

# Website URL



Scope	Use cases	Event Category	Event Action	Event Label	Comment
<b>Navigation</b>	All pages and landing pages - pageview				
	Top Header Navigation	navigation	top navigation click	<header name>	Event is misfiring
	Menu Navigation	menu navigation	<top navigation> click	<menu navigation>	EL is blank
	Sub Menu Navigation	navigation	sub menu navigation click	<Sub Menu Name>	Event is inconsistent
	Logo click	navigation	logo click	<location>	EL can be header (or) footer
	Footer clicks	navigation	footer click	<footer name>	
	Accordion Expand and Collapse	navigation	accordion click	<accordion title>	
	Breadcrumb Click	navigation	breadcrumb click	<Breadcrumb Name>	
	Internal search	navigation	search	<search keyword>	To leverage GA default site search, the search keyword is required to be added in query string parameter
<b>CTA</b>	On click of Schedule an Appt	cta	schedule an appointment	<location>	<location> can be header (or) footer (or) body
	Request Information click	cta	request information	<location>	<location> can be header (or) footer (or) body (or) sticky bottom mobile (or) sticky top mobile
	The Nest or Login click	cta	login click	<location>	<location> can be header (or) footer (or) body
	Click on Email	cta	email click	<location>	<location> can be header (or) footer
	Click on Chat Live Now	cta	chat click	<location>	<location> can be header (or) footer
	Click on Call	cta	phone click	<location>	<location> can be header (or) footer
<b>Forms</b>	Form view	form	view	<form name>	Form name to be hard coded as "form1"
	Form Initiate	form	initiate	<form name>	
	Form Fallout	form fallout	<form name>	<field name>	
	Form Submit	form	submit	<form name>	
<b>Link Clicks</b>	Featured program click on home page	link click	program click	<program name or uri>	
	Exit link	link click	exit link	<destination url>	links that are not part of domain
	Social Link clicks	link click	social click	<social media name>	
	Social Shares	link click	social share	<social media name>	
	On click of download links	download	<download link url>	<source url>	
<b>Videos</b>	Video play	video	play	<video name or url>	
	Percentage played	video	<n%>	<video name or url>	"n" can be 25,50,75
	Pause	video	pause	<video name or url>	
	Video complete	video	complete	<video name or url>	
<b>Other Features</b>	Cross Domain Tracking				

## Queries/Notes

We are tracking only exit links across the website.If you require any specific in-page clicks to be tracked,please share us the specific list