

# Tracking Content Performance Across the Funnel (GA4 + GTM)



# Topics

Turning "engagement" into measurable intent: [micro-conversions](#).

Content groupings (by audience/funnel), and why they matter for reporting.

# Events worth tracking

## Priority order

01

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### Form submit

(inquiry, request info, apply interest)

03

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### Chatbot engage

(open, first message, lead captured)

05

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### Site search

(terms + result clicks)

07

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### Outbound clicks

(partners, destination lists, visa resources)

02

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### Apply CTA click

(including outbound link to application system)

04

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### Scholarship/Cost interactions

(calculator, PDF downloads, "contact finance")

06

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### Scroll depth

(25/50/75/90) for long guides

08

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### Video

(start, 50%, complete) for campus/student stories

# Insights you can deliver quickly

(even with limited history)

Highest-performing landing pages

by country and intent actions.

Pages driving "conversion assists"

(not last click).