CallRail

Tip sheet

5 reasons you should set up website visitor tracking

(hint: it's easy and included)

Total first-time callers Last 7 days

↑ 27.5%

409

First-time callers

Open reports →

Call attribution by source Last 7 days

- Direct Mail
- Google Ads
- Bing Ad
- Billboard
- Bus Wrap

Open reports →

Call by number Last 7 days compared to previous period

1,000
500
0

Out-of-home Google Ad Extension Direct Mail
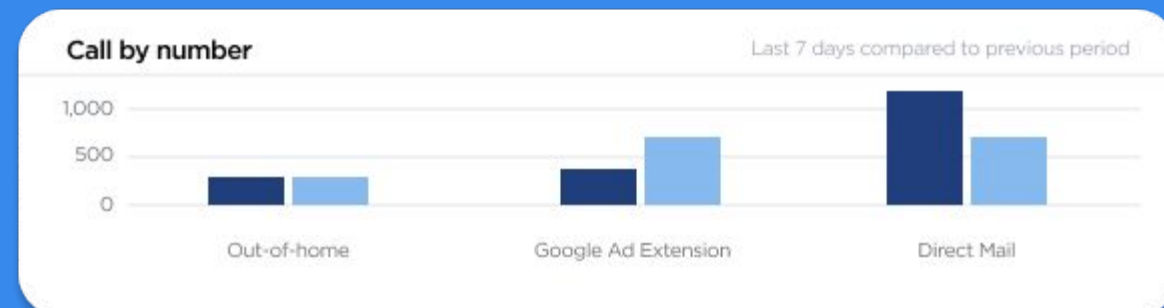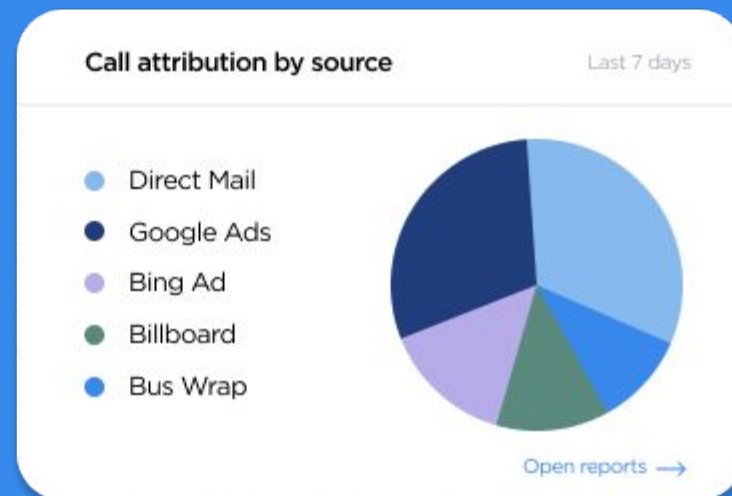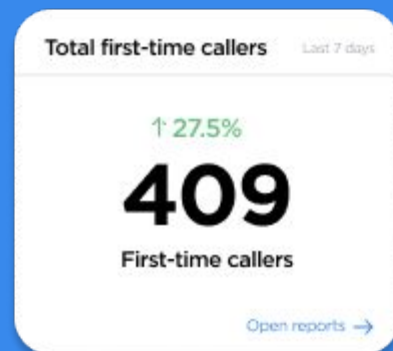
If you're like most of our customers who track calls from their website, when you started using Call Tracking, you set up single source tracking, which involves setting up a single CallRail number that you put on your site in place of your main business number. This lets you know who called directly from your website at that moment. This is a great start, but there's a second type of tracking – website visitor tracking – which can give you even more visibility.

Not only is website visitor tracking included with your current CallRail plan, it gives you visibility into the specific ads, campaigns, or search terms that drive leads to your website and prompt them to call — giving you even richer data to inform your marketing spend than you can get with source tracking, which only lets you know who called directly from your website.

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1 **Get visibility into your website visitors – and what ads are driving them to your website**

Most prospects have multiple interactions with your ads and website before they call you. This makes it challenging to know the initial source that drove someone to finally reach out.

For example, if you have a local roofing business and run a Google Ad, someone may click on the ad, but not call immediately. A couple days later, they may take the next step of visiting your website and convert there. But unless you have website visitor tracking set up, this lead won't be attributed to the original Google Ad, and you won't have accurate insight into how your ads are really performing.

2 **Match calls and keyword bids and know how your Google Ads are helping with conversions**

You may be using Google Analytics to see which ads are driving people to your website, but without website visitor tracking, you can't tell which of those visitors picked up the phone to call and ultimately converted to a customer. But when you integrate CallRail with your Google Ads account – which is *also* included with your plan – you can track Google Ads PPC at the source, campaign, ad group, and keyword level.

For instance, your roofing company might discover that keywords like "roof leak," or a specific geographic modifier like, "Atlanta roofers," are driving the most calls. With this integration you'll be able to identify what keywords, campaigns, or landing pages are driving customers to your business, even when the conversion is happening offline with a phone call.

SINGLE SOURCE TRACKING

WEBSITE VISITOR TRACKING

Search Term   Google Ad   Website Visit   Page Visited   Phone Call
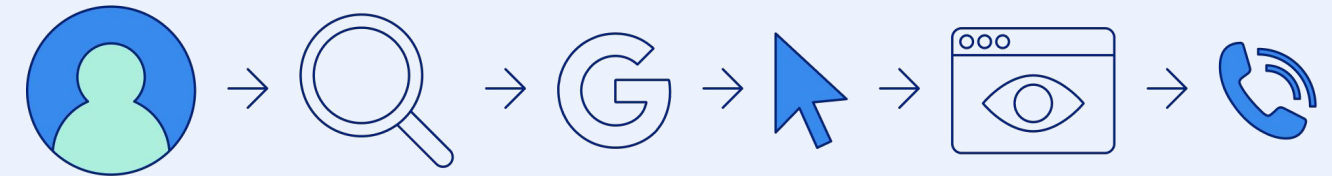
3 **Better optimize landing pages to drive higher volume and quality leads**

With website visitor tracking, you can gain insight into which landing pages lead to views on your site before someone calls. This allows you to make sure your messaging is homed in on the pages that drive the most – and best – calls.

For example, say your roofing business sends out direct mail or other out-of-home (OOH) offers that lead to a landing page. Unless you have website visitor tracking set up, if the customer clicks and converts on another page after they view the initial offer, the initial offer won't get the attribution – and you won't know how well direct mail campaigns or other OOH offers are working.

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4 **Refine your paid digital marketing strategy by tracking calls back to search terms and investing in the ones that work**

To optimize your spend, and get the most out of your online marketing dollars, you need to know which search terms get the most traffic.

For example, if "roof leak" is getting 20% higher conversions than "Atlanta roofers," you'll want to invest much more of your budget in "roof leak." With single source tracking, you only learn who called from where, but with website visitor tracking you get that plus information on the search terms used, what campaign, and what website pages they visited.

5 **Know exactly which pages customers view on your website before they call**

The path people take before converting often involves multiple channels and touchpoints. With website visitor tracking, you can view aggregated data about which pages prospects visit most before they convert.

For example, if you know that most prospects land on your website homepage, then click through to your "about us" page, and then spend some time there before going to your services page before calling, you know that those three pages are where you want to focus any content improvements or feature lead generating special offers.

Instantly get more insights

You can set up website visitor tracking in minutes **using these instructions**, or if you need extra help, you can connect with a **CallRail expert**.

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