





Google Analytics Audit

The process of GA audit for ____ has been divided into 5 steps:

1. Account set up
2. Tracking code & implementation
3. Goal Set-up
4. Advance Data Capturing
5. Exception Checks

STEP 1 Account Set Up

Vertical	Scope	Grade(P ass/Fail/ NA)	Comment
Account Set-up	Is the Google Analytics structure logical (GA should have Reporting View)?		
Account Set-up	Is the time zone right?		
Account Set-up	Is Currency right?		Currency is USD
Account Set-up	Is Default page set correctly?		
Account Set-up	Is Bot Filtering enabled?		
Account Set-up	Site Search enabled		
Account Set-up	AdWords account linked to Google Analytics		
Account Set-up	Search console linked to Google Analytics		
Account Set-up	Exclude URL query parameters used		
Account Set-up	Content grouping enabled and correct		
Account Set-up	Internal / Agency IP's filtered		
Account Set-up	Self referrals excluded		
Account Set-up	Payment gateway referrals excluded		
Account Set-up	Referral spam excluded		
Account Set-up	Demographic data set up		
Account Set-up	User ID set up correctly		

Observations

- 1.
- 2.
- 3.

STEP 2 Tracking code & implementation

Vertical	Scope	Grade(Pass/Fail/NA)	Comment
Tracking code & implementation	Tracking code version - ga.js, analytics.js - Universal Analytics code is used		
Tracking code & implementation	Tracking on all pages (check for pages with no or incorrect tracking code)		Not enabled on blog and sitemap
Tracking code & implementation	Mobile site being tracked		
Tracking code & implementation	Tracking code in correct place in source code		
Tracking code & implementation	Tracking code not duplicated on any page		
Tracking code & implementation	Tracking code is implemented more than once on any of the pages		
Tracking code & implementation	Cross domain tracking in place		

Observations

- 1.
- 2.
- 3.

STEP 3 Goal Set-up

Vertical	Scope	Grade(Pass/Fail/NA)	Comment
Goal Set-up	Micro-conversions (events) being tracked		All the events are not being tracked
Goal Set-up	Goals set and tracking correctly		

Observations

- 1.
- 2.
- 3.

STEP 4 Advance Data Capturing

Vertical	Scope	Grade(Pass/Fail/NA)	Comment
Advance Data Capturing	On-page user actions are being recorded by Event Tracking		
Advance Data Capturing	Social Actions (like, share, login) are being recorded		
Advance Data Capturing	Form interaction are being recorded (Contact forms, Form Completion Abandonment, Tracking form errors)		
Advance Data Capturing	Newsletter subscription		
Advance Data Capturing	All outbound links are being tracked		
Advance Data Capturing	Video View Tracking (for Play, Pause, Stop)) (% view)		
Advance Data Capturing	Scroll reach tracking		Not tracked
Advance Data Capturing	Blog comments		Not tracked
Advance Data Capturing	PDF Downloads		
Advance Data Capturing	For chat – as part of the customer support service.		
Advance Data Capturing	Content Groups being implemented		
Advance Data Capturing	Custom Dimension		No custom dimension created

Observations

- 1.
- 2.
- 3.

STEP 5 Exception Checks

Vertical	Scope	Grade(Pass/Fail/NA)	Comment
Observations & Alerts	Custom alerts set-up (Standard GA implementation)		
Observations & Alerts	Custom alerts set-up for Real Time Data (GA API)		
Exception Checks	Virtual Page Views instead of Events		
Exception Checks	Events affecting bounce rate		
Tag Management	Conversion tracking codes are segregated traffic source wise		Google tag manager code is not implemented
Tag Management	Remarketing tags for all traffic sources are added on every page		Google tag manager code is not implemented

Observations

- 1.
- 2.
- 3.

Key Points :

- 1.
- 2.
- 3.