Example #1 of the Universal Analytics Audit

Example of the Universal Analytics Audit

Below, you can see a real example of a Universal Analytics(GA3) Audit that we conducted for our client.

Some details and numbers have been altered for privacy reasons, but you can still grasp our approach and attention to detail from it.

If you would like to receive a Google Analytics 4 Audit, please contact us:
- Submit any contact form on our website: https://triodox.com/contact/
- Or simply send an email to ceo@triodox.com

Intro

The state of the Google Analytics configuration is average: something is right; something might be implemented or improved.

The most significant issues are:
- GET-parameters exist in Page View reports;
- Incorrect internal search tracking;
- Google Analytics is not integrated with Google Search Console;
- A high volume of the (direct)/(none) traffic;
- Missed UTM-tagging;
- Incorrect Goal tracking.

Below is a detailed audit with recommendations.

Google Analytics audit for website-example.org

Period: May 1 - Sep 30, 2023
Property ID: UA-1075007-1
View ID: 1422344177

Definitions
✓ - correct
✖ - incorrect
✖ ✓ - incorrect, but optional

Basic Google Analytics settings

	Current stage	Recommendations
Google Analytics Property configuration (Property ID: UA-1234567-1)		
Default URL correct(including Protocol)	✖ ✓	The Default URL ("website-example.org") is correct, but the Port("http://") is not.
Demographics and Interest Reports enabled	✓	These reports are enabled. Demographics data shown in Google Analytics reports.
"Enable Users Metric in Reporting" turned on.	✓	This option is enabled in property settings.
Google Analytics property contains the "Raw Data" view(without filters, goals, etc.)	✓	Google Analytics has an "website-example.org (RAW)" view. This view has goals configured(but goals switched off) and Search tracking enabled but doesn't have filters applied, which is fine.

Tracking code		
The website uses one of the recent versions of the Google Analytics tracking code.	✓	Google Analytics tracking installed using gtag.js gtag.js(which is one of the recent versions).
Google Analytics tracking code is placed inside on the <head> section.	✓	The code for gtag.js is placed in the <head> section of the website. There is also a Google Tag Manager snippet installed(GTM-TZ2SMSJ). Recommendations: ● Make sure that GTM(id=GTM-TZ2SMSJ) doesn't have basic Google Analytics tracking, which can duplicate hard-coded tracking; ● Decide how to configure the additional tracking(like events): keep it "hard-coded" or use Google Tag Manager.
Google Analytics tracking code placed at all website pages	✓	There is no self-referral traffic, so the tracking is potentially installed on all website pages. Useful to double-check this with developers.
Basic tracking snippet/tag not duplicated	✖ ✓	There are no pages with a low but non-zero bounce rate(this is the indicator for duplication). So, potentially code is installed only once. But this might be double-checked on the backend if multiple templates for the header.
Custom dimensions	✓	Custom dimensions are not used.
Custom metrics are correct.	✓	Custom metrics are not used.
Google Analytics view settings (View name: "website-example.org (PUBLIC)", View ID: 142035677)		
The filter configuration is correct.	✓	There are 19 filters in the Google Analytics account. But this view has only one filter applied - "Exclude internal traffic". This filter is based solely on one IP address: "212.147.5.70". Recommendations: ● Review filters in GA account, delete deprecated; ● Add those filters from the account that might be useful in this specific Google Analytics view; ● Ensure that using one IP is enough to exclude the internal traffic in the "Exclude internal traffic" filter. This makes sense only

		if you have a decent amount of internal traffic. ● Add new filters if needed to combine sources like m.facebook.com, l.facebook.com, lm.facebook.com into one. The same for other sources.
User ID tracking turned on.	✓	Disabled, but optional: makes sense only if we need to track logged-in users.
Website's URL is correct(including Protocol)	✗ ✓	The Website's URL ("website-example.org") is correct, but the Port(http://") is not valid.
The timezone is correct.	✓	The time zone is (GMT+02:00) Switzerland Time.
The currency is correct.	✓	The currency in Google Analytics is "Swiss Franc (CHF CHF)", which looks correct.
Technical query-parameters excluded	✗	Query-parameters aren't excluded from reports, so URLs like: ● **/report/grid2024/**?fbclid=IwAR2-4Nr_Qj7u0 ys0K-LcYzicHv8EV6opjAjOuA8rYRFO3Q0s 5b4uoJETQzw ● **/report/grid2024/**?fbclid=IwAR061hFcLDuz 3uBgS88JH2hIJQVzsj3NAuE7gSh-KMKQII 1cNZ5dcQvGVts ● /report/grid2024/?fbclid=IwAR0_u8SQTMYc lDaQTemQqux5a7KzucCCIkQ_Lh41lZVdPs C6srYXy2IbSZA are tracked as different pages. **Recommendation:** consider including some GET-parameters in this list(if needed to track pages like above as 1 page).
"Bot filtering" option turned on.	✓	This feature is turned on, which is a good practice.
Site search tracking enabled	✗	Google Analytics Search tracking enabled. Only the *"q" parameter* is used in Search settings. However, at least one additional parameter(*"search_api_fulltext"*) used at the moment: https://www.website-example.org/search?**search_a pi_fulltext**=test+search&sort_by=field_published Google Analytics shows 4,076 Page Views with *search_api_fulltext* parameter for the period. This data is missed in Search reports. **Recommendations:**

		Identify all GET-parameters used in internal Search, update Search tracking settings.
Site search categories used.	✖	Site Search categories configured for the following parameters: Regions,Theme,Countries,Year,Type,Authors This is incorrect, as actual GET-parameters for Search Categories are: ● field_published_year ● field_region ● field_country ● field_authors ● type ● field_theme **Recommendations:** Double-check search parameters for categories and update Google Analytics settings
Using annotations	✖	Annotations are not used. **Recommendations:** consider creating annotations after significant changes on the website, running new campaigns, and so on. This is optional.

Traffic sources tracking

	Current stage	Recommendations
Google Ads integrated with Google Analytics.	✖ ✓	Google Ads is not used, so tools are not integrated. **Recommendations:** If Google Ads traffic is used in the future, connect this tool with Google Analytics.
Google Search Console integrated with Google Analytics.	✖	Tools are **not** integrated. **Recommendations:** Connect Google Search Console and Google Analytics to see some additional Organic traffic dimensions and metrics in reports. This might be useful as you have 49% of the google/organic traffic.
The percent of the (direct)/(none) traffic is normal.	✖	The percent of Sessions from (direct)/(none) is 34%-35%, which is high.

		Although many of these sessions may come from: ● Offline/online events; ● Traffic to apps like "Global Internal Displacement Database." ● Links in PDF; ● Email(good to check the Mailchimp integration). **Recommendations:** Add UTM-tagging to links to the website where this is possible.
"Cost Data Import" feature used.	✓	This feature is not used. Consider using it if you need to keep the cost data(CPC, ROI, etc.) for custom campaigns, like Facebook. But it might be optional in your case.
Using correct UTM-tagging for custom links	✖	UTM-tagging not used at: ● Twitter ● YouTube ● Facebook ● PDF-documents **Recommendations:** ● Add custom UTM-tags in social media if needed to identify which posts/tweets/videos bring traffic. ● Make sure that all links in Mailchimp campaigns contain UTM-tags. If missed, email traffic may appear as(direct)/(none). ● Add UTM-tags to links in PDF-documents, if possible.
"Referrals Exclusion List" configured properly.	✓	The "Referrals Exclusion List" contains only your own domain "website-example.org", which is correct in your case.

User's behavior tracking

	Current stage	Recommendations
Goals tracking is correct.	✖	Goals are not used in this GA view("website-example.org (PUBLIC)"). Some goals exist on views: ● "website-example.org (MASTER)"; ● "website-example.org (RAW)"; ● "website-example.org (TEST)". BUT: ● Some of these goals are very basic(based on # of pages viewed OR Session duration). This data doesn't give a lot of info about the website performance. ● Some goals don't have conversions: "Email subscription" in the "website-example.org (TEST)" view. ● Some goals are configured in one view but don't exist in others. **Recommendations:** ● Create a Measurement Strategy and describe macro-conversions: important users' actions on the website; ● Implement Goals tracking for these macro-conversions; ● Use these goals across all Google Analytics views(except the "website-example.org (RAW)" view, which shouldn't have goals);
Events tracking set up and structured properly	✓	Events have a clear structure: understandable values for "Event Category", "Event Action", "Event Label". **Recommendations:** events tracking might be added for some micro-conversions. For example, click on the email link in the footer).

Next steps

- Fix issues;
- Create a UTM-tagging scheme and follow it where possible;
- Create a measurement strategy for tracking KPIs meaningful for business:
    - Use events for micro-conversions tracking;
    - Use events and goals for macro-conversions tracking;
- Implement this strategy using Google Analytics and/or Google Tag Manager;
- Optional: re-organize hard-coded tracking to use in GTM(but probably makes sense to keep this as of now, as events tracking is structured very well).
- Create a dashboard in Google Data Studio or other tools.

Do you want the same results for yourself?

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- Submit any contact form on our website: https://triodox.com/contact/
- Or simply send an email to ceo@triodox.com