



## WEB ANALYTICS

# AUDIT CHECKPOINTS

*Since 2003, Empirical Path has delivered 100's of professional web analytics audits to leading businesses, institutions of higher learning, and government agencies.*

When you're ready for reliable reporting from your web analytics, talk to one of our experts about custom pricing for any of our web analytics audit packages:





# WEB ANALYTICS AUDIT CHECKPOINTS

INCLUDED IN BASIC

INCLUDED IN ADVANCED

## Account Structure

*Customize to fit your organization*

1	Review Property and View structure to ensure it supports basic reporting	✓	✓
2	Strategic review of Account, Property and View hierarchy includes recommendations for optimal segmentation, funnel setups, and traffic source management		✓
3	Confirm data collection falls within volume thresholds for licensing and data sampling limitations		✓
4	Review and recommend intelligence alerts for monitoring analytics and key metrics		✓

## Tracking Code Coverage

*For reliable & complete coverage*

5	Ensure all pages are tracked by current, functioning JavaScript tracking code	✓	✓
6	Verify cross-domain or subdomain tracking is properly implemented with auto-linking and referral exclusions	✓	✓

## Behavior & Conversion

*Measure what makes a successful visit*

7	Confirm conversion paths are counted as funnels and goals	✓	✓
8	Ensure site search keywords are tracked and navigation impacts are measured	✓	✓
9	Ensure essential event tracking is implemented correctly, captures meaningful interactions, and follows strategic naming conventions	✓	✓
10	Ensure deeper interactions with rich media, forms, and page scrolling are tracked as events		✓



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## Segmentation

*Make reporting elements relevant and intuitive*

- |    |   |  |   |
|----|---|--|---|
| 11 | Review and recommend custom dimensions                              |  | ✓ |
| 12 | Review and recommend use of User ID enabled views where appropriate |  | ✓ |
| 13 | Ensure proper segmentation of mobile webviews                       |  | ✓ |
| 14 | Ensure collection of demographic data is working                    |  | ✓ |

## Attribution

*Understand which marketing channels and tactics generate leads and/or sales*

- |    |  |   |   |
|----|--|---|---|
| 15 | Confirm marketing links use strategic campaign tagging, and traffic is appropriately grouped by channel            | ✓ | ✓ |
| 16 | Verify Google Ads and Google Search Console integrations are functioning as expected and being accurately reported |   | ✓ |
| 17 | Confirm Multi-Channel Funnel (MCF) capabilities are used effectively   |   | ✓ |
| 18 | Ensure Beta Attribution feature is meeting the needs of the business   |   | ✓ |

## Reporting

*Surface actionable insights*

- |    |  |  |   |
|----|--|--|---|
| 19 | Ensure content is effectively grouped in reports where applicable              |  | ✓ |
| 20 | Validate custom dashboards and reports   |  | ✓ |
| 21 | Confirm third party, server-side, and data-import integrations are functioning |  | ✓ |
| 22 | Confirm custom and calculated metrics are utilized correctly                   |  | ✓ |



## WEB ANALYTICS AUDIT CHECKPOINTS

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### Privacy & Compliance

*Protect your customers and avoid penalties for your organization*

23 Ensure no personally identifiable information (PII) is collected



24 Review web property and analytics settings to highlight areas of non-compliance with rulings like GDPR & CCPA



## ENHANCED ECOMMERCE (EEC) AUDIT ADD-ON

While our Advanced Audit is suitable for any ecommerce site, our supplemental Enhanced Ecommerce audit ensures your site is taking full advantage of every aspect of the Google Analytics EEC feature set.

### Enhanced Ecommerce Checkpoints

25 Validate every level of EEC tracking from product views, clicks, cart additions, and checkout steps through transaction completion

26 Evaluate proper and strategic use of EEC product and transaction properties and any related custom dimensions

27 Confirm coupons and Internal Promotions are tracked

28 Reconcile transactions against database



## ANALYTICS 360 AUDIT ADD-ON

The Google Analytics 360 Checkpoints are provided in addition to everything covered in the basic and advanced analytics audits. We ensure you are getting the most from this premium tool and are taking advantage of powerful features which go overlooked and unclaimed.

### Analytics 360 Checkpoints

- 29 Ensure analytics data is available in BigQuery for advanced analysis
- 30 Check roll-up views for effective utilization in cross-property analysis
- 31 Determine if primary views are eligible for Enhanced Data Freshness feature
- 32 Check for potential integrations with Google and third-party services

### Analytics 360 Attribution Checkpoints

- 33 Confirm data-driven attribution modeling is available for reporting and analysis
- 34 Ensure impressions from Google display integrations are counted in Multi-Channel Funnel MCF attribution

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