

**TRADER<sup>®</sup>****WEB ANALYTICS AUDIT**

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**Trader Corporation is a leading Canadian print and online advertising company with approximately 160 publications and 22 web sites covering automobiles, real estate, employment, and general merchandise. Trader Corp.'s many websites allow users to search through advertisements using a variety of parameters—such as models, makes and colors—in order to find the deal that is right for them.**

While most search forms only have one keyword field and one category field, Trader Corp.'s multiple keyword fields and categories provided an opportunity for them to gather in-depth data about how users who look at particular combinations of queries may behave. Desiring to understand how these many metrics can be analyzed together, Trader Corporation asked VKI Studios—now Cardinal Path—to audit their Google Analytics implementation, and consult on implementing this solution. Standard Google Analytics help states that you would accomplish this by specifying the query parameters in a comma-delimited list. However, in practice, cases where there is more than one search term query parameter, only the last search term parameter is reported.

To make this work within Google Analytics, we developed custom JavaScript that would read the individual search parameters, and concatenate them into one parameter. Then, using a customized virtual pageview, pass the concatenated search terms into a single search field.

By concatenating search term data we enabled Trader Corporation to combine their multiple keyword fields and categories, providing an opportunity for them to gather important data about user search queries and allowing them to gather further insights into their visitors usage patterns.

In addition, we offer three full day Google sponsored Google Analytics courses for clients wishing to gain a greater understanding of their analytics platform. These Seminars For Success are \$499 a piece and provide:

- An overview of Google Analytics and measurement techniques.
- A deeper understanding of the metrics behind web analytics, advanced tools in Google Analytics for looking at data in detail, and best practices
- In depth knowledge of how to set up and customize tracking code, best practices for filtering your analytics data, setting up goals and funnels, and tracking interactive elements

### For more information see:

<http://training.cardinalpath.com>

## Assure you are leveraging your analytics to their fullest.

The benefit of the analytics audit goes far beyond technical accuracy. The Web Analytics Audit will:

- Review your data collection process
- Optimize your companies ability to leverage web analytics with Stephane Hammel's Online Analytics Maturity Model.
- Provide an analysis of your Key Performance Indicators.
- Reveal data measurement techniques that you were not engaging in, such as those for social media and email marketing.

## Contact us today and let us help you uncover the stories hidden in your metrics.

Call Cardinal Path to find out how.

480.285.1622

[info@cardinalpath.com](mailto:info@cardinalpath.com)

[www.cardinalpath.com](http://www.cardinalpath.com)

## Identify and resolve issues with your existing web analytics use by one of the most experienced analytics teams in the business.

Companies wishing to analyze their visitor behavior often find themselves lacking in understanding of both their platform's technical specifications and how to integrate it most effectively with their business. The Web Analytics audit is an analysis of your current web analytics platform, pinpointing problems from both a technical and a business integration standpoint, providing solutions to technical hurdles and setting a baseline for future work.

The Web Analytics Audit takes a three pillar approach to how your web analytics works with your company, finding issues with:

1. The capacity of your company to leverage analytics
2. The accuracy of your reported data
3. The appropriateness of your KPIs

## Uncover the unknown problems in your data collection.

Leveraging the expertise of our digital intelligence team we cure the hiccups in your analytics process by conducting a rigorous analysis of your data collection, including:

- A preliminary analysis of your company's analysis capacity.
- An in-depth and comprehensive audit of the Google Analytics implementation and reporting systems.
- Analysis and development of preliminary key performance indicators.
- An assessment of the reporting systems to ensure they enable faithful tracking of key performance indicators, and evaluating how web channel performance information is shared within the company.
- A preliminary data analysis so we can provide high-level actionable recommendations.

Cardinal Path is a premier digital data analytics firm that works with the world's most prominent organizations to create, implement and action advanced analytics. Known for its industry leadership with tools such as the Online Analytics Maturity Model, a framework for assessing enterprise-wide analytics maturity, Cardinal Path comprises dedicated teams of award-winning analysts, statisticians, academics, developers, and many of the top minds in the digital marketing space. We help our clients unlock the value of their data, sharing all that we know and empowering people to make confident business decisions for sustainable growth.