



Example #2 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; there are many issues with it.

Below is a detailed audit with recommendations and a section with the next steps.

Google Analytics audit for site-example-2.com

Period: July 1 - July 31, 2023

Definitions

✓ - correct

✗ - incorrect

✗✓ - incorrect, but optional

Basic Google Analytics settings

Configuration item	Current state	Recommendations
Google Analytics Property configuration (Property ID: UA-17747434-1)		
Default URL correct(including Protocol)	✓	The Default URL (www.site-example-2.com) and Port("https://") are correct.
Demographics and Interest Reports enabled	✓	These reports are enabled. Demographics and Interests data are shown in Google Analytics reports.
"Enable Users Metric in Reporting" turned on	✓	This option is enabled in property settings.
Data collection for Google signals turned on	✓	This option is activated .
Google Analytics property contains the "Raw Data" view(without filters, goals, etc.)	✗	It's recommended to keep the view without filters, goals, and additional settings for the Google Analytics property. Google Analytics doesn't contain such a view. Recommendation: Add the "Raw Data" view and keep it unfiltered and without any settings to check with the "working view" in the future if needed.
Tracking code		
The website uses one of the recent versions of the Google Analytics tracking code	✓	The version is "Universal Analytics, which is not recent, although the most stable version of the tracking.



		(Also, Google Analytics 4 is installed, which is an entirely different tool, and we don't review it in this document).
Google Analytics tracking code placed inside on <head> section	✓	Google Analytics tracking installed via Google Tag Manager. The GTM-snippet is placed inside of the <head> section of the website, which is correct.
Google Analytics tracking code placed at all website pages	✓	Google Analytics installed via Google Tag Manager. This means it will work on these pages where Google Tag Manager is installed.
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 installed only once.
Custom dimensions	✗ ✓	<p>There are the following parameters configured</p> <ul style="list-style-type: none"> • userId(Inactive) • subId • subDuration • has sub • sub level • logged in • app_version <p>The tracking for some of these parameters was installed but not used.</p> <p>Recommendations:</p> <ul style="list-style-type: none"> • Remove custom dimensions if you don't use them. <p>This is optional, but you can clean your code and data this way.</p>
Custom metrics are correct	✗	Custom metrics are not used.
Google Analytics view settings (View name: site-example-2.com - email filter ONLY, no USERS, View ID: 3713475)		
The filters configuration is correct	✗ ✓	<p>You have two filters applied to this view:</p> <ul style="list-style-type: none"> • "email to Email" • "Sendgrid to email" <p>"email to Email" changes "email" medium to "Email". I'd recommend you to use all UTM-tags in lowercase for clarity.</p> <p>In the "Sendgrid to email" filter, if you have SendGrid in utm_source, the existing utm_medium parameter will be replaced by "Email".</p>

		<p>Recommendations: both filters are correct from the technical point of view. But you can use "email" instead of "Email"(and use all UTM-tags in lowercase). This is optional.</p>
User ID tracking turned on	✓	The UserID view is enabled in a different view("User Based view")
The website's URL is correct(including Protocol)	✓	The Website's URL (www.site-example-2.com) and Port("https://") are correct.
The timezone is correct	✗	<p>The timezone is "(GMT-04:00) New York Time" in this view. Other GA views have different time zones, like "(GMT-05:00) Chicago Time".</p> <p>Recommendations:</p> <ul style="list-style-type: none"> • Use the same timezones for all Google Analytics views; • Make sure these timezones are aligned with other systems(databases, CRM, etc.)
The currency is correct	✓	The currency in Google Analytics settings is "US Dollar" (USD \$), which is correct.
Technical query-parameters excluded	✗	<p>Query-parameters(except of ""email") aren't excluded from reports, so: URLs like:</p> <ul style="list-style-type: none"> • /buy-now/ • /buy-now/?su=1 • /buy-now/?redirected=1 • /buy-now/?redirected=1&camps=1 <p>will be tracked as different pages.</p> <p>Recommendations:</p> <ul style="list-style-type: none"> • Chose the parameters that you don't need in Google Analytics reports • Exclude them in view settings
"Bot filtering" option turned on	✓	This feature is turned on, which is a good practice.
Site search tracking enabled	✗	<p>Search tracking is not configured. This feature might be helpful for tracking internal search queries on the website.</p> <p>Recommendation: set up the internal search tracking.</p>
Site search categories used	✗ ✓	Not used, but optional
Using annotations	✓	<p>Annotations are used in this view.</p> <p>Recommendation: keep creating annotations after significant changes on the website, running new</p>

		<p>campaigns, and so on.</p> <p>This is optional but might be helpful in the future to understand the reasons for changes in Google Analytics data.</p>
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Traffic sources tracking

Configuration item	Current state	Recommendations
Google Ads integrated with Google Analytics	✓	<p>Tools are integrated, 1 Google Ads account("841-230-7576 Testingmom") is added to Google Analytics.</p> <p>For July 2023, we have:</p> <ul style="list-style-type: none"> • Clicks(Google Ads): 18,582 • Sessions(Google Analytics): 18,098 <p>The discrepancy is insufficient, so the integration is working properly.</p>
Google Search Console integrated with Google Analytics	✓	<p>Google Search Console is integrated with Google Analytics, dimensions/metrics for Organic Traffic are shown in reports.</p>
The percent of the (direct)/(none) traffic is normal	✗ ✓	<p>The percent of Sessions from (direct)/(none) is 34%, which is high a little bit(it should be less than 20-25%).</p> <p>On the other hand, in April, May, June, this percent is lower.</p> <p>Also, you have registered users who will increase this number.</p> <p>Why checking (direct)/(none) this is important: This source/medium includes the "real" direct traffic and all sessions, where Google Analytics wasn't able to identify the actual source/medium.</p> <p>Recommendations: Use UTM-tagging as much as you can. Especially in email links.</p>
"Cost Data Import" feature used	✗ ✓	<p>This feature is not used. Consider using it if you need to keep the cost data(CPC, ROI, etc.) for custom campaigns, like Facebook.</p> <p>It is optional.</p>

<p>Using correct UTM-tagging for custom links</p>		<ul style="list-style-type: none"> ● Used different letter case for the same source/medium: "<i>SendGrid / Email</i>" and "<i>sendgrid / Email</i>". Such source/mediums are considered as different by Google Analytics. ● You have source/medium "<i>bing / search</i>". The "search" medium is unusual. If you use it for PPC traffic from Bing, then use "<i>bing / cpc</i>" instead. <p>If some filter rewrites the utm_medium (and this is "<i>bing / organic</i>" actually) - you need to disable it.</p> <ul style="list-style-type: none"> ● You also have traffic from "<i>adwords / search</i>". Usually, traffic from Google Ads is tagged automatically and appears as "<i>google/cpc</i>" in reports. Probably, you have problems with Google Ads auto-tagging. ● The traffic from "<i>facebook / (not set)</i>" means you use UTM-tagging for some Facebook traffic, but missed utm_medium parameter in some links. <p>Recommendations:</p> <ul style="list-style-type: none"> ● Use the lowercase for all UTM-tags for clarity. ● Make sure that all links to the website in emails contain UTM-tags. If missed, email traffic will appear as (direct)/(none). ● Check auto-tagging settings in Google Ads. ● Be careful with filters that rewrite source / medium data. ● Create a UTM-tagging plan and use UTM-tags properly in your custom links
<p>Payment providers added to "Referrals Exclusion List"</p>		<p>We have three domains in the "Referral Exclusion List":</p> <ul style="list-style-type: none"> ● site-example-2.com (should be there by default) ● ar1d.net ● cdn.ampproject.org <p>You have only one payment provider - WorldPay, and it has no impact on Google Analytics (as payments happen on the server-side). So we don't need to include it in this list.</p> <p>Recommendations: we can delete the last two domains from this list or leave them as now.</p>

User's behavior tracking

Configuration item	Current state	Recommendations
Goals tracking		
Goal 1: "Hit Credit Card Page"	✘	<p>The goal condition is: [Destination] [Equals to] [/packages/]</p> <p>The goal is incorrect as it counts the only page: /packages/</p> <p>But it doesn't include pages like:</p> <ul style="list-style-type: none"> • /packages/?package=1&duration=12 • /packages/?package=1&duration=1 <p>Which we also need to track(we discussed this in email).</p> <p>Recommendations: fix the goal settings.</p>
Goal 2: "Store Purchase"	✓	<p>The goal condition is: [Destination] [Regular Expression] [/transaction-complete/]</p> <p>This goal looks correct.</p>
Goal 3: "Top 1% - phone page"	✘	The goal recording is turned off.
Goal 4: "Top 5% - phone page"	✘	The goal recording is turned off.
Goal 5: "Top 10% - phone page"	✘	The goal recording is turned off.
Goal 6: "Store purchase with value"	✘	<p>The goal condition is: [Event Action] [Equals to] [store purchase]</p> <p>This Goal has 0 conversions, so it is incorrect.</p>
Goal 7: "Top 5%"	✘	The goal recording is turned off.
Goal 8: "Top 10%"	✘	The goal recording is turned off.
Goal 9: "Free Signup - event (1/24/20)"	✘	The goal recording is turned off.
Goal 10: "Hit Payment Confirm Page"	✘	The goal recording is turned off.
Goal 11: "Packages(Megafunnel)"	✘	The goal recording is turned off.
Goal 12: "paid sign up - with value"	✘	The goal condition is: [Event Category] [Equals to]

		<p>[subscription purchase]</p> <p>The goal is potentially incorrect as the data in it doesn't match with CRM/DB data.</p>
Goal 13: "Four or more minutes on the site"	✓	This Goal is configured properly.
Goal 14: "Facebook Conversion"	✗	The goal recording is turned off.
Goal 15: "Blog Conversion"	✗	The goal recording is turned off.
Goal 16: "New FB Conversion"	✗	The goal recording is turned off.
Goal 17: "FB Paid Conversion"	✗	The goal recording is turned off.
Goal 18: "free sign - up"	✗	<p>The goal condition is: [Destination] [Regular Expression] [/buy-now.*su=1]</p> <p>This goal is probably incorrect as it fires when somebody visit pages like https://www.site-example-2.com/buy-now/?su=1</p> <p>Not sure if this guarantees that the user signed up.</p>
Goal 19: "paid sign - up"	✗	The goal recording is turned off.
Goal 20: "paid sign - up - all packages"	✗	<p>The goal condition is: [Destination] [Regular Expression] [package=.*duration=.*pc=1 pc=1]</p> <p>The goal is incorrect as the data in it doesn't match with CRM/DB data.</p>
Events are structured properly	✗ ✓	<p>Google Analytics events have four parameters: category, action, label, and value.</p> <p>You have tens of event categories, hundreds of event actions, and thousands of event labels.</p> <p>Some events have clear naming(like Event Category="Print Document").</p> <p>Some events have Event Category like 0%, 25%, 50%, 75%, 90%, 100%. This naming might be confusing.</p> <p>Recommendations:</p> <ul style="list-style-type: none"> • Change the category/action/label of events where these parameters are unclear. • Switch off these events that you don't analyze.

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E-commerce tracking

Configuration item	Current state	Recommendations
Transactions discrepancy between GA and CRM/DB is not significant	✘	Enhanced E-commerce tracking is not configured.
Transactions are not missed in GA data	✘	Enhanced E-commerce tracking is not configured.
Transactions are not duplicated in GA data.	✘	Enhanced E-commerce tracking is not configured.
The "Shopping Behavior" report is correct	✘	Enhanced E-commerce tracking is not configured.
The "Checkout Behavior" report is correct.	✘	Enhanced E-commerce tracking is not configured.
The "Product Performance" report is correct	✘	Enhanced E-commerce tracking is not configured.
The "Sales Performance" report is correct	✘	Enhanced E-commerce tracking is not configured.
The "Product List Performance" report is correct	✘	Enhanced E-commerce tracking is not configured.
Marketing reports		
The "Internal Promotion" report is correct	✘	Enhanced E-commerce tracking is not configured.
Using the "Order Coupon" parameter	✘	Enhanced E-commerce tracking is not configured.
Using the "Product Coupon" parameter	✘	Enhanced E-commerce tracking is not configured.
The "Affiliate Code" report is correct	✘	Enhanced E-commerce tracking is not configured.
Refunds tracking	✘	Refunds tracking not used.

Next steps

- Review and change the structure of Google Analytics account/properties/views:
 - Delete unnecessary GA views.
 - Delete custom dimensions that you don't use(from GA interface, GTM, and website code).
 - Create a "Raw Data" view and keep it untouched/unfiltered.
 - Update filters(if needed).
- Configure Internal website search tracking.
- UTM-tagging:
 - Create a UTM-tagging scheme and follow it in custom paid sources(non-Google PPC campaigns, email, social media).
 - Use lowercase in UTM-tags;
 - Be careful with filters that rewrite source/medium/campaign(and use UTM-tags rather than filters);
 - Check Google Ads auto-tagging settings
- Google Analytics Events
 - Delete events that you don't use.
 - Rename events that you need but which have unclear naming.
 - Configure new events for micro-conversions, if needed.
- Google Analytics Goals:
 - Rename Goals that you don't need into "Not used" or something like that.
(In GA you can't delete the existing goal, and you reached the maximum of 20 goals. So useful to know which goals you can re-configure when needed).
 - Identify key business actions(macro-conversions) and configure goals for them.

Do you want the same results for yourself?

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