Auditing a website structure to maximize and sustain future growth

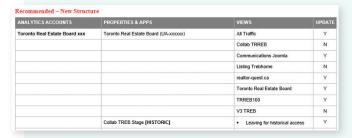


The Toronto Regional Real Estate Board serves the REALTOR® professionals of the GTA, connecting people and property in their communities.

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





Goal-tracking dashboards

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.

Established goals and events



