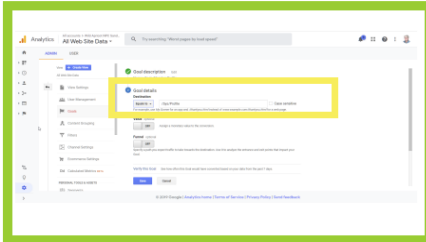
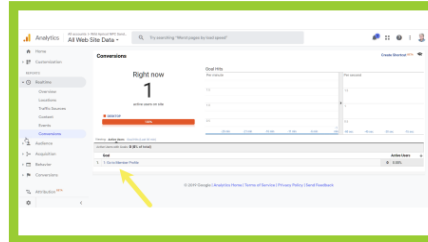


Wild Apricot Cheat Sheet #5

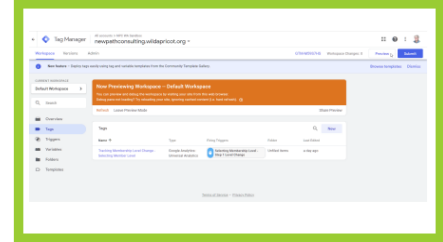
Measuring Website Conversion with Google Analytics and Google Tag Manager



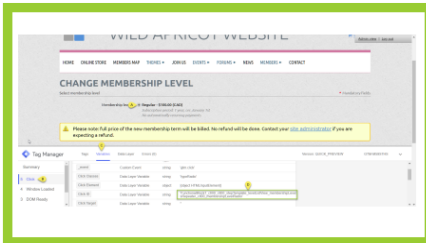
1 Configure Goals to track visits to Member Profile (/Sys/Profile). Goals measure target objectives such as a completed activity, called a "conversion."



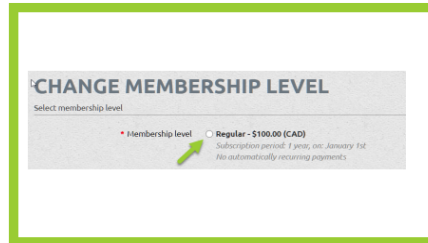
2 Confirm your Goal setup by visiting the your Wild Apricot member profile in Public View. Check Real Time/Conversions report.



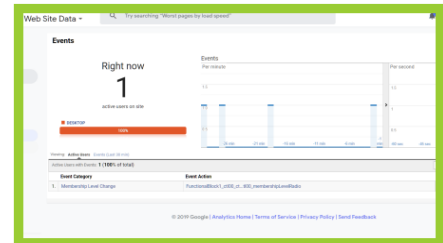
3 To track Events use the Google Tag Manager in Preview Mode. Events are measured differently than a page visit. File downloads, outbound links, form submissions, and video plays are all examples of events.



4 To trigger an event to measure when someone selected a membership level change, we will use the Click ID in the Preview Mode.



5 After configuring the tag in Google Tag Manager, test the tag to see if it fires, and publish the Google Tag Manager tags.



6 Confirm your Event setup by changing membership level and selecting a new level in Public View. Check Real Time/Events report.