



# How To: WPFlow Event Tracking Plugin

Speaker: Becky Livingston, Owner Penheel Marketing

# Agenda

- What is event tracking?
- Why do I need it?
- What is WPFlow?
- How to track events.
- Reporting

# What is event tracking?

Event tracking lets you record user interactions with various web elements, such as:

- Submit buttons
- Form completions
- Product buys
- Shopping carts
- Video & podcast plays
- Clicks (inbound + outbound)
- Registrations



Image: Statistic

# Why do I need it?

- Presents exactly how users interact with your site
- Helps you to build a better web experience
- Aids in re-marketing
- Provides deeper analytics and insights into site metrics
- Helps you to focus on high-converting content or product sales



Image: 200degrees

# Why do I need it?

- Lets you to create event-driven goals
- Allows you to calculate your real bounce rate
- Identifies the in-page navigation links clicked
- Determines if visitors complete or abandon forms

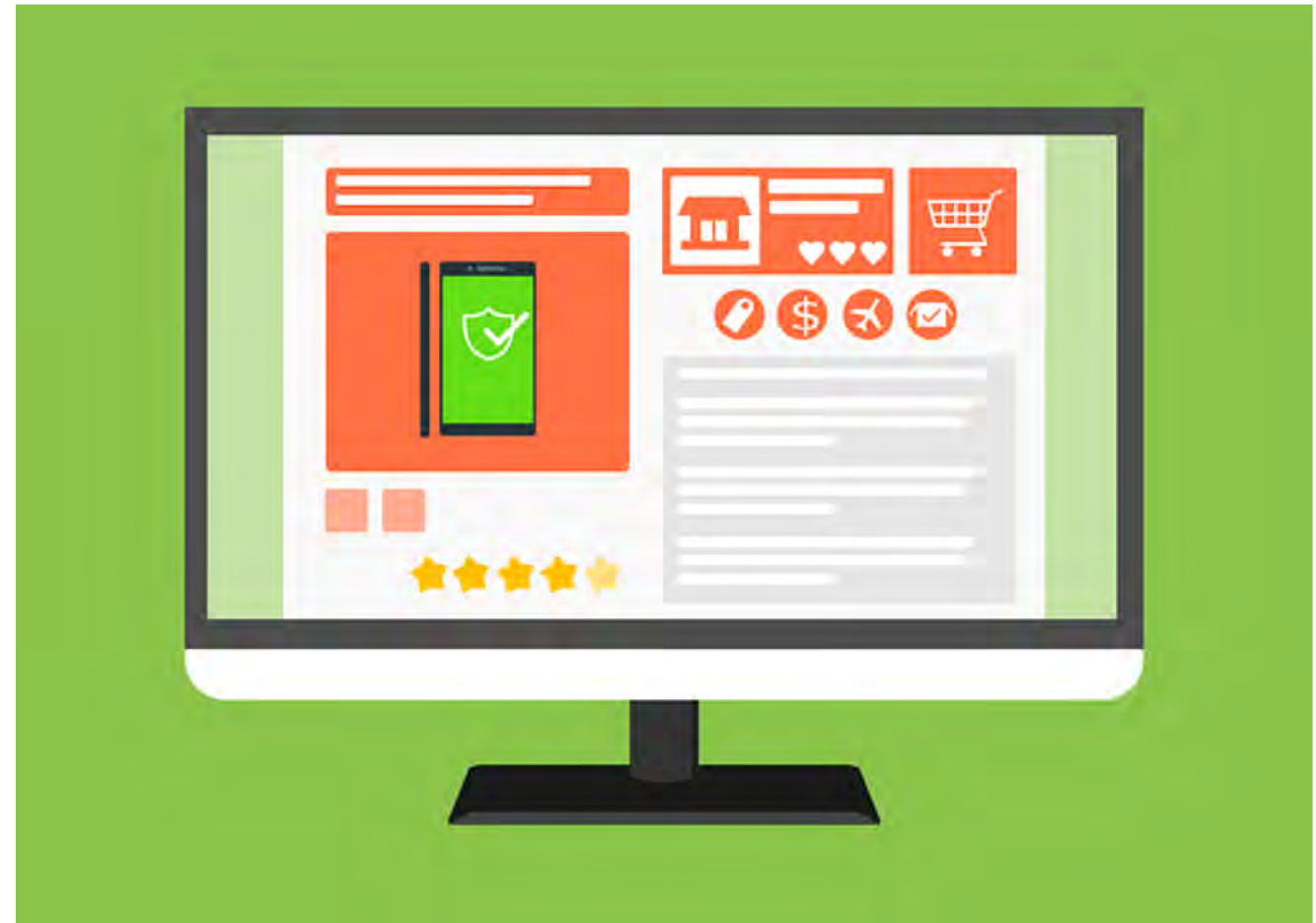
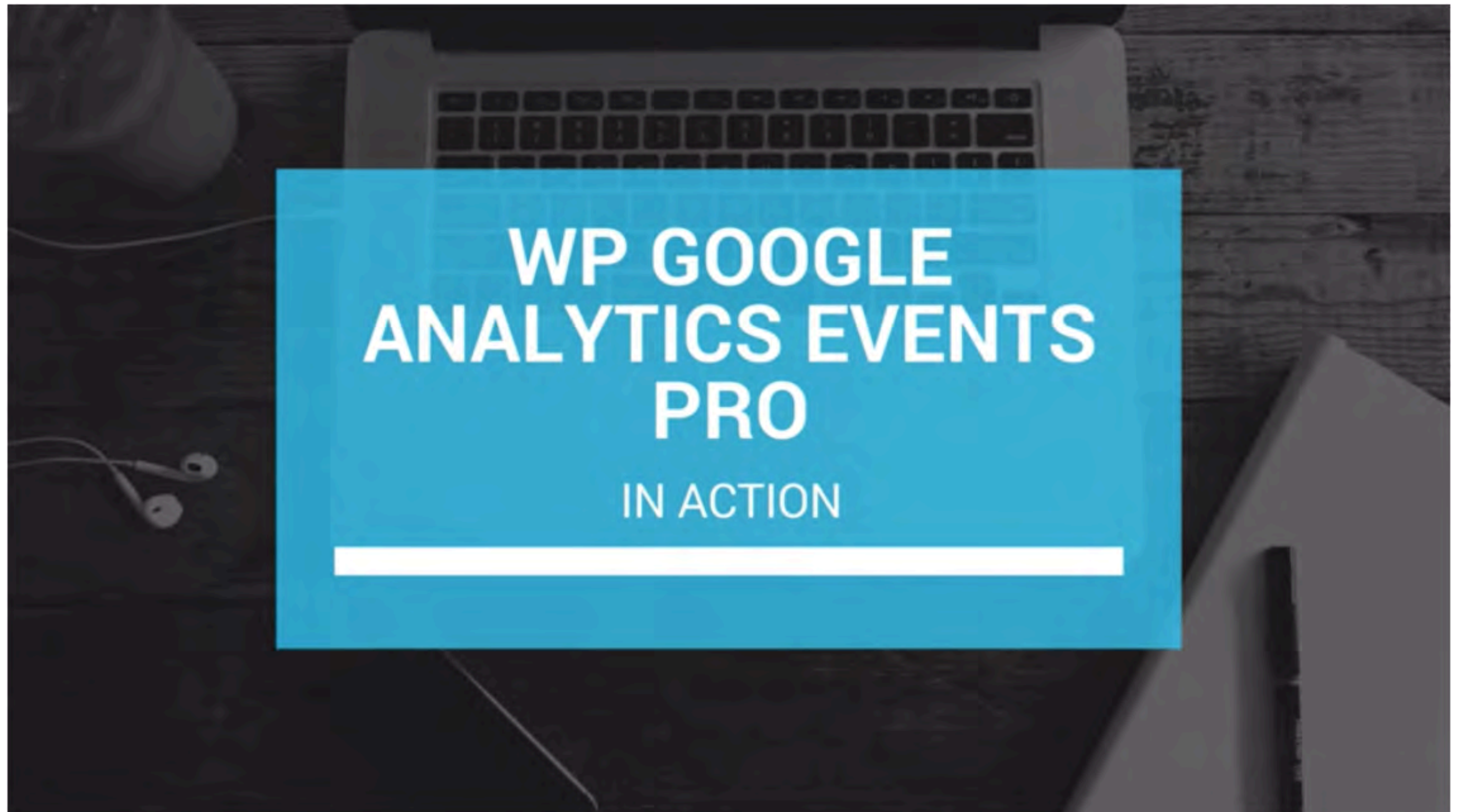


Image: 200degrees



# What is WPFlow?



View this video at <https://wpflow.com/>

# Is it free? No. But...

## Personal

WP Google Analytics Events Pro +  
Updates and support

**USD 79.00/year**

- ✓ Single Website
- ✓ Link Tracking
- ✓ YouTube and Vimeo Tracking
- ✓ Placeholders
- ✓ Scroll Tracking
- ✓ Click Tracking
- ✓ Plugin Updates
- ✓ Premium support
- ✓ 30-Day Money Back Guarantee

Buy Now

RECOMMENDED

## Business

WP Google Analytics Events Pro +  
Updates and support

**USD 149.00/year**

- ✓ 5 Websites
- ✓ Link Tracking
- ✓ YouTube and Vimeo Tracking
- ✓ Placeholders
- ✓ Scroll Tracking
- ✓ Click Tracking
- ✓ Plugin Updates
- ✓ Premium support
- ✓ 30-Day Money Back Guarantee

Buy Now

## Developer

WP Google Analytics Events Pro +  
Updates and support

**USD 199.00/year**

- ✓ 20 Websites
- ✓ Link Tracking
- ✓ YouTube and Vimeo Tracking
- ✓ Placeholders
- ✓ Scroll Tracking
- ✓ Click Tracking
- ✓ Plugin Updates
- ✓ Premium support
- ✓ 30-Day Money Back Guarantee

Buy Now

# Free Alternative

- Gravitare Event Tracking for Google Analytics

<http://wpplugindirectory.org/gravitate-event-tracking/>



# How to Track Events

1. Login to your Google Analytics account
2. Go to **Admin** (bottom, left corner)
3. Click on **Tracking Code** (center column)
4. Copy the **UA- number** (e.g., UA-12345678-9)
5. Open the general settings tab of the **plugin**
6. Paste in the tracking id in the “**Google Analytics Identifier**” field.

WP Google Analytics Events Pro

General Settings Click Tracking Scroll Tracking YouTube Tracking

WP Google Analytics Events Pro Settings

[Need Help?](#) [Support](#)

License Key

Google Analytics Identifier UA-73020615-1

Domain (optional)

Universal Tracking Code ☒

IP Anonymization (requires code snippet) ☐

Don't include the GA code snippet ☐

Disable Google Analytics for admin users ☐

Link click delay 200 ms

Track Links Enable: ☒ Links to track: External

Export settings

Import settings

Save Changes

# How to Track Events

- Most sites are using the **Universal Tracking Code** (the UA- in your GA tracking number)
- Turn **OFF** the **IP indicator** if you do not want to store certain information about your users (GDPR)
- To prevent duplicated pageviews or events check ***Don't Include the GA Code Snippet***. If you are already tracking them through Google Analytics, don't check this.
- Check the ***Disable Google Analytics for admin users*** box if you don't want to track site admins in Google Analytics.

WP Google Analytics Events Pro

General Settings Click Tracking Scroll Tracking YouTube Tracking

WP Google Analytics Events Pro Settings

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License Key

Google Analytics Identifier

Domain (optional)

Universal Tracking Code ☒

IP Anonymization (requires code snippet) ☒

Don't include the GA code snippet ☒

Disable Google Analytics for admin users ☒

Link click delay  ms

Track Links Enable: ☒ Links to track:

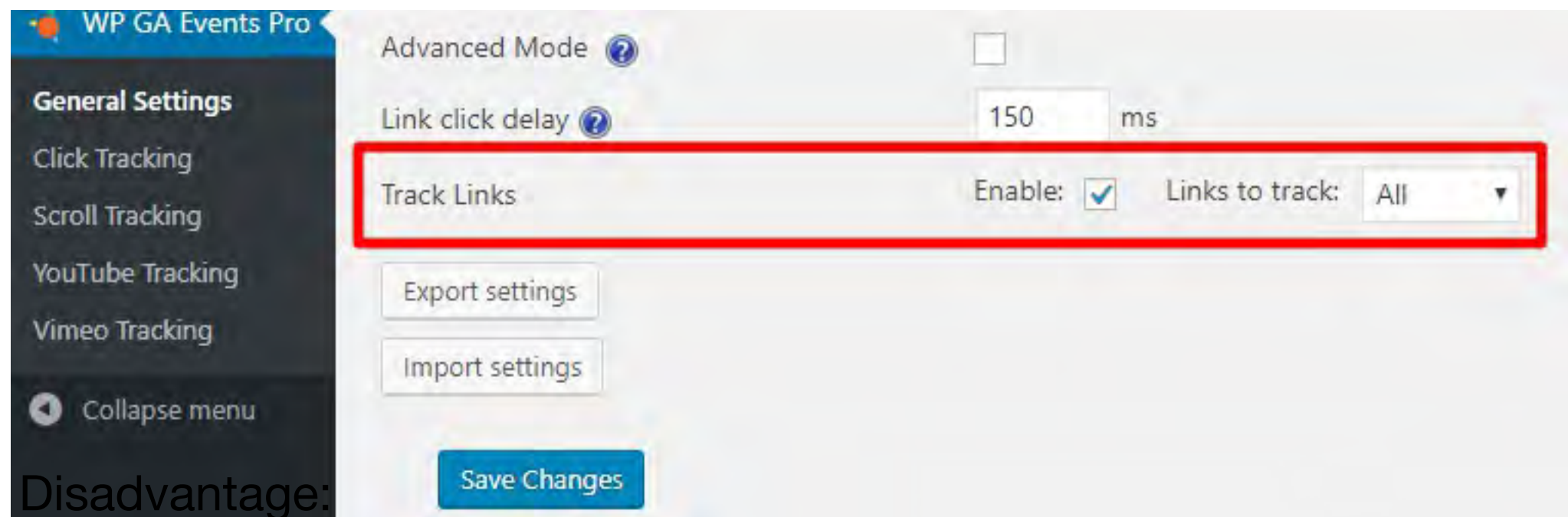
[Export settings](#)

[Import settings](#)

[Save Changes](#)

# Easy Tracking

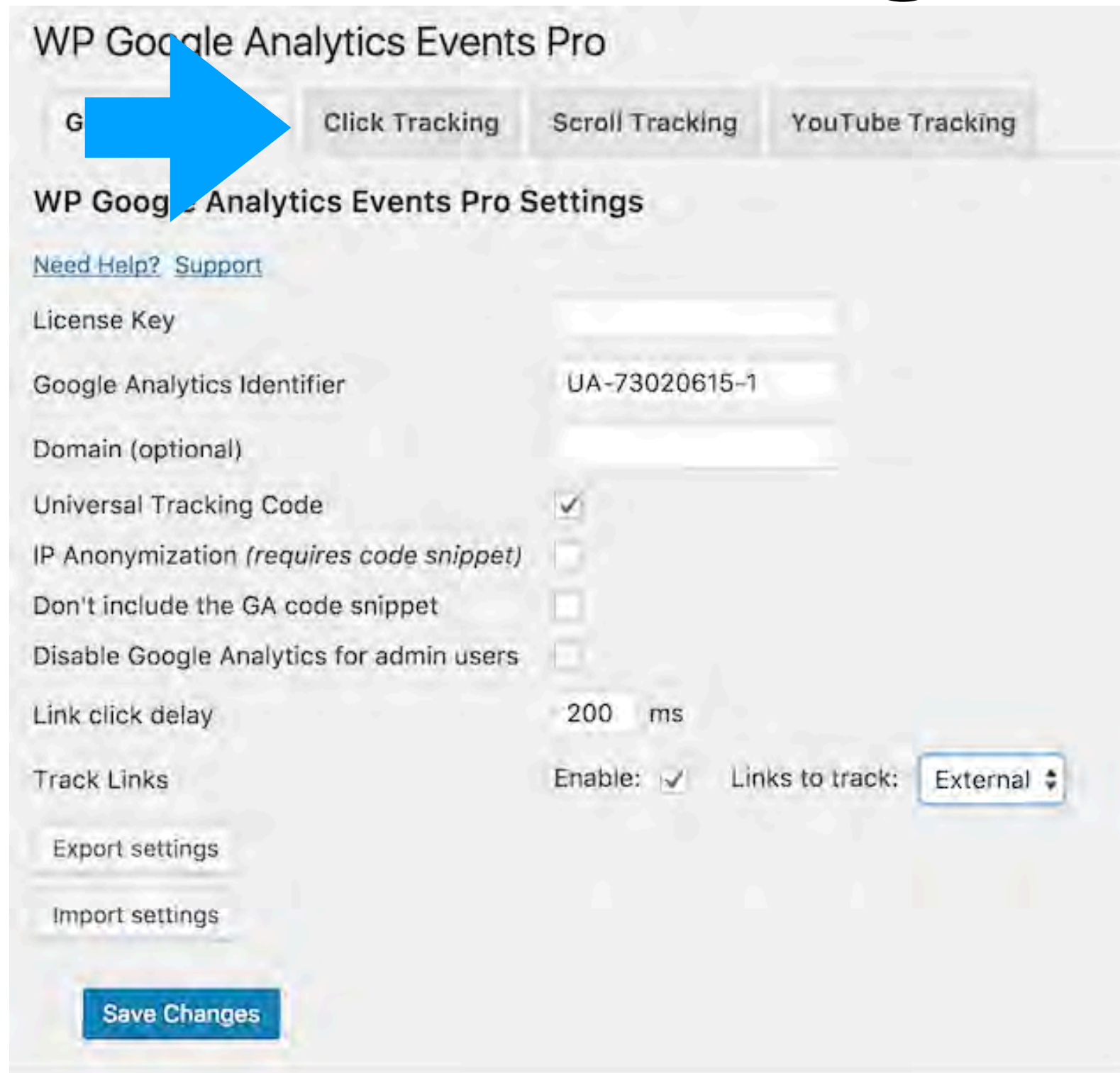
View the plugin's **General Settings** and **Enable** all the items you want to track.



It's not always very specific.

Example: the default global link tracking setting above won't be able to help you differentiate between the two buttons. That could be a problem if you want to use click tracking to see which button is more effective.

# Click-Tracking Tab



WP Google Analytics Events Pro

**Click Tracking** | Scroll Tracking | YouTube Tracking

WP Google Analytics Events Pro Settings

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License Key

Google Analytics Identifier

Domain (optional)

Universal Tracking Code ☒

IP Anonymization *(requires code snippet)* ☐

Don't include the GA code snippet ☐

Disable Google Analytics for admin users ☐

Link click delay  ms

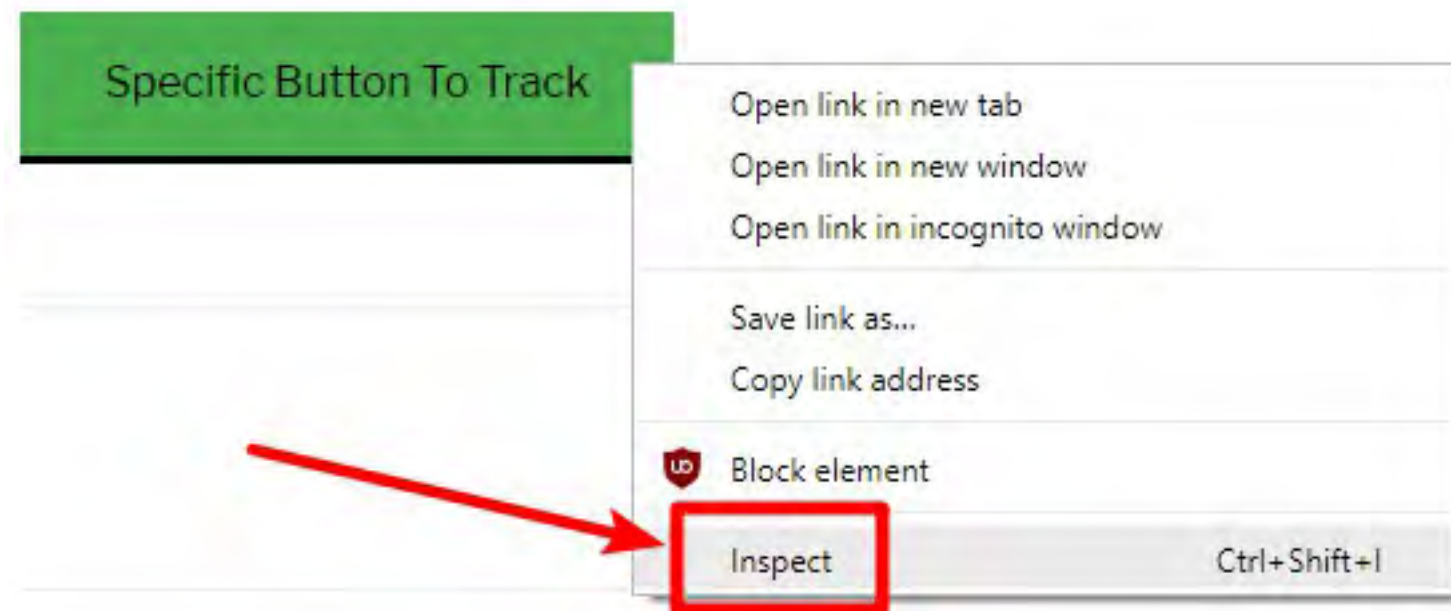
Track Links Enable: ☒ Links to track:



# Click-Tracking Tab

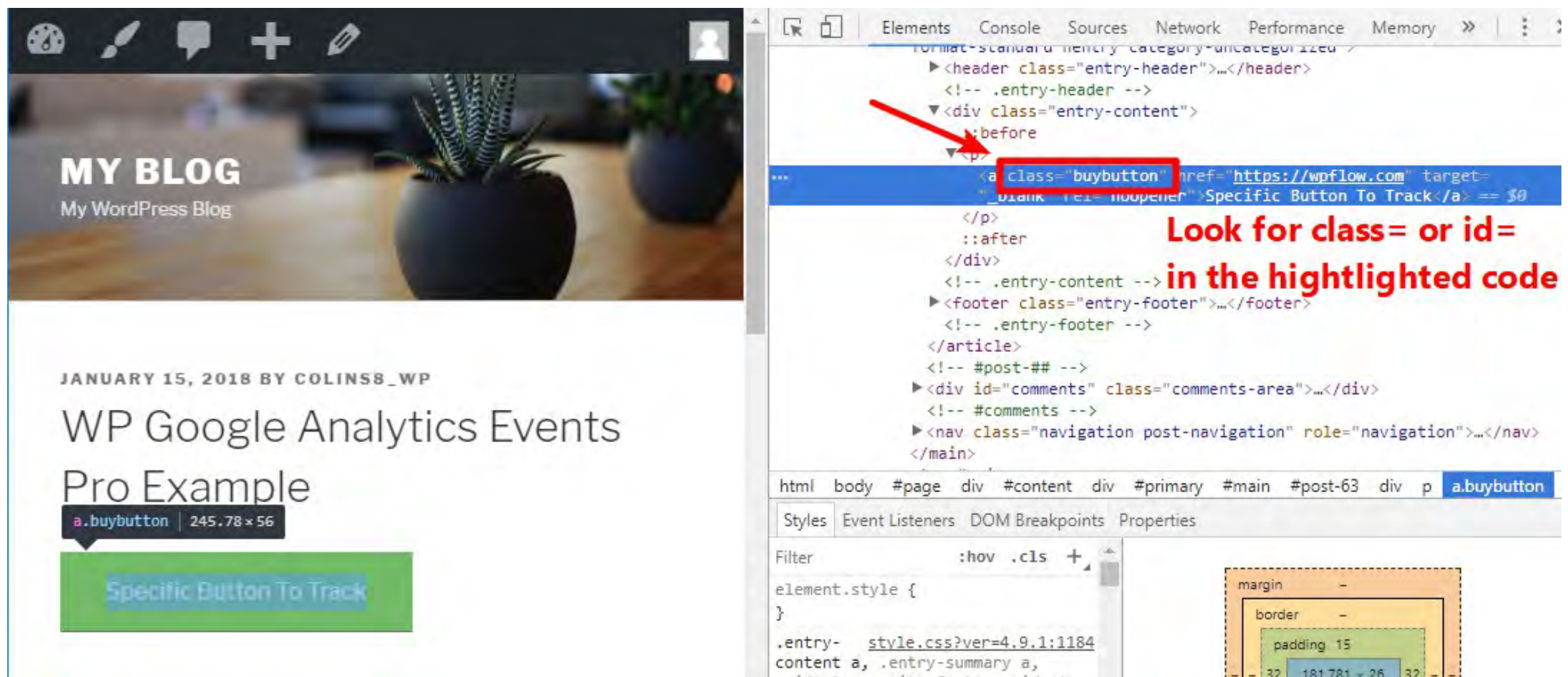
Track button clicks here, using the button's CSS code.

- Navigate to the page with the button you want to track.
- Right-click on the button and choose **Inspect**.



# Click-Tracking Tab

- A new window will open with the button class code highlighted.
- Look for class= or id=
- Copy the information and save it. You'll need it in the next step.

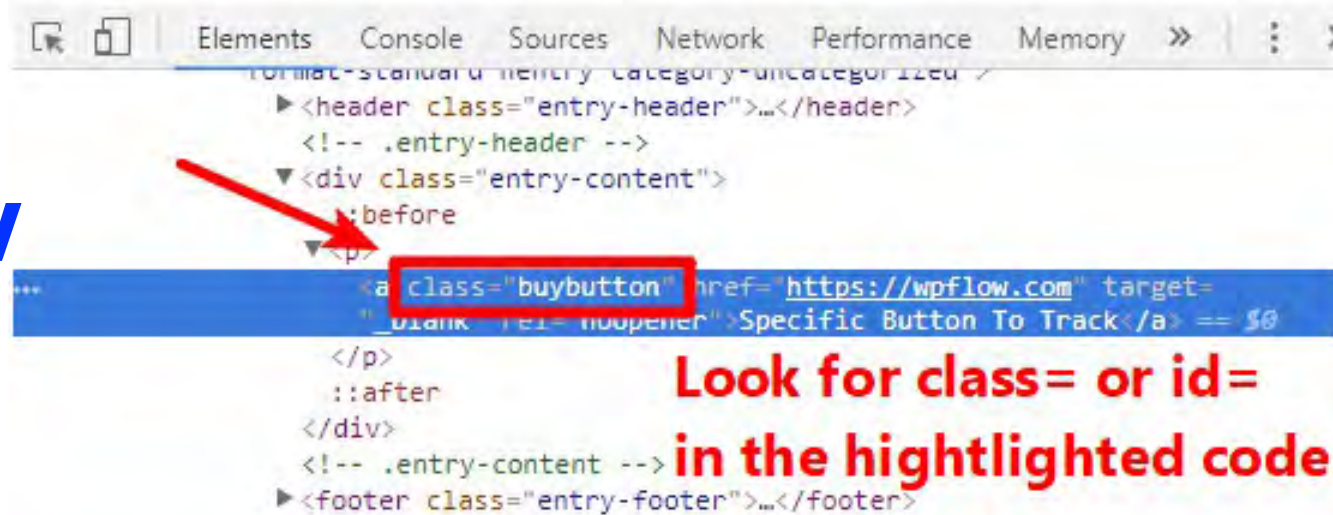


The image shows a WordPress blog post titled "WP Google Analytics Events Pro Example" with a date of "JANUARY 15, 2018 BY COLINS8\_WP". The post features a green button labeled "Specific Button To Track". A red arrow points from the button to the browser's developer tools, specifically the "Elements" panel. In the "Elements" panel, the HTML structure is shown, and the class attribute of the button is highlighted in red. The highlighted code is `class="buybutton"`. A red text overlay on the right side of the developer tools says "Look for class= or id= in the highlighted code". The "Styles" panel at the bottom shows the default styles for the button, including margin, border, and padding.

**Look for class= or id= in the highlighted code**

# Click-Tracking Tab

What you  
copied/saved



```
<div class="entry-content">
  <p>
    <a class="buybutton" href="https://wpflow.com" target=
      "blank" rel="noopener">Specific Button To Track</a> == $0
  </p>
</div>
```

Look for class= or id= in the highlighted code

## WP Google Analytics Events Pro

General Settings

Click Tracking

Scroll Tracking

YouTube Tracking

Vimeo Tracking

### Click Tracking

[Need Help?](#) [Support](#)

Click Events

Element Name	Type	Event Category	Event Action	Event Label	Event Value	Non-Interaction
buybutton	class ▼	your_category	your_action	your_label		false ▼

# Click-Tracking Tab

Complete:

- **Type** is either class or id
- **Category** (req'd) would be an identifier like button
- **Action** (req'd) would be what it's doing, such as click
- **Label** (optional) let's you add more info, like a campaign name or post title
- **Value** (optional) can be a digit (like a counter) or a dollar amount
- **Non-Interaction** (true/false). True means the visitor's interaction could still be considered a bounce if other bounce criteria is met. False means the visitor's action is not considered a bounce, even if he/she leave the page without completing the task.
- **Save** changes.



# Click-Tracking Tab

There are many placeholders already listed for you to choose from. They go in the **Event Label** field.

Click Events

Element Name	Type	Event Category	Event Action	Event Label
<input type="text" value="buybutton"/>	<input type="text" value="class"/>	<input type="text" value="your_category"/>	<input type="text" value="your_action"/>	<input type="text" value="your_label"/>

Available Placeholders:

- \$\$PAGENAME\$\$: The name of the page where the event was fired
- \$\$PAGE\_URL\$\$: The URL of the page where the event was fired
- \$\$ATTR\_HREF\$\$: Link URL
- \$\$ATTR\_ALT\$\$: Alt attribute
- \$\$ATTR\_TITLE\$\$: Title attribute
- \$\$ELEMENT\_TEXT\$\$: Text wrapped by the element. For example, a button text.
- \$\$AUTHOR\$\$: Page or post author
- \$\$ATTR\_ID\$\$: Id of the element. Useful to identify elements tracked by class
- \$\$USER\$\$: Logged in user, Guest if not authenticated

# What does it look like?

View event tracking in 2 places in GA:

1. Real-Time Data. **Real-time** → **Events** in the dashboard

2. Historical Data. **Behavior** → **Events** → **Overview**



# More Events to Track

You can also track Links, Scrolling, and YouTube views/plays.

Get the steps at <https://wpflow.com/documentation/>

# Resources

- Google Analytics Event Tracking: Practical Guide to Track User Engagement & Behavior: <https://klientboost.com/analytics/google-analytics-event-tracking/>
- Google Analytics Event Measurement: <https://developers.google.com/analytics/devguides/collection/analyticsjs/events>
- WPFlow Documentation: <https://wpflow.com/>