

# How to create good Tags

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## Why use it

A Tag marks a single element that should be tracked to measure a user interaction within the customer application.

It is connected to HEART analytics, which enables businesses to track and improve digital adoption.

- To learn more about Tags in Userlane, check the following section on [Tags](#) in the Editor.
- To find out more about understanding the impact, opportunities, and risks regarding underlying application usage, please check the [following section on HEART](#).

## Before setting up Tags

- To work with Tags, the **Advanced analytics** option must be enabled in the [Analytics](#) setting menu located in the Portal.
  - Check with your team the webpages where you wish **not** to have analytics running and update the exceptions **before** enabling Advanced analytics.
- **Research the processes** within your organization and how they are completed with the help of the underlying application.
- Find out which elements (e.g., buttons) **emphasize the best way to process completion**.
  - are they located on multiple webpages? Do you need to differentiate the elements per language?

## How to create good Tags

1. Use Tags to understand how many times a process is started and how many times it has ended. (Start button vs Submit button).
2. Place tags along a process (Onboarding) to access where users are dropping off.
- 3 Understand if the users are still accessing the wrong/deprecated section/button/functionality to correct the behaviour.
4. When creating Tags, Userlane will automatically assign a name to each Tag. We **recommend** deciding on a name structure as early as possible. In that way, you can easily navigate later to the Tags list view which will contain dozens of entries.

*Example:*

Name
Header_German
Footer_Help
Sidebar_Settings

5. If you wish to track an element on a single page or multiple pages, use [page segmentation](#).

6. If your website is multilingual, and you wish to track the user interactions with a single button available in different languages, create two different Tags, and use the [Content Selector](#) for each of them to track only elements that contain words in the respective language.

## After you set up Tags

Access the [Task Success](#) page in the Portal to understand how users interact with the tagged elements.

If you wish to track another element, we **recommend** first deactivating the ones you do not want to have tracked anymore, and creating a new one from the beginning so that the tracking data does not get mixed.

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