24-Point Google Analytics Checklist

Website URL:		Date:	
Prepared By:		Analysis Date Range:	

Take a Data Driven Approach to Growth	Completed?	% Complete
		0%
1 - Audit Process		**0%**
Get Your Google Analytics Audit Workbook. Click file (above) > Make a copy		0%
2 - Google Analytics Set Up & Installation		**0%**
Install Google Analytics in 5 minutes		0%
Enable Demographics & Interest Reports		0%
Enable Search Console Integration		0%
Link Adwords Account (if advertising)		0%
Set up Goal Tracking to Measure Success		0%
Filter Internal Traffic So You Don't Skew Data		0%
Add Custom Dashboard So You Can Monitor the Health of Your Business		0%
Set Up Custom Alerts to Get Notified for Traffic Drops & Spikes		0%
Leverage Google Analytics Annotations to Label Your Marketing Campaigns		0%
3 - Audience		**0%**
Analyze Demographics Reports (Age, Gender, Interests & Behaviour)		0%
Analyze Geo Report (Language & Location)		0%
Analyze Technology Report (Browser & OS)		0%
Analyze Mobile Report (Devices)		0%
4 - Acquisition		**0%**
Analyze Acquisition Overview Report		0%
Analyze Source/Medium Report		0%
Analyze Best Days to Post Report		0%
Use Campaign Tagging to Improve Acquisition Data Accuracy		0%
4 - Behaviour		**0%**
Analyze Landing Pages Report		0%
Analyze All Pages Report		0%
Analyse Exit Pages Report		0%
5 - Conversions		**0%**
Analyze Goals Report		0%
7- Taking Action		**0%**
Prioritise which Insights to Action		0%
Complete Google Analytics Quiz		0%