

GOOGLE ANALYTICS

THE ULTIMATE IMPLEMENTATION

✓ CHECKLIST



GREAT INSIGHTS START WITH ACCURATE DATA.

You can't improve what you don't track. Digital analytics tools like Google Analytics helps you understand user behavior, measure engagement and improve conversion rates by capturing what happens on your site. A robust analytics implementation allows you to generate insights and make data driven decisions towards improving your business.

STEP 1: Plan for success

Before jumping ahead to implementation, your first order of business is to clearly define your business goals and how that translates to what you should be measuring. You'll be able to develop your KPIs and the metrics needed to evaluate progress.

☐ Identify goals and KPIs

When thinking about website **KPIs**, a good rule of thumb is to identify the single most important action a visitor should take on your site. This is your website's success **KPI**. You can have a lot of *metrics* to track but there is usually only one **KPI**.

Examples of **KPIs**

- Online store: Product purchase
- Blog, Info site: Newsletter subscription, social sharing
- SaaS: Trial enrollment, subscription activation
- Social platform: User engagement

☐ Review website structure

Take note of your website and the pages on it. How does each page interact with the other, what's the layout like. Understanding each page and its purpose helps you to come up with a solid tagging strategy.

Things to consider

- Domain
- Page to page navigation
- Important user flows (eg. checkout flow, conversion flow)
- Use of dynamic data
- iFrames
- URL structure and dynamic URLs
- JavaScript events and interactions

STEP 2: Tag and code

☐ Create a Google Analytics account

☐ Install Google Tag Manager or Google Analytics

Use Google Analytics console to generate a codeblock unique to your website. Copy and paste the codeblock into every single page of your website <head> section



☐ Add a dataLayer

Ensure that it's placed above the codeblock and that it exists on every page.

☐ Don't forget the <noscript> portion

STEP 3: Configure your live environment

☐ Filter out internal traffic

☐ Filter out development traffic

☐ Enable AdWords auto-tagging

☐ Configure default user session

☐ Set up goals (KPIs) and goal value



- ☐ **Set up cross-domain tracking**
- ☐ **Clean up unneeded query parameters**
- ☐ **Link Google Analytics with AdWords, Webmaster Tools**
- ☐ **Configure site search parameters**
- ☐ **Review campaign tracking values and options**
- ☐ **Enable bot filtering**
- ☐ **Be mindful of Personally Identifiable Information (PII)**

Ensure no PII is sent to Google Analytics as Google has a strict policy of forbidding PII be sent to them.

STEP 4: Data to reports

- ☐ **Set up a default dashboard**

90% of the time, your reporting questions can be answered by looking at your default reporting dashboard. Spend time setting up a great dashboard that will drive insights for your business as this will save you time in the long run.

- ☐ **Use segments**

Segments are an easy way of filtering data in the reports to get a detailed behavior view of important visitor groups. Consider creating default segments like "converters", "multiple sessions" or "abandoners"

- ☐ **Generate custom reports**

If your business involves reports not readily available, consider creating custom reports and custom metrics to view your data

- ☐ **Create alerts**

Keep tabs on what's happening with your data using alerts. Alerts notifies you of abnormal activity happening on the site like sudden spikes in traffic, low conversions and more.

- ☐ **Add users**

Provide your team members with access to the account. Manage and assign custom permissions to ensure that each user has what it takes to help grow the business.

- ☐ **Set up content groups**

- ☐ **Use annotations**



- ☐ **Design an attribution model**

No two businesses are exactly the same. Utilize an attribution model that matches your marketing campaigns and your business needs. This way, conversions are attributed to the most precise channel and campaign, allowing you to further optimize the flow and your budget allocation.

- ☐ **Set up scheduled email reports**

- ☐ **Use campaign URL builders**

- ☐ **Explore GA data in spreadsheets with a Spreadsheet Add-on**

