Analytics Audit Checkpoints

For a fixed fee, we ensure reliable data with every Checkpoint of a Basic or Advanced Audit. Discount available for Google Analytics audits. See pricing below.

Analytics Audit Checkpoints	Basic Audit	Advanced Audit
Ensure all pages are tracked by current, functioning JavaScript tracking code or Tag Management System	✓	✓
Confirm that conversion paths and confirmations are counted as funnels and goals for more detailed reporting	✓	✓
Review and recommend content and audience segmentation using all six GA segmentation features	✓	✓
Validate predefined filters and identify additional filtering needs, such as for internal and sub-domain traffic	✓	✓
Ensure that site search keywords and navigation impacts are measured	✓	✓
Ensure all social sharing tools, downloads, and exit links are tracked by custom JavaScript or tag management	✓	✓
Document audit findings and recommendations in writing, then review by phone for as long as needed	✓	✓
Recommend improvements to dashboard layouts, summaries, sharing, and underlying reports	✓	✓
Verify that all active marketing efforts are counted as campaigns for more detailed reporting by channel, source, and creative		✓

Ensure integration with AdWords pay-per-click (PPC) search engine marketing (SEM) campaigns and Google Search Console	✓
Validate e-commerce shopping, checkout and transaction measurement including detailed product dimensions	✓
Ensure interactions with key video, HTML5, Flash, carousels, and other Rich Media features are tracked	✓
Confirm that mobile apps, domains, and responsive designs are fully tracked and distinguished in reporting	✓
Verify that cross-domain and sub-domain navigation paths and conversion funnels are completely tracked	✓
Study existing or required integration with other data sources, dashboards and spreadsheets via API or other exports	✓
Review account settings and related tag management configuration for data privacy red flags potentially impacting compliance with GDPR privacy laws.	✓

Fixed Fee Pricing

	Basic Audit	Advanced Audit
Standard Analytics Audit	$3000	$7500
13% Discount for Google Analytics Advanced Audit	*n/a*	*$6500*

Prices subject to change. Consult website or contact us directly to confirm.
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