Google Analytics Implementation Checklist

1. Define Your Online Business Goals and KPI's

2. Analyze Your Website's Structure

Multi-domain / subdomain structure – Google Analytics doesn't automatically pass the visitor / cookie information from one site to the other. We will customize the GA tracking codes for each subdomain.

Dynamically created URLs – if your site is dynamically created, We will help you exclude technical query string variables.

3. Determine What You Need to Track

4. Set Up a Google Analytics Account - Since Universal Analytics is just launched and in beta, I would advise you to use the traditional GA tracking.

5. Set Up Profiles – The profiles you want to use:

- All data profile: this profile contains all data and is a backup profile in case things go wrong
- All data (IP filters) profile: this profile contains all data with a filter on known IP addresses (from your company, involved third parties etc.)
- Include your IP profile: for testing purposes it can be very useful to have one profile that only collects your website behaviour

6. Set Up Filters – We will set up filters for you. Filters help you to define the dataset you want to collect in a specific profile.

7. Set Up Goals and Funnels – We will define the actions you would like your users to complete on your website.

8. Get Campaign Tracking in Place - Campaign tracking is a vital component for every online business.. We will set up the campaign tracking to know exactly which campaigns drive traffic and conversions. Otherwise you simply don't have a clue on how to improve.

9. Add Tracking Code to Website – We will set up the codes on the site and start collecting data.

10. Test in a Development Environment – We recommend testing your Google Analytics implementation on a test server first. Make sure to write a comprehensive Google Analytics implementation document so that you can easily write down what's working well and what's not in the testing phase

11. Implement on Live Site – We will make sure the following is completed:

DME

- Upload all pages and scripts to the live site
- Visit the site to see whether everything works correctly (I almost never see the GA script causing site issues)
- Check whether all your profiles are receiving data after 24 hours (it usually takes up to only a few hours)
- Check whether all you goals and filters are working correctly; if not, update the settings. A good practice is to test all your goals and filters first on a test profile, before applying them to other profiles

12. Create Custom Reports - Google Analytics contains 80+ different reports with a lot of data. We will integrate data from different reports within one report. This is where custom reports may come in handy.

13. Create Advanced Segments – since Google Analytics offers you a few ways to segment your data. We will set up the advanced segments. There is a growing number of default advanced segments available in Google Analytics:
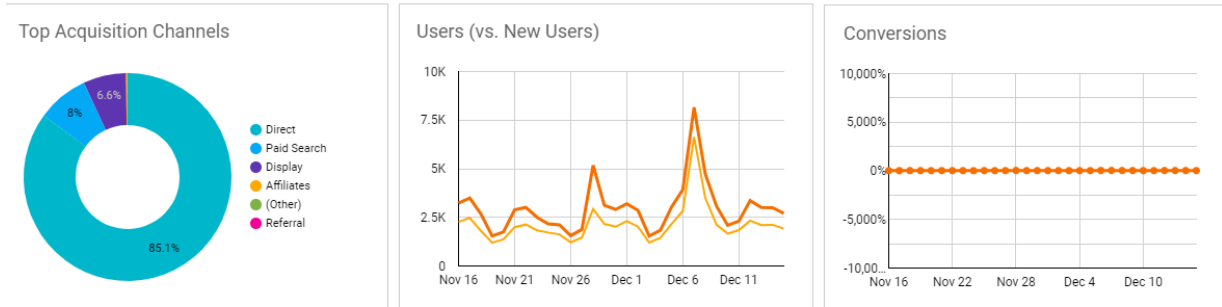
14. Create dashboard – With the birth of Google Analytics 4, Google's dashboard reporting has improved. We will create and share KPI dashboard created by Google's data studio.

Google Analytics Acquisition Overview

| Continent ▾ | Region ▾ | Channel ▾ | Device ▾ | Nov 16, 2022 - Dec 15, 2022 ▾ |

Users	Sessions	Bounce Rate	Goal Completions	Avg. Time on Page
73,132	99,181	43.06%	26,996	00:00:53

Top Acquisition Channels

- Direct
- Paid Search
- Display
- Affiliates
- (Other)
- Referral

85.1% / 8% / 6.6%

Users (vs. New Users)

Conversions

	Acquisition			Behavior			Conversions		
	Sessions 99.2K	Users 73.1K	New Users 64.3K	Bounce Rate 43.1%	Pages / Session 5.1	Avg. Session Duration 03:39	Goal Conversion Rate 27.2%	Goal Completions 27.0K	Goal Value No data
Source / Medium	Sessions	Users	New Users	Bounce Rate	Pages / Session	Avg Session Durat...	Goal Conversion ...	Goal Completions	Goal Value
(direct) / (none)	85,420	62,432	54,416	39.91%	5.4	00:03:55	29.57%	25,257	$0
google / cpc	13,058	10,442	9,469	63.16%	3.39	00:02:03	12.86%	1,679	$0
bing / cpc	432	366	337	48.15%	3.1	00:02:05	10.42%	45	$0
Partners / affiliate	248	191	154	59.68%	2.4	00:03:28	5.65%	14	$0
dfa / cpm	16	11	9	87.5%	1.44	00:00:40	0%	0	$0
(not set) / (not s...	4	4	2	100%	1	00:00:00	0%	0	$0
Partners / (not s...	2	2	1	50%	3.5	00:00:32	50%	1	$0
tagassistant.goo...	1	1	0	0%	4	00:01:29	0%	0	$0

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