Google Analytics Healthcheck Sample

Account: Your GA Account

Property: Your GA Property

Property ID: UA-XXXXXXXX-1

View: www.yourdomain.com

Prepared by:

John Barnes

john@awa-digital.com

Contents

Introduction

Google Analytics is a free platform used to track, measure and analyse website performance and user behaviour and ultimately use it to make business decisions for marketing and website investment.

It follows that if incorrect or incomplete data is tracked, it will flow upwards in your organisation and lead to an incorrect view of performance and ultimately business decisions based on bad data. To avoid this, your analytics account needs to be:

1   Accurate: data is collected correctly and reliably

2   Complete: analytics is configured to track what you need to grow your business

3   Regularly verified: a process is needed to ensure points 1 and 2 above are maintained for Google Analytics to be a reliable decision-making tool

A GA healthcheck will provide each of these. Any data collection issues or gaps in data/insight opportunities are found along with recommended actions needed to correct or implement.

John Barnes
Head of Analytics
AWA digital
john@awa-digital.com
+44 (0) 20 7887 2695

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Healthcheck Summary

The basic configuration is in good condition, there are no significant data collection issues - only minor admin changes alongside further investigation into duplicate tagging on the confirmation page.

The priority action is to take the account and measurement plan from a default configuration, i.e. similar to a newly opened account, to a fully customised analytics platform. This would involve tracking key events and completing the *Enhanced Ecommerce* upgrade.

More advanced options, for example custom dimensions and metrics, can be revisited at a later date.

Understanding the Healthcheck summary

Both the summary and detail are prioritised using a traffic light system:

	Working correctly, or within acceptable limits. Any fixes would not significantly improve analysis. No urgent action needed.
	Not working as expected, action is needed to correct. Likely to impact reporting.
	Broken / not configured. Action is urgently needed as bad data is being collected, or key metrics not being measured at all.

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		Status	Target
1	Account settings and governance	1	10
2	PII (Personally Identifiable Information)	1	10
3	Tracking code placement	5	10
4	Transaction tracking	1	10
5	Revenue tracking	5	10
6	Google Ads integration	10	10
7	Duplicate pages	1	10
8	Search console integration	10	10
9	Site search tracking	5	10
10	Error page / 404-page tracking	10	10
11	Event tracking	1	10
12	Goal tracking	5	10
13	Funnel configuration	5	10
14	Visitor labelling (custom dimensions / metrics)	1	10
15	Campaign tracking	10	10
	Totals	71	150
	Google Analytics Quality Score	47%	

As a general rule, we would recommend that a quality score of 50% is achieved before in-depth analysis and/or business decisions are made using the data. 100% would represent the complete implementation and should be the long-term goal of the analytics team.

This is the initial score based on best practice, weighting will be adjusted depending on further information around business objectives and measurement requirements.

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Understanding the Healthcheck detail

The healthcheck detail is organised by the following stages of measurement (priority order):

Data collection - this is the point where data is collected from your website and passed to GA. This is the main source of data inaccuracy and errors here can impact all data within GA. This makes data collection the most important part of the configuration to get right.

Tracking, reporting & insight - Here we verify that you are tracking all of the site features and user actions that are relevant for your business and that these features are reported in an accessible way (either through the Google Analytics reporting user interface or an external dashboard - for example Google Sheets or Google Data Studio).

Admin - This section looks at the configuration, organisation and settings of the account itself. Incorrect settings can impact the way data is reported and/or introduce inefficiencies when using the account.

Healthcheck Detail

1. Admin: Account settings and governance

What is this and why is it important? Governance of the account reviews the configuration of the admin settings of the account and how the reporting user interface is set up. This ensures no settings which change or remove data are incorrectly used and, that the account in general is set up so it is secure and can be used in the most efficient way possible.

#	Current Setting	Recommended setting / action
1.1	Views: one configured	Each property should have 3 views configured named as follows: 1 Raw: an unconfigured view which is a backup of the main account 2 Test: Any setting that changes data, such as filters, should be verified on the test view first 3 Main: The main reporting view
1.2	Filters: 5 configured: • Block Carrie • Block Lucky Orange • Evolved's IP Blocked • NuBlue's IP Blocked • SIG IP Blocked	No filters have been applied to the view and are not currently being used. If needed, they should be verified via a test view and then implemented on the main view. We would also recommend the following filters: • Hostname filtering – Ensures only data from the live domain is included in reports. This duplicates impact of the development site exclusion but also prevents ghost referrals – this occurs when your Google Analytics user ID is duplicated on a spam site to inject content into reports. There is some evidence of ghost spam in the account.

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#	Current Setting	Recommended setting / action
1.3	User access: unable to check as user access level is not high enough.	Review users on the account. Ensure all users are expected and are at the correct access level. Admins should be limited on the account.

2. Data collection: PII

What is this and why is it important? PII or Personally Identifiable Information is any data that identifies an individual. This is typically name, address, email address, phone number etc. Storing PII data within your account breaks Google's terms of use, there are various actions Google can take if present. It may also be a breach of GDPR legislation.

#	Current Setting	Recommended setting / action
2.1	Multiple instances of email addresses have been found in the *All Pages* report. These have been consistently tracked over the previous 12 months. This is a breach of the Google Analytics User Agreement and may also have GDPR implications.	We would recommend this is discussed further and that remedial action is taken as a priority.

3. Data collection: Tracking code placement

What is this and why is it important? Correct placement ensures that data collection is accurate and complete.

#	Current setting	Recommended setting / action
3.1	Tracking code presence: 1203 pages checked, tracking code present on all pages.	No further actions needed.
3.2	Tracking code page placement: Inserted halfway down the page.	Tracking code should be placed as close the opening <HEAD> tag as possible. This ensures tracking fires

#	Current setting	Recommended setting / action
		early and does not give the user chance to navigate away before being tracked.
3.3	Tracking code implementation: Injected in-line on page. Impact: time and resources needed to update tags on-page. Ensuring tags are up-to-date.	We would recommend implementing Google Analytics, and all other site tags, via Google Tag Manager (GTM). This is a free tool that centralises tags and allows quick and easy implementation and amendments without requiring developer resource. In addition to this, the tracking code that used onsite has now been replaced with a new version and should be replaced. Using GTM would avoid this situation as code updates are done automatically. GTM also makes debugging much more efficient.

4. Data collection: Transaction tracking

What is this and why is it important? Business decisions are based on *complete* transaction data. The method of data collection will directly impact the breadth of insight available. The reliability of data collection should also be considered.

#	Current setting	Recommended setting / action
4.1	Ecommerce tracking type: Enhanced Ecommerce. Ecommerce data is sent alongside a pageview hit.	There is a duplication issue on the confirmation page. There are two pageview tags firing, both pushing transaction information. In some instances this has corrupted transactions. This will also impact session count and related metrics. Further investigation is needed to determine why this is happening. However, it may be because tracking code is implemented both onpage and via Magento.
4.2	Enhanced Ecommerce: Tracking incomplete.	Many of the Enhanced Ecommerce reports are blank because the Enhanced Ecommerce upgrade is incomplete/broken. Additional tracking is needed to complete this upgrade. The

#	Current setting	Recommended setting / action
		majority of this tracking will be in the form of *Events* which will be covered in a later section.

5. Data collection: Revenue tracking

What is this and why is it important? Business decisions are made with *accurate* transaction data. Incorrect transaction tracking and revenue can result in incorrect decisions being made about products, channels or campaign investment. This is related to the point above but is measured separately as issues may not lie within GA.

When revenue in GA is compared to your backend accounting system a maximum variance of 5% is acceptable. Any more than this and further investigation is needed. 100% match is not achievable and is not expected.

#	Current setting	Recommended setting / action
5.1	There is a 36% discrepancy between the backend sales data revenue and Google Analytics revenue data for period 01/01/18 to 01/12/2018 inclusive. Backend reports: Revenue: £10,135,490 Transactions: 600 Google Analytics reports: Revenue: £18,266,000 Transactions: 1005	Google Analytics is reporting 36% more revenue and 35% more transactions when compared to the non-Google Analytics backend reports. Our investigation has found an error with the transaction tracking. If a user completes the post-purchase survey, the page refreshes and the tracking code fires again. This duplicates the product count in these transactions within Google Analytics. We will advise your development team on a fix.

6. Data collection: Google Ads integration

What is this and why is it important? Correct integration ensures correct attribution and decision making around paid marketing.

#	Current setting	Recommended setting / action
6.1	Integration is configured. Cost and Ad/Campaign data is present. Google Ads tracking (Gclid URL parameter) is also present on sample of ad-driven landing pages	No further action needed. However, we would recommend verifying GA and your adwords accounts align as expected.

7. Tracking, reporting & insight: Duplicate pages

What is this and why is it important? Google Analytics can track a single page, but report it as multiple pages. This occurs if the page has different query strings or URL parameters present. For example:

- examplecat/subcat/product?sort=abc

- examplecat/subcat/product?sort=xyz

Reporting the same page in this way makes analysis and page performance reporting difficult because key metrics are split across each page. This makes it impossible to get a true measure. For example, if each page above had different bounce rates, which is the 'true' number?

#	Current setting	Recommended setting / action
7.1	Some pages are duplicated with key metrics fragmented across multiple rows. See image below.	This may be expected behaviour if product list pages (PLPs) are analysed according to brand, filter, sort or other.

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8. Tracking, reporting & insight: Search console integration

What is this and why is it important? The Search Console tracks metrics and KPIs for Organic search and your SEO campaigns. The integration provides this data within GA and allows deeper analysis, rather than the static reporting available within the Search Console.

#	Current setting	Recommended setting / action
8.1	Integration configured, data present in reports.	No further action needed.

9. Tracking, reporting & insight: Site search tracking

What is this and why is it important? Site search is an important data set as it is a sign of intent and of purchase-motivated users. It also informs product interest, and merchandising opportunities if products are missing.

#	Current setting	Recommended setting / action
9.1	Site search is configured, data is present in the reports.	Some site search terms are being lost when users click a result in the search suggest box which opens when a search term is entered in the site search box. Additional tracking is required to capture this data. There are non-search terms present in the keyword reports. Further investigation is needed to determine how this has happened and to avoid it happening again. Out of scope from this report but our earlier analysis identified site search as an area that required improvement as some search terms returned the incorrect products. Null searches, searches with no results, should also be tracked. A simple filter can force all search terms to lowercase to avoid duplication. We would recommend implementing this.

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10. Tracking, reporting & insight: Error page / 404-page tracking

What is this and why is it important? Users are presented with a 404 page when they visit a URL on the site that cannot be found - one that doesn't exist. For example, this link will lead to a 404: https://www.yourdomain.co.uk/thispagedoesnotexist.

Tracking 404 pages will help you find broken internal and external links. Minimising 404-page errors improves user experience and prevents negative impact on SEO and paid performance.

#	Current setting	Recommended setting / action
10.1	404 pages are tracked.	These pages should be regularly monitored to ensure they are not frequently occuring. We have created a custom report to make this easier - https://analytics.google.com/analytics/web/ template?uid=kDIllMONTZS8j4i9peslHw. 404 pages can be optimised by presenting users with navigation options or implementing appropriate redirects.

11. Tracking, reporting & insight: Event tracking

What is this and why is it important? Google Analytics is a generic measurement platform, that can be used on any website, until it is customised to your business. Until then, Google Analytics will only track a default set of metrics, for example pageviews, bounce, source and so on.

To understand your users behaviour, your site's performance and extract the full value of GA it must be tailored to match the requirements of your site

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and business. Events are one of the main ways this customisation is achieved.

Events measure user behaviour across the site, building a picture of user actions and allowing you to determine the usage and value of site features. Generally speaking, additional tracking code is required to enable *Event* tracking.

There is no one-size-fits-all approach to defining the events you should have, this would be determined in a business plan, but there are some recommended *Events* which may be of value - see below.

#	Current setting	Recommended setting / action
11.1	None configured.	A measurement plan, where business objectives/questions, are mapped to GA should be created. This avoids unnecessary or unfocused implementations. Based on a review of the site, candidate events would be: • Navigation and mega-menu usage • Clicks on USP/value messaging • Any call to action (on any page). For example, homepage carousel, PLP rollover, PLP add to basket, PDP add to basket or checkout progression buttons. • PLP wishlist or compare usage • Category and PLP facet/filter/sort usage • PDP tabbed content • Mini-basket usage • Payment type In addition to these, *Events* are an important part of the Enhanced Ecommerce upgrade. The absence of important Events explain why some reports are empty or incomplete. Specifically, the missing events are: • Product views • Product add / remove from baske • Checkout initiation • Checkout steps (and checkout options) • Product list measurement • Internal promotions • Coupon usage

#	Current setting	Recommended setting / action
		• Affiliate tracking

12. Tracking, reporting & insight: Goal tracking

What is this and why is it important? Goals are similar to Events except they focus on key user actions. These tend to be a) multi-step and b) impact revenue. Implementing goals impacts the sitewide conversion reports and are used as KPIs for site performance. For this reason, usage of them should be considered.
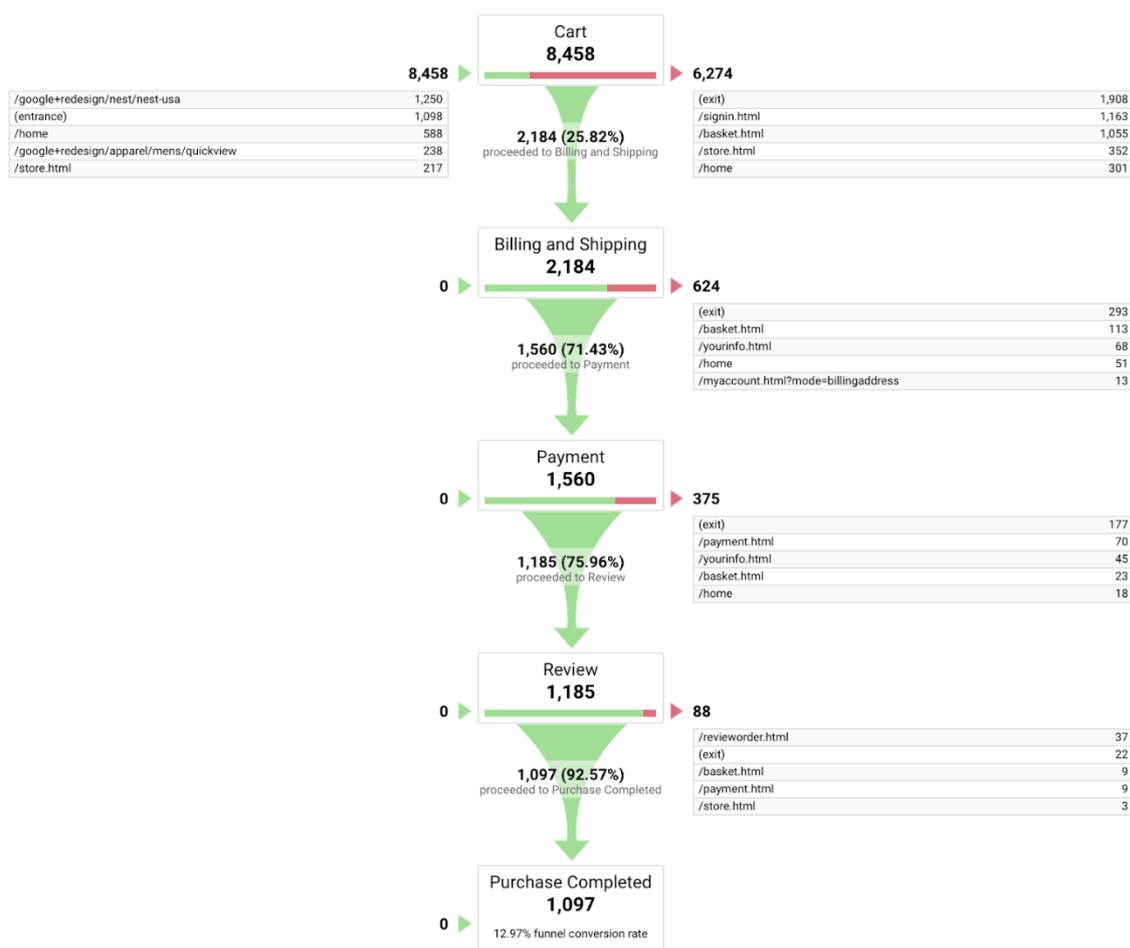
For ecommerce websites, the *E-commerce conversion rate* metric should be used as this focuses solely on transactions and cannot be influenced by any other user activity.

#	Current setting	Recommended setting / action
12.1	19 configured, 10 are not tracking, remaining 9 are tracking data (based on last 7 days).	We would recommend a review of the 9 tracking goals as some appear to be redundant. For example, basket, delivery, checkout and success goals can be tracked with a single goal. Others such as add to basket, new account, login, delivery info and contact us may be better tracked as Events (although some of these are tracked by default via *Page Views*). Also note, if *Enhanced Ecommerce* is fully implemented, those reports will provide most of this data. We would recommend revisiting *Goals* once this is done to determine what is needed.

13. Tracking, reporting & insight: Funnel configuration

What is this and why is it important? Funnels are part of *Goal* configuration. Where a goal has multiple steps or pages to complete, these can be defined

as part of the goal to create a funnel. As users complete the steps or stages, the funnel is populated to show how users progress towards the goal. This can be an important source of data as it may reveal areas for optimisation. For example, a goal can be defined for a purchase on your website with the basket, delivery address, payment and payment confirmation pages set as funnel steps. As users move through the checkout, the funnel steps will show this. Crucially they will also show where users drop out. Exploring these areas of the site are opportunities for improvement and revenue optimisation. See example below:

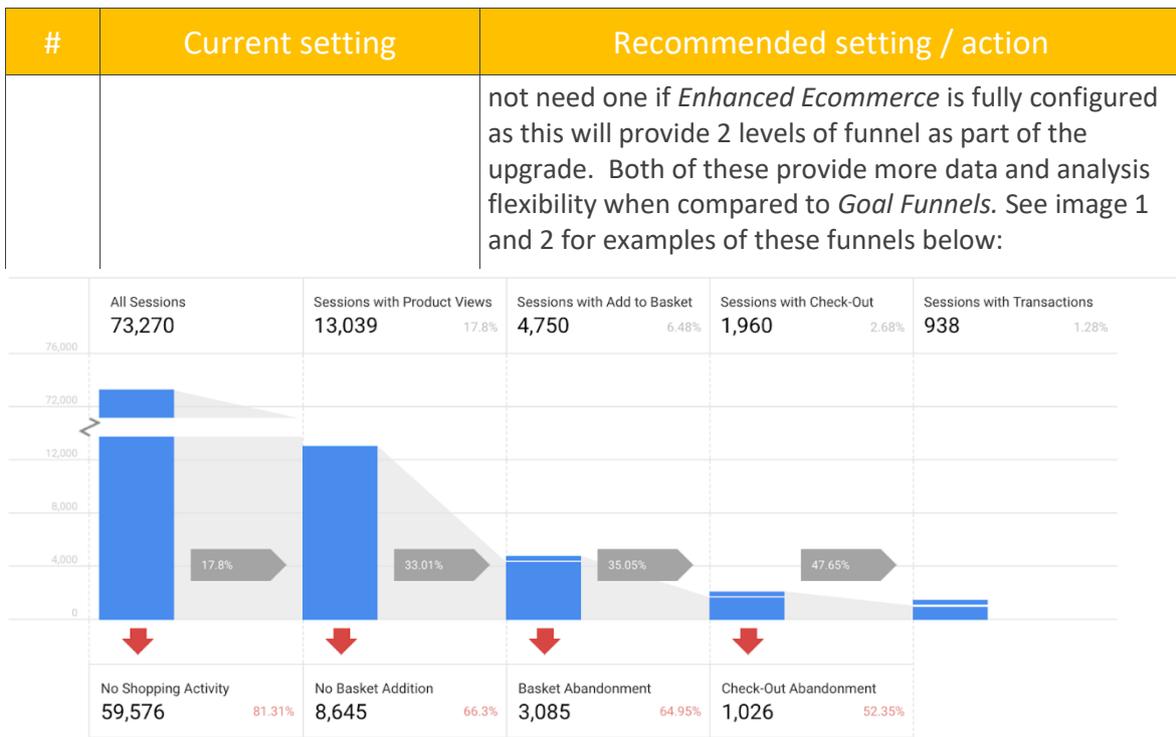| #	Current setting	Recommended setting / action
13.1	One active goal (from last 7 days) has a funnel configured.	The funnel configuration is for add to basket, we would recommend this is removed when this goal is tracked as an event instead.
		The only other goal suitable for a funnel is checkout success. This does not have a funnel configured and may

#	Current setting	Recommended setting / action
		not need one if *Enhanced Ecommerce* is fully configured as this will provide 2 levels of funnel as part of the upgrade. Both of these provide more data and analysis flexibility when compared to *Goal Funnels.* See image 1 and 2 for examples of these funnels below:

All Sessions **73,270**
Sessions with Product Views **13,039** 17.8%
Sessions with Add to Basket **4,750** 6.48%
Sessions with Check-Out **1,960** 2.68%
Sessions with Transactions **938** 1.28%

17.8% 33.01% 35.05% 47.65%

No Shopping Activity **59,576** 81.31%
No Basket Addition **8,645** 66.3%
Basket Abandonment **3,085** 64.95%
Check-Out Abandonment **1,026** 52.35%

Image 1: Enhanced Ecommerce will provide a 'whole-site' end-to-end funnel, showing an overview of progression through the entire site's funnel to transaction.

Billing and Shipping **1,955**
Payment **1,372** 70.18%
Review **929** 47.52%
Sessions with Transactions **938** 47.98%

70.08% 67.49% 100.54%

Billing and Shipping Dropoff **585** 29.92%
Payment Dropoff **359** 26.17%
Review Dropoff **82** 8.83%
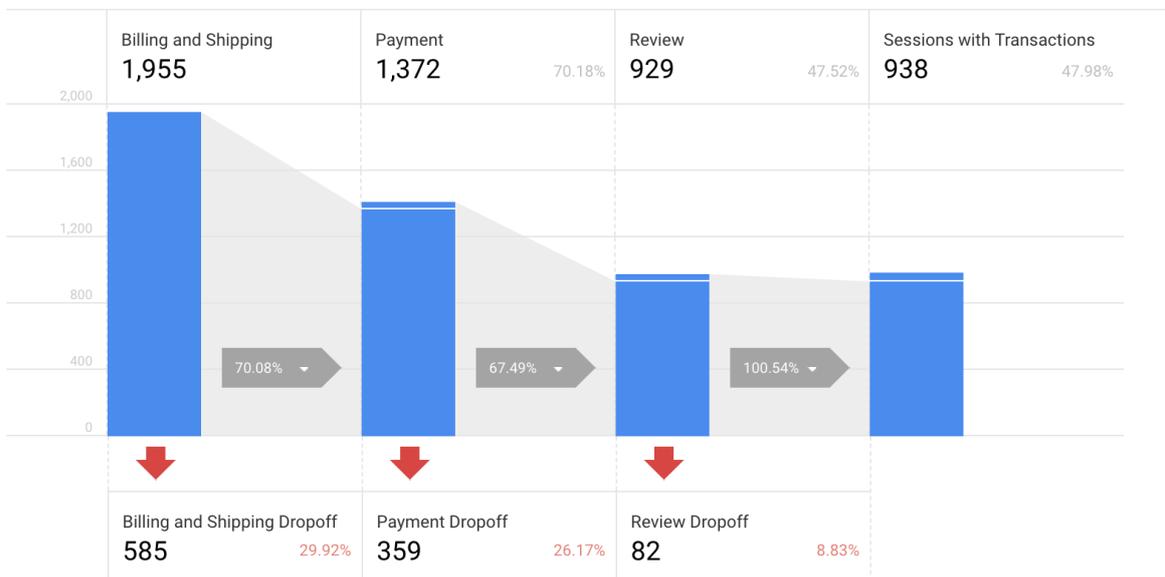
Image 2: Enhanced Ecommerce also provides a funnel focused solely on checkout.

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14. Tracking, reporting & insight: Visitor labelling (custom dimensions / metrics)

What is this and why is it important? Custom dimensions and metrics are another method of customising your GA account and tracking. They work exactly the same as the standard dimensions and metrics GA tracks by default. To illustrate what custom dimensions and metrics are in GA, see below:

They allow you to define a custom data set and pass in data that GA doesn't track automatically. This provides the opportunity to combine GA and non-GA data and create very detailed reports and segments, allowing you to understand your users and identify optimisation opportunities easier (or opportunities that otherwise would not have been found).

#	Current setting	Recommended setting / action
14.1	3 are defined: 1 ecomm_prodid 2 ecomm_pagetype 3 ecomm_totalvalue None of these appear to be tracking any data.	The right custom dimensions and metrics are ones that are specific to your business and answer your business questions. This would be determined in a measurement plan. These examples are illustrative and are meant to generate ideas about potentially valuable custom dimensions and metrics for www.yourdomain.com: • Hit Timestamp – Local time a particular hit was sent. When measuring a user's activity, you can see how long a particular user journey took • Session ID – Find all activity from a single session • User ID – Cross device user identification for logged in users

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#	Current setting	Recommended setting / action
		• Hit Type – Path analysis, understanding how users / sessions are initiated • Full Referrer – Improves GA built in referral tracking and allows analysis of all previous pages the user was on • Payload Length – Useful for debugging • GTM Container ID – Protection from spam • Navigation Type – How a user got to the current page (address bar, link, reloaded the page, used back/forwards etc.) • Tabs Open – Number of tabs open in the browser (suggests comparison shopping) • Tab ID – ID of tab. This is useful to group hits depending on the tab being used – are users opening multiple tabs for the site? If so, why?

15. Tracking, reporting & insight: Campaign tracking

What is this and why is it important? Campaign tracking allows you to accurately track the performance of your paid advertising - where your paid users come from, what they do on the site and how many of them convert.

The naming convention is an important element which aids analysis and protects against 'campaign spam'.

#	Current setting	Recommended setting / action
15.1	10 campaigns tracked.	Campaign tracking is set up with a good naming convention. A minor point is to make sure the structure is consistent but no significant further action is needed.

Next steps

Running a successful CRO programme relies on correct data, but the truth is 95% of Google Analytics accounts are incorrectly set up. Is yours one of them? Our Google Analytics Healthcheck quickly helps you to understand what you need to fix the issues in your account and get the most from your CRO efforts.

Poorly configured accounts can cause you a whole host of problems:

- Inaccurate and incomplete data result in misinformed business decisions and investment choices

- You could be violating privacy legislation, such as GDPR, breaking Google's Terms of Service and potentially your account could be closed

- Revenue data could be wrong, resulting in over- or under-counting

- Your colleagues might stop trusting your GA reports and dashboard, compromising your credibility

- You will struggle to properly optimise your website for higher sales

As one industry expert put it: "Don't blame Google Analytics if you aren't seeing the right data. If you think free and unconfigured tools are responsible for data quality within an organisation, you're doomed."

Our Google Analytics Healthcheck costs £500+VAT and is a thorough review of your account (we'll need access) and you'll get 23-page report written in plain language on what you need to fix, why it is important and what should

be at the top of your priority list. John Barnes, our Head of Analytics, will talk you through every point, answer your questions and guide you as what to do next.

Google Analytics Healthcheck

If you are serious about your online business, optimising your website for higher sales and using data correctly to drive your conversion efforts then you need our Google Analytics Healthcheck.

Order your Google Analytics Healthcheck today

P.S Don't worry. No sales people on the call. Just John and his expertise.

P.P.S. We take client confidentiality very seriously so we'll get an NDA in place before we access your data.

AWA

AWA digital is a leading conversion rate optimisation and analytics agency with offices in Europe, North America and Africa. We help demanding businesses increase online sales, expand their market share and deliver on growth plans. Our clients include Canon, AVIS, Interflora and smaller, ambitious businesses.

Our CRO services are underpinned by our unique methodology, the AWA Conversion System. We never forget that every sale depends on a human being. Our guiding philosophy is that user experience (UX) doesn't take place on the page, as is commonly preached. In fact, UX happens in the user's heart and mind. Everything we do, from research and analysis to hypothesis creation and A/B testing, is geared towards helping us get into the consumer's mindset and emotional state. You may be surprised by the amount of time and effort we put into research and analysis… and you'll likely be blown away by the insights we uncover about your customers.

One of our core beliefs is evidence over opinion, and making sure that the evidence we collect and analyse is accurate is fundamental. Our analytics services help to achieve this level of accuracy, and provide an important source of insight.

AWA digital has specialised in analytics since the beginning and it remains at the core of all the CRO work we do.

Our most popular analytics services include:

- Audits and configuration
- On-going analytics support
- One-off analytics project
- Enhanced Ecommerce
- Training and coaching

If you are interested to find out how quickly we can grow your business, then get in touch.
e: info@awa-digital.com   w: awa-digital.com

UK	USA	South Africa	UK
London	Austin	Cape Town	York
+44 (0) 20 7887 2695	+1-866-615-1814	+27 (0) 21 974 6178	+44 (0) 1904 500637