



MONT ROSE[®]
COLLEGE

05 Tracking, Attribution and Analytics

Verdict: The measurement infrastructure exists — Google Tag Manager, GA4, and the Meta Pixel are all installed and firing. But none of it is configured to measure what matters. No form submission is tracked as a conversion. No enquiry captures its traffic source. The cookie consent banner is installed but does not gate any tracking scripts, creating a GDPR compliance risk. The strategy requires data-driven decision making across paid search, organic content, and the HubSpot enquiry engine. None of that is possible until these tools are configured. The building blocks are in place; they need to be wired together.

KEY ISSUES

- Zero conversion tracking: GA4's Enhanced Measurement detected 3,046 form_submit events over the audit period, but this figure is heavily inflated. The five-step application form at /apply-online/ fires a separate event at each step, so a single applicant generates multiple events. Additional events come from the /contact-us/ form, course page enquiry forms, and on-site search. The actual number of completed enquiries is significantly lower — a funnel analysis found just 51 unique users completed the full journey in a 28-day sample. None are marked as conversions. The college cannot distinguish a completed application from an abandoned one, and cannot attribute any enquiry to a traffic source, campaign, or page.
- Cookie consent is not gating tracking scripts — a GDPR compliance risk. GA4, the Meta Pixel, and the Facebook SDK all fire before any consent cookie is set. The Moove GDPR plugin is installed but its script control field is empty. Under UK GDPR and PECR, this is non-compliant. This is addressed further in Section 06.
- No UTM or source attribution captured at point of enquiry. When a prospective student submits a form, there is no record of whether they arrived via paid search, organic, social, or direct. The strategy's paid search campaigns and content plan cannot be evaluated without this data.
- No Google Ads conversion tag is present. The strategy includes a paid search workstream launching after the website foundations are in place. Without a conversion tag, Smart Bidding cannot optimise, spend effectiveness cannot be measured, and the entire paid channel operates blind.
- GA4 configuration is minimal. The dataLayer contains only the basic initialisation and config call. No enhanced measurement events, no custom dimensions, no scroll depth or CTA click tracking. The 118,044 sessions reported in Section 02 carry pageview data only — no behavioural insight.
- HubSpot is not yet connected to the website. The planned HubSpot Pro implementation will serve as the central enquiry engine and CRM. Until the tracking code is installed and forms are connected, there is no bridge between website activity and admissions pipeline data.

5.1 What Is Installed

The site has the right tools in place. This is a significant positive — it means the tracking gaps identified in this section are configuration tasks, not infrastructure projects. No new platforms need to be purchased or installed. The work is in connecting what already exists.

Tool	Status	Notes
Google Tag Manager	Installed, firing	GTM-PK694J. The primary tag delivery mechanism. Correctly positioned in <head>.
GA4	Installed, receiving data	G-F8K3REVMNP. Config fires via dataLayer through GTM. Basic pageview tracking active.
Meta (Facebook) Pixel	Installed, firing	Pixel ID 1762915610750483. PageView event fires on load. Compliance risk — fires before consent.
Moove GDPR cookie consent	Installed, not configured	Banner displays Accept/Reject. But the scripts_defined field is empty — no scripts are under consent control.
Gravity Forms	In use	Two forms: gform_18 (Contact), gform_37 (Apply Online). Neither pushes events to dataLayer.
Zendesk/Zopim live chat	Installed	Fires independently of GTM. Chat events appear as raw counts in GA4, but cannot be attributed to traffic sources or campaigns.
Google reCAPTCHA	Installed	Protecting form submissions. Functioning correctly.

5.2 What Is Not Being Measured

The following table sets out what the strategy requires to be measurable, and whether it currently is. This is the gap between what exists and what the paid search campaigns, content plan, and HubSpot enquiry engine need in order to operate.

Signal	Tracked?	Implication
Basic pageviews (GA4)	✓ Yes	Functional. Provides the traffic data reported in Section 02.
Basic pageviews (Meta Pixel)	✓ Yes	Functional but fires without consent — compliance risk.
Form submissions — Contact enquiry	✗ No	Cannot attribute any enquiry to a traffic source or campaign.
Form submissions — Apply Online	✗ No	Cannot measure application completions or drop-off points.
Traffic source (UTM) at point of enquiry	✗ No	No hidden fields capture source data. End-to-end attribution is broken.
Google Ads conversions	✗ No	No conversion tag. Paid search cannot optimise or report.

HubSpot CRM activity	✗ No	No tracking code. No bridge between web behaviour and admissions pipeline.
LinkedIn campaign conversions	✗ No	No Insight Tag. Relevant if postgraduate campaigns are planned.
Chat widget interactions	✗ No	Zendesk fires independently. 4,814 chat opens recorded as raw GA4 events but not attributable to traffic sources.
CTA button clicks (Apply Now etc.)	✗ No	No click event tracking configured in GTM.
Scroll depth and engagement	✗ No	Enhanced Measurement may be on in GA4 but not confirmed.
Cookie consent compliance	✗ No	Scripts fire before consent. Non-compliant under UK GDPR and PECR.

Two out of thirteen signals are tracked. The site can tell you how many people visited. It cannot tell you what they did, whether they enquired, where they came from, or what prompted them to act. This is the measurement baseline the strategy inherits.

5.3 Why This Matters for the Strategy

The Digital Marketing Strategy is built on three workstreams that each depend on functional tracking and attribution:

Strategy workstream	What it needs from tracking	Current state
Paid search (Google Ads)	Conversion events on form submissions, connected to Google Ads via GTM, with Smart Bidding optimising toward enquiries. UTM parameters captured at point of submission for cost-per-enquiry reporting.	No conversion tag. No form events. No UTM capture. The entire paid channel would operate without any performance data.
Content and organic SEO	GA4 events on course page engagement (scroll depth, CTA clicks, time on page), conversion events linking content to enquiries, and source attribution showing which blog posts and landing pages drive form submissions.	Pageviews only. No engagement events. No conversion tracking. Cannot attribute any enquiry to any content.
HubSpot enquiry engine	HubSpot tracking code on every page. Forms connected to HubSpot pipelines. UTM data passed through to contact records. Lifecycle stage tracking from first visit to enrolled student.	No HubSpot tracking code. No form connection. No pipeline data. The planned implementation will address this — the dependency is configuring forms and installing the tracking code alongside the HubSpot build.

No element of the strategy can be measured, optimised, or evaluated in its current state. This is not a nice-to-have analytics gap — it is a structural blocker. The tracking configuration must be

completed before any paid media spend begins. The action plan in The Prioritised Action Plan sequences this as a Phase 0 prerequisite.

5.4 Technical Findings

This subsection provides the technical detail behind the headline findings for the developer or agency responsible for implementation.

Conversion Event Configuration

Neither Gravity Form pushes any event to the dataLayer on submission. There is no gtag('event', ...) call, no fbq('track', 'Lead'), and no GTM trigger configured for form success. Both forms submit back to the same page URL (/contact-us/ and /apply-online/) with no dedicated confirmation page. This means destination-based goals, conversion pixel fires on page load, and reliable completion measurement are all impossible.

A note on the 3,046 form_submit events reported by GA4. This figure significantly overstates genuine enquiry volume. GA4's Enhanced Measurement automatically fires a form_submit event every time it detects a form completion on any page. The application form at /apply-online/ is a five-step process, and each step triggers a separate event — so a single applicant who reaches step three generates three form_submit events. The 2.57 events per user ratio across 1,183 unique users is consistent with this multi-step behaviour, not spam or bot activity. Additional events come from the /contact-us/ page (1,147 page views over the period), course page enquiry forms, and on-site search submissions (70 confirmed via view_search_results events). A funnel analysis (Section 03) identified 51 unique users who completed the full journey from homepage to course page to form submission in a 28-day sample. None were marked as conversions because no conversion events have been configured. Until a dedicated event (such as enquiry_complete) is created to fire only on final submission of the application form, MRC has no reliable count of how many enquiries the website actually generates. (Evidence: GA4 Events List — All 24 Events inc Form Submit and Chat.png; GA4 Custom Funnel — Homepage to HND to Form Submit 1859-877-51.png; Mobile Apply Online — 5 Step Form Chat Widget Overlap.png)

The fix requires three steps: (1) create dedicated confirmation pages (/enquiry-thank-you/ and /application-thank-you/) and redirect to them on form success; (2) configure GTM triggers that listen for Gravity Forms confirmation events and push a custom event to the dataLayer with form ID and form name; (3) map these events to GA4 conversion events and Meta Lead / CompleteRegistration events. This is a developer task estimated at one to two days.

UTM Attribution

Neither form captures UTM parameters as hidden fields. When a student submits an enquiry, the traffic source that brought them to the site is lost. The strategy's UTM framework (documented in the Digital Marketing Strategy) defines the parameter conventions. The technical requirement is

a UTM-to-hidden-fields plugin for Gravity Forms (or a lightweight custom solution) that stores `utm_source`, `utm_medium`, `utm_campaign`, `utm_content`, and `utm_term` with every submission. This data must also pass through to HubSpot contact records when forms are connected.

Facebook Pixel

The `fbevents.js` library is loading from `https://mrcollege.ac.uk/connect.facebook.net/en_US/fbevents.js` — a locally cached copy rather than Facebook's CDN. This is unusual and risks the script becoming outdated after Facebook updates its Pixel SDK, potentially causing data loss. The script should be restored to load directly from `connect.facebook.net`.

Duplicate Contact Forms

The Contact Us page contains two separate form instances: a custom form and Gravity Form `gform_18`. Both appear functional but use different submission handlers. This creates data fragmentation. One form should be designated as the live form and the other removed, so that all submissions route through a single tracked path.

Zendesk Chat

The Zendesk widget fires independently of GTM. The 4,814 chat opens and 270 served interactions identified in Section 03 are recorded as raw GA4 events, but because Zendesk is not integrated with GTM, they cannot be attributed to a traffic source, campaign, or page. If the chat widget is retained (see Section 03 recommendations on staffing), it should be integrated with GTM using the Zendesk API to push `chat_started` and `chat_completed` events to the `dataLayer`.

GA4 Enhanced Measurement

The `dataLayer` shows only the basic initialisation and config call. No enhanced measurement events, custom dimensions, or engagement events are being pushed. Once conversion tracking is in place, GA4 should be configured with custom dimensions for course of interest, study mode (morning/evening), and enquiry type to enable meaningful segmentation in reports. Enhanced Measurement should be confirmed as enabled for scroll depth, outbound link clicks, and site search tracking.

5.5 Implementation Sequence

The tracking configuration must be sequenced correctly. Some elements are prerequisites for others, and the cookie consent fix must happen first to ensure all subsequent tracking is compliant from day one.

#	Action	Dependency	Why this order
1	Fix cookie consent gating — place GTM, GA4, and Meta Pixel under Moove GDPR consent control (or migrate to Cookiebot/CookieYes)	None	Legal compliance. Everything else builds on compliant tracking.
2	Create /enquiry-thank-you/ and /application-thank-you/ confirmation pages	None	Required before conversion events can fire on page load.
3	Configure GTM triggers for Gravity Forms submissions — push events to dataLayer	Step 2	Enables conversion measurement in GA4 and Meta.
4	Add UTM hidden fields to all Gravity Forms	None	Captures source data with every submission.
5	Map GTM events to GA4 conversion events and Meta Lead/CompleteRegistration	Step 3	Completes the measurement loop for organic and social.
6	Install Google Ads conversion tag via GTM	Step 3	Prerequisite before any paid search spend begins.
7	Install HubSpot tracking code via GTM and connect forms	HubSpot Pro account active	Bridges website activity to CRM pipeline. Sequenced with HubSpot implementation.
8	Fix Facebook Pixel source (load from CDN, not local cache)	None	Prevents data loss from outdated SDK.
9	Remove duplicate contact form on /contact-us/	None	Eliminates data fragmentation.
10	Configure GA4 custom dimensions and confirm Enhanced Measurement	Steps 3–5	Enables meaningful reporting and segmentation.
11	Integrate Zendesk chat with GTM (if widget retained)	Section 03 decision	Makes chat interactions attributable to traffic sources and campaigns in GA4.
12	Install Microsoft Clarity or Hotjar for session recording	None	Qualitative data on application form friction and drop-off.

Steps 1 through 6 are prerequisites for the strategy's paid search launch. Steps 7 onward align with the HubSpot implementation timeline. The full sequencing is incorporated into the prioritised action plan in the Prioritised Action Plan.

This section answers Audit Guide Question 3: Can the website's performance be accurately measured and attributed? The answer is no. The infrastructure is installed but unconfigured. Two of thirteen required signals are tracked. The strategy's three core workstreams — paid search, organic content, and the HubSpot enquiry engine — each depend on tracking that does not yet exist. The implementation sequence above is a prerequisite for any paid media spend and should be treated as the first technical workstream in the delivery plan.