GOOGLE ANALYTICS

HOLIDAY AUDIT DETAILS:

2016 Holiday Pricing	
PROFESSIONAL	ENTERPRISE
$2,500	$4,000

ACCOUNT

CHECKPOINT	DESCRIPTION	PROFESSIONAL	ENTERPRISE
GA Version	Check homepage with Tag Assistant	✓	✓
Tag Manager Used	Check homepage with Tag Assistant	✓	✓

ACCOUNT SETUP / ADMIN SECTION REVIEW

CHECKPOINT	DESCRIPTION	PROFESSIONAL	ENTERPRISE
Annotations	Annotations are present		✓
Attribution Models	Custom Models Defined		✓
Channel Grouping	Is account a candidate for adding custom channel groups like those we created for attribution WP	✓	✓
Channel Settings	Any necessary changes to Default Channel Grouping definitions have been made and validated such as adding Email to Email System Channel Definition	✓	✓
Channel Settings	Brand Terms are defined for Default Groups with Brand & Generic Paid Search	✓	✓
Channel Settings	Look at referral report, source/medium report to suggest mods to default channel groups	✓	✓
Content Grouping	Content Groups being used?		✓
Content Grouping	Grouping Recommendations based on site architecture		✓
Custom Alerts	Custom Alerts are in place		✓
Custom Alerts	Suggestions for using Custom Alerts		✓
Custom Channel Groupings	Custom Channel Groups are defined under Custom Channel Groups and not under Channel Settings	✓	✓
Ecommerce Settings	Ecommerce is Enabled	✓	✓
Ecommerce Settings	Enhanced Ecommerce is Enabled		✓
Ecommerce Settings	Related Products is Enabled		✓
Filters	Filters to exclude common bots, ghost referrer spam	✓	✓
Filters	Look at C13internal IPs	✓	✓
Filters	Necessary Filters in Place	✓	✓
Filters	Partners	✓	✓
Filters	URL Clean up for trailing slash, mixed case	✓	✓
Filters	URL filter to append domain name to URL for tracked subdomains - to discern between sections of site	✓	✓
Goals	All existing goal setup(s) checked for accuracy	✓	✓
Goals	Ecommerce Sites: Order Complete Goal Set Up	✓	✓
Goals	Potential new goals to set up are identified based on website analysis		✓
Property Settings	Data Collection for Advertising Features Turned On - under Tracking Info > Data Collection		✓
Property Settings	Account Linkage - AdWords, Webmaster, Google Business, AdSense. Turned On, & Data Shows	✓	✓
Property Settings	Advertising features enabled		✓
Property Settings	Custom Dimensions		✓
Property Settings	Data Import - Data Set Defined and Data shows in reports		✓
Property Settings	Dynamic Attributes for Dynamic Remarketing		✓
Property Settings	Enhanced Link Attribution Enabled		✓
Property Settings	Industry Category for benchmarking	✓	✓
Property Settings	Organic Search Sources		✓
Property Settings	Referral Exclusion List		✓
Property Settings	Remarketing - using GA Remarketing Lists		✓
Property Settings	Search Term Exclusion List		✓
Property Settings	Session Settings - under Tracking Info Timeout Handling customized		✓
Property Settings	User ID Enabled		✓
Property Settings -Custom Definitions	Are any defined custom variables, dimensions, metrics reporting data?		✓
Property Settings -Custom Definitions	Suggestions for customization based on web site analysis		✓
Scheduled Emails	Are they being used?		✓
Segments	Custom Segments defined	✓	✓
Shortcuts	Shortcuts created for commonly used reports		✓
View Settings	Are unnecessary URL query parameters excluded in view setup?		✓
View Settings	Check if bot filtering is in use and if is potential problem - referral report, direct channel trends		✓
View Settings	Site Search Categories used		✓
View Settings	Site Search Integration - enabled, configured correctly, & data appears in reports.	✓	✓
Views	Raw data		✓
Views	IP filtered		✓
Views	Multiple views with data present	✓	✓
Views	Test		✓
Web Properties	Account > property > view hiearchy makes sense		✓

CONVERSION REPORTS

CHECKPOINT	DESCRIPTION	PROFESSIONAL	ENTERPRISE
Attribution Modelling	Any channels that are top-of-funnel, bottom-of-funnel dominant?		✓
Funnels	Existing funnel setup is checked		✓
Funnels	Potential new funnels identified based on website analysis		✓
Multi-Channel Funnel	Reports have data and have been validated.		✓

CUSTOM CODING

CHECKPOINT	DESCRIPTION	PROFESSIONAL	ENTERPRISE
Custom JavaScript	Site speed sampling, _setSiteSpeedSampleRate() setup, _tracktiming setup		✓
Custom JavaScript	Doubleclick targeting, Doubleclick script change made for sites using Doubleclick targeting		✓
Custom JavaScript	Any customization of either tracking codes?		✓
Custom JavaScript	Opportunities for customizing tracking code?		✓
Non-Commerce Content Bounce Rate	For blogs, resource centers, where clicking thru may not happen, uses setimeout or scroll approaches for measuring what a bounce is. GTM lets you set a timer listener for generating an event.		✓
Social Settings	For ga.js do they use callback function to verify like actions		✓
Social Settings	Social Analytics Plug-In being used for ga.js		✓
Social Settings	Social Interaction Settings configured?		✓

CUSTOMIZATION

CHECKPOINT	DESCRIPTION	PROFESSIONAL	ENTERPRISE
Custom Reports	Potentially helpful custom reports identified based on past experience.		✓
Custom Reports	Custom Reports being used		✓

DATA INTEGRATIONS

Data Integration (Data Warehouse)	Integrated and data is passing.		✓
Third Party Integration	Integrated and data is passing.		✓

REFERRALS REPORT

CHECKPOINT	DESCRIPTION	PROFESSIONAL	ENTERPRISE
Affiliates	Check referral report for affiliate channel referrals	✓	✓
Company Owned Sites	Check referral report for referrals from company owned sites	✓	✓
Ghost and Spam	Check referral reports for ghost referrals and spam referrals	✓	✓
Payment Methods	check referral report for payment method referrals like paypal	✓	✓
Subdomains (Blog, Search)	Check referral report for subdomain referrals	✓	✓
utm Param Tagging	Check referral report for examples of incorrectly tagged results	✓	✓

REPORTING

CHECKPOINT	DESCRIPTION	PROFESSIONAL	ENTERPRISE
Executive Dashboards	Are any non-default dashboards setup?	✓	✓
Traffic Channel Segmentation	Check all traffic report for anomalies	✓	✓
Social Reports			
Plugins	Do they track other social actions other than Google + - custom tagging is required		✓
Social Analytics	Using Social Analytics in UA?		✓

TRACKING

CHECKPOINT	DESCRIPTION	PROFESSIONAL	ENTERPRISE
Conversion Tracking code	Conversion tracking code installed in shopping cart and verified for a cc order.		✓
Conversion Tracking code	Transaction and SKU level detail are reported and appear accurate.		✓
Data Collection Gaps	Traffic and Ecommerce data are verified		✓
Domains, Subdomains Hierarchical Structure (Only if Subdomains/Multiple top Level domains are interlinked)	Cross domain tracking in place		✓
External Link Tagging	To check utm tagging, look at referrals, source/ medium reports. Sign up for email newsletter and check tagging		✓
Pageview Tracking	custom tracking on 404 pages		✓
Pageview Tracking Code	GA code placed and spot checked at 5 different sections of the site	✓	✓
Pageview Tracking Code	Verify that pageview tracking code fires for ga.js, analytics.js from paid search, organic search, direct		✓

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