- *Action:* "Submitted"
- *Label:* Optional, but you could put it under the label of "Lead Gen"

Set your trigger type as "Page View".

SERVICE-APPT-START

CTA button to book an appointment online for getting a vehicle serviced.

To set your tag up in Google Tag Manager for this event, you would have the following:

- *Category:* "Service Appt"
- *Action:* "Booked"
- *Label:* Optional, but you can put it under additional information for service

Set your trigger type as "Page View".

You can see how your event is fired and tracked in Google Analytics by clicking Realtime > Events.
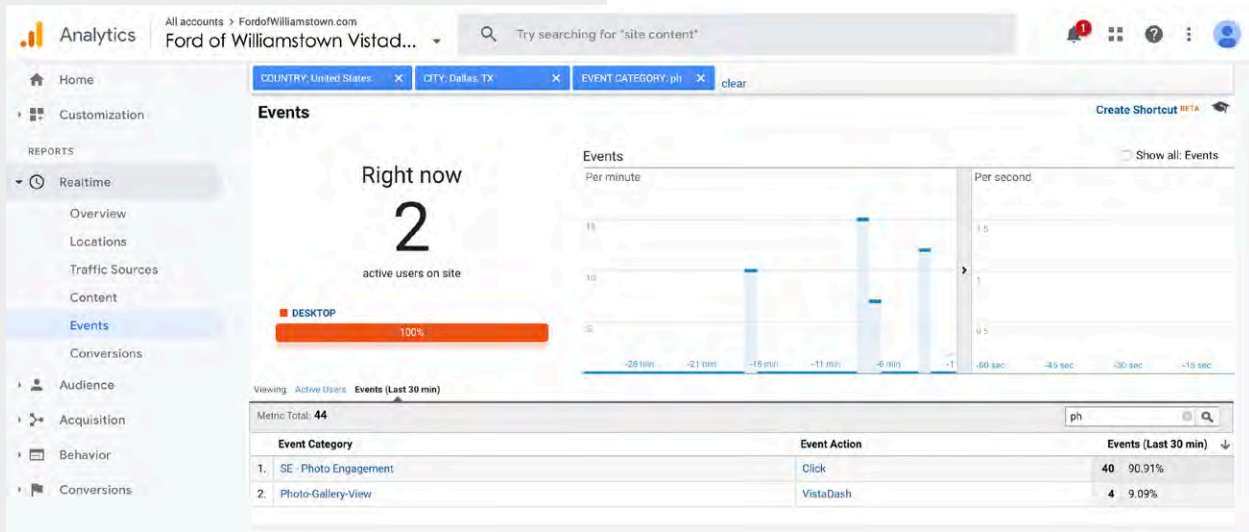
From there, you can navigate into Behavior > Events > Top Events to see which events are the most successful on your site.
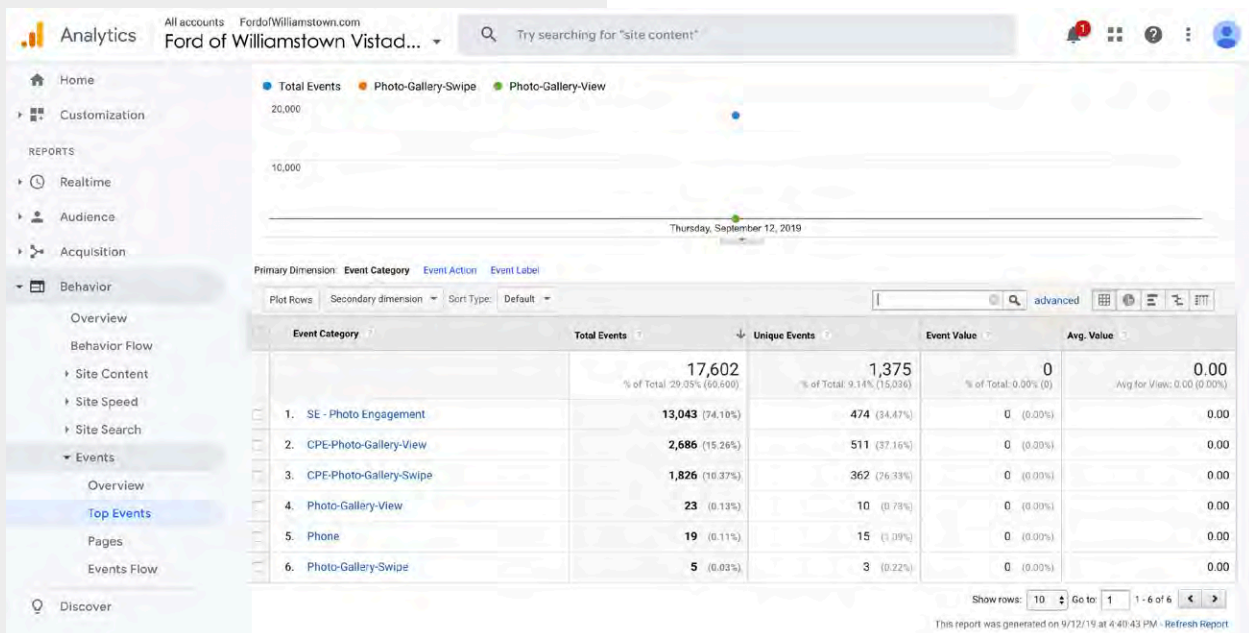
OTHER EVENTS IN THIS CATEGORY ARE:

- *Apply-For-Credit*
- *Ask-A-Question*
- *Buy-Online-Now*

For a list of additional recommended events to track in this category, call us at 833-943-0429 to speak to a Vistadash representative. The list is constantly growing as events continue to be added.

MAINTENANCE & UPKEEP

Learning how to set up events is only one part of the puzzle. As website pages and vendors change for your dealership, it is crucial to have regular maintenance to make sure everything is still firing and recording data as it should. At Vistadash, we have a team of people that are dedicated to the maintenance and upkeep of tags by manually checking all tags on your site to make sure they are firing properly. Everything we do in Google Tag Manager for your dealership is manually custom-built for your specific website.

Governing your tags on a consistent basis is important to make sure your dealership is still tracking events in Google Analytics and accurately analyzing your data. Tag governance falls into different sections at Vistadash:

- **Tag Auditing:** Vistadash makes sure your tags are where you expect them to be.
  - *i.* We routinely check, typically every three months (if not more), to make sure there are no duplicate tags or missing tags on your dealership's website.
- **Tag Monitoring:** Vistadash manually checks your website to detect potential tagging errors and ensure your tags are constantly up and running.

i. There is a possibility of your Google Tag Manager script falling off your site if a developer removes it when making updates to your website. If your Google Tag Manager script is broken, it can affect your site speed. This step is very important in the maintenance and upkeep of your account to make sure you are still able to track events.

- **Tag Validation:** Vistadash rebuilds your full Google Tag Manager container if you ever release an update to your website, change a chat vendor, change a text vendor, change a phone vendor, or change certain third party vendors.

i. Everything we do in Google Tag Manager for your dealership is manually custom-built for your specific website.

Vistadash has alerts that monitor and maintain to keep your tags and triggers up to date, ensuring they still fire with your events so you don't have to worry about constant maintenance and monitoring yourself.

INTERESTED IN LEARNING MORE?

Don't hesitate to reach out to us by giving us a call at (833) 300-2898. We are ready and eager to partner with your dealership!
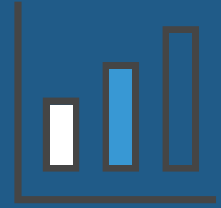
THE
VISTADASH DIFFERENCE

This guide is just a brief introduction on how to set up Google Tag Manager and start tracking events in Google Analytics for your dealership. We know it was a lot of information, so if you are feeling a little lost, don't worry; we are here to help! Vistadash can set up all events covered in this guide and more, saving you from navigating through Google Tag Manager and Google Analytics yourself.

Vistadash makes the most of event tracking on your dealership's website by:

- Configuring your Google Tag Manager tracking properly
- Receiving performance data for your dealership website
- Helping identify engagement trends
- Clearly showing any digital marketing blind spots