

# Auditing a website structure to maximize and sustain future growth



The Toronto Regional Real Estate Board serves the REALTOR® professionals of the GTA, connecting people and property in their communities.

## Problem

- The Toronto Regional Real Estate Board (TRREB) had multiple unconnected web properties that made it impossible to track members across different sites, obscuring the complete engagement picture.
- Driving traffic to public REALTOR® websites was a critical member service, but the absence of data hindered TRREB's ability to deliver value and insights to members.

Recommended new structure

### Recommended - New Structure

ANALYTICS ACCOUNTS	PROPERTIES & APPS	VIEWS	UPDATE
Toronto Real Estate Board xxx	Toronto Real Estate Board (UA-xxxxxx)	All Traffic	Y
		Collab TRREB	N
		Communications Joomla	Y
		Listing Trebhome	N
		realtor-quest.ca	Y
		Toronto Real Estate Board	Y
		TRREB100	Y
		V3 TREB	N
	Collab TREB Stage [HISTORIC]	• Leaving for historical access	Y

## Approach

Halmyre conducted a Marketing ROI Audit, resulting in the alignment of TRREB's various independent accounts within one Google Analytics (GA) account. To do this, Halmyre:

- Recommended and supported the implementation of a new, streamlined GA account structure and the use of Google Tag Manager;
- Identified and set up key performance indicators, event goals (such as clicks, time on page, usage, and user pathways), and user experience reporting; and
- Implemented search engine optimization improvements, site performance dashboards, and urchin tracking module codes to track and manage performance.

## Outcome

- Efficient tracking and management of traffic across multiple domains.
- An end-to-end view of member engagement across platforms.
- Improved in-house website revision capabilities and more efficient reporting, saving time and money.
- Dramatically improved ability to gain essential business insights through website reporting.
- Ability to identify, prioritize, and address the top issues causing site visitor engagement drop-off.



Goal-tracking dashboards

Established goals and events

PROPERTIES	URL	OBJECTIVES	GOALS	KPIs	EVENTS
communications		Content Website	Engagement Goals	<ul style="list-style-type: none"> <li>• Visiting the Spotlight landing page and selecting a services/tools</li> <li>• Opening a headline</li> <li>• Watching a video in the video centre</li> <li>• Registering for a course by accessing the PD calendar</li> <li>• Clicking on landing page banner</li> </ul>	<ul style="list-style-type: none"> <li>• User types in a search query (top right)</li> <li>• 'See more' buttons on home page</li> <li>• Click on telephone # link</li> <li>• Contact us page</li> <li>• Social media button clicks</li> <li>• Engagement duration</li> <li>• Engagement pages viewed</li> </ul>

