



Google Analytics Implementation Checklist

Account Type	<i>ex. Universal Analytics</i>
Property	<i>www.perpettersson.me</i>
Tracking ID	<i>UA-1234567-89</i>

Check for	Actions to take	N/A	Done
Tracking Code			
Tracking code missing	Insert tracking code or Google Tag Manager (with UA tag) on all pages		
Classic Google Analytics	Upgrade to Universal Analytics		
Tracking code placement	Universal Analytics before closing </head> tag. Google Tag Manager after closing <body> tag		
Multiple tracking codes	Make sure only one tracking instance (per UA Property) is present on all pages		
Subdomain & cross-domain			
Multiple subdomains/separate sites	Use separate tracking ID's for each domain if treated as separate sites		
Multiple subdomains/one site	Use same tracking ID if treated as one site. Prepend Hostname to Request URI with filter		
Multiple domains	Implement cross-domain linking. Prepend Hostname to Request URI with filter. Ignore referrals for domains		
Account structure			
Three (3) view setup	Make sure to have one view for reporting, one for testing and one unfiltered for backing up data		
Internal traffic	Exclude internal IP's with exclusion filter		
External traffic	Exclude IP's for partners, agencies and external development teams with exclusion filter		
Self-referrals	Ignore self-referrals and unwanted referrals such as payment solution sites		
SPAM traffic & bots	Activate known bots exclusion feature and filter SPAM traffic		
Filters	Applied filters in correct order to work as intended		



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Conversion tracking			
Goals not in use	Measuring without goals is useless. Implement goals that support the overall business objectives		
Goal funnels not defined	Define and set up goal funnels to understand the path to conversions better		
Event tracking not in use	Implement to measure interactions other than pageviews		
Event tracking not reported on	Event tracking not used for insights is bad event tracking. Remove unnecessary events		
AdWords link	Link AdWords accounts to Property if not done		
AdWords auto-tagging	Make sure AdWords auto-tagging is enabled		
Currency settings	Review currency settings on each View		
Time zone settings	Review time zone settings to match active market		
Ecommerce tracking	Implement (Enhanced) Ecommerce tracking if not implemented and applicable		
Additional features			
Search Console link	Link Google Search Console (previously Webmaster Tools) to Property and Views if not done		
Adsense link	Link Google Adsense to Property if applicable		
Internal search	Enable site search and set query parameters		
Demographics & interest	Enable demographics and interest reporting for each active Property		
Alerts	Define which alerts are needed and set up		
Annotations	All issues and marketing activities should be noted for future reports		
Reporting issues			
Query parameters for pages	Exclude URL query parameters to consolidate URL's that are splitting pageviews		
Lowercase and uppercase URL's	Add filter to lowercase Request URI to consolidate pageviews and URL's		

Find out more about web analytics at www.perpettersson.me/analytics