



Example of the Google Analytics 4 Audit

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Below, you can see a real example of a Google Analytics 4 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.

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Google Analytics 4 audit for website3.com

Period

Period: Jan 1, 2024 - Feb 29, 2024

Definitions

- ✓ - correct
- ✗ - incorrect
- ✗✓ - incorrect, but non-critical

GA4 Account / Property info

| | |
|------------------------------|-----------------|
| Account name | Website 3 |
| Account ID | 123423454 |
| Property name | Website 3 - GA4 |
| Property ID | 30234234295 |
| Data Stream - Stream ID | 3424245926 |
| Data Stream - Measurement ID | G-HFJFKD418N |

Property details

| Configuration item | Current state | Recommendations |
|---------------------|--|---|
| Industry category | ✓ Health | This option was enabled(on March 1, 2024), but before this date it was disabled. |
| Reporting time zone | ✗ United States (GMT-07:00) Los Angeles Time | This option is incorrect(we discussed it in chat): <i>"So perhaps we should change both Wordpress and GA4 to East Coast, so that all three align."</i> |

| | | |
|-----------------------|-----------------|---|
| | | Recommendations: change the time zone to EST. |
| Currency displayed as | ✓ US Dollar(\$) | This option is correct. |

Google Analytics 4 snippet

| Configuration item | Current state | Recommendations |
|--|---------------|--|
| Are Google Analytics 4 settings configured correctly within GTM? | ✓ | GA4 basic settings in the GTM tag are correct |
| Is the Google Analytics 4 or GTM snippet used only once on each page (no duplicates)? | ✗ | Google Analytics 4 tracking is duplicated on the page, as the GTM snippet is placed twice on the page. Recommendation: leave only one GTM snippet on the page. Remove all duplicates. |
| Is the Google Analytics 4 tracking code implemented on all website pages? | ✗ ✓ | Recommendations: Would be useful to check this after the duplicated code is removed. |
| Is the Google Analytics 4 or GTM snippet placed as early as possible in the HTML <head> section? | ✗ | Home page: <ul style="list-style-type: none"> • The first GTM snippet is placed on line 500, which is acceptable, though it could be placed higher, before other CSS or JS files. • The second GTM snippet is placed on line 1000, almost at the end of the entire page, which is incorrect due to both its placement and duplication. Recommendations: <ul style="list-style-type: none"> • The first fragment of GTM might be moved higher to load before other files. • The second fragment of the code should be removed. |
| Have any outdated Google Analytics tracking codes been removed? | ✗ | An old fragment of the Universal Analytics code is present: <pre><script> window.dataLayer = window.dataLayer []; function gtag(){dataLayer.push(arguments);} gtag('js', new Date()); gtag('config', 'UA-1624225-13');</pre> |

| | | |
|--|------------|--|
| | | <p></script></p> <p>Recommendation: this code should be removed.</p> |
| <p>The percentage of Sessions from (not set) Landing Pages is acceptable(< 10%-15%)</p> | <p>✘ ✓</p> | <p>There are 8,108 Sessions from (not set) Landing Pages, which is 7.4% of the total(109,548 Sessions).</p> <p>Recommendation: this looks more or less ok, but we need to check this number again after we remove GTM duplicates.</p> |

Account and property settings

Data Collection and modification

Data Stream Settings

Consent settings

| Configuration item | Current state | Recommendations |
|-----------------------------|---|---|
| Is consent mode configured? | ✘ | Consent mode is not configured . It applies to websites utilizing Google's online and offline solutions that collect data from end-users in the European Economic Area (EEA). Recommendations: If a significant portion of your users are from the EU, it's advisable to modify your consent settings accordingly. |
| | ✘ Are Ad measurement signals enabled for cross-device tracking? | |
| | ✘ Are Ads personalization consent signals enabled for personalized advertising? | |
| | ✘ Are data consent settings configured and functioning correctly? | |

Events

Please, check all event settings in a [separate section below](#).

Data redaction

| Configuration item | Current state | Recommendations |
|---|---------------|---|
| Is data redaction configured to anonymize sensitive user information? | ✘ | Data redaction is disabled for "Email" and "URL query parameters". Recommendations: enable both options |
| | ✘ Email | This option is disabled. |

| | | |
|--|------------------------|--------------------------|
| | ✘ URL query parameters | This option is disabled. |
|--|------------------------|--------------------------|

Google Tag

| Configuration item | Current state | Recommendations |
|--|---------------|--|
| Is the "Ignore duplicate instances of one-page configuration" setting enabled (recommended)? | ✓ | This option was enabled(on March 1, 2024), but before this date it was disabled. |
| Are user-provided data capabilities enabled for collecting user data? | ✓ | This option is enabled. |
| Is the "Collect Universal Analytics events" setting disabled in GA4? | ✓ | This option is turned off. |
| Are internal traffic filters configured to exclude internal visits from analytics data? | ✘ ✓ | This option is not configured, but optional. |
| Is a list of unwanted referral sources configured? | ✘ ✓ | <p>You have buttons/links to the *.infusionsoft.app subdomain. Then the user may return back to the website.</p> <p>In the "Unwanted referrals" list you have - infusionsoft.com - infusionsoft.app</p> <p>But you don't have infusionsoft.net in it and have small traffic from hostnames like j4j3luep.pages.infusionsoft.net / referral in reports.</p> <p>Recommendations: include infusionsoft.net in the "Unwanted Referrals" list.</p> |
| Is the session timeout duration set to an appropriate value? | ✓ | The session timeout settings are correct. |
| | ✓ Hours: 0 | This option is configured properly(default value). |

| | | |
|--|---|---|
| | ✓ Minutes: 30 | This option is enabled. |
| | ✓ Timer for engaged sessions(Seconds): 30 | This option is enabled. |
| "Override cookie settings" are correct | ✓ | This option uses default cookie settings, which is correct. |

Data Collection

| Configuration item | Current state | Recommendations |
|---|---------------|---|
| Is Google Signals data collection enabled? | ✓ | This option is turned on. |
| Is User-ID collection enabled for cross-platform user identification? | ✗ ✓ | The User-ID collecting is not used but is optional. |
| Is User-provided data collection configured? | ✗ ✓ | This option is not available, but optional. “The user-provided data collection feature is not available for properties in your industry category.” |
| Is Granular location and device data collection enabled? | ✓ | Granular location and device data collection is allowed in 307 of 307 regions. |
| Is ad personalization allowed in all regions? | ✓ | Ads personalization is allowed in 307 of 307 regions. |
| Has the User Data Collection Acknowledgement been accepted? | ✗ ✓ | The acknowledgment is not accepted. Recommendations: accept it. |

Data Import

| Configuration item | Current state | Recommendations |
|--|---------------|--|
| Is data import configured for integrating data from other sources? | ✘ ✓ | There are no data sources added in this section, but this is optional. |

Data Retention

| Configuration item | Current state | Recommendations |
|--|--|--|
| Are data retention settings correct? | ✘ ✓ | |
| | ✘ ✓ Event data retention: 2 months | Recommendations: This is the default option(2 months). However, you can change this to 14 months, which gives you a more extended period in, for example, Exploration reports. |
| | ✓ User data retention: 14 months | This option is correct. |
| | ✓ Is the "Reset user data on new activity" option enabled? | This option is enabled. |

Data Filters

| Configuration item | Current state | Recommendations |
|---|--------------------|---|
| Are data filters configured correctly to exclude unwanted or inaccurate data? | ✓ | |
| | ✓ Internal Traffic | This option is configured by default and it is correct. |

Data Display

Events

Enhanced Measurement

| Event | Is the event enabled? | Recommendations |
|-------------------|-----------------------|---|
| Page views | ✓ | This event is enabled. |
| Scrolls | ✓ | This event is enabled. |
| Outbound clicks | ✓ | This event is enabled. |
| Site search | ✓ | This event is enabled. |
| Form interactions | ✗ | This event is disabled. Recommendations: enable it. |
| Video engagement | ✓ | This event is enabled. |
| File downloads | ✓ | This event is enabled. |

Advanced settings for Page Views:

| Advanced option | Enabled? | Recommendations |
|--|----------|----------------------------------|
| Page loads | ✓ | This option is enabled(correct). |
| Page changes based on browser history events | ✓ | This option is enabled(correct). |

Advanced settings for Site Search:

| Advanced option | Value | Correct? | Recommendations |
|-----------------------------|--------------------------|----------|-------------------------|
| Search Term Query Parameter | q,s,search,query,keyword | ✓ | This option is correct. |
| Additional Query Parameters | Empty | ✓ | This option is correct. |

Events Modifications

Property settings → Data collection and modification → Data stream → Modify Events

There are no event modifications yet.

Custom Events

Property settings → Data collection and modification → Data stream → Create custom events

| Custom Event | Is this correct? | Recommendations |
|----------------------------|------------------|---|
| watched_phc_info_session | ✘ | <p>There are no registered events with this name during the period.</p> <p>Recommendations: delete or re-configure it.</p> |
| completed_phc_info_session | ✘ | <p>There are no registered events with this name during the period.</p> <p>Recommendations: delete or re-configure it.</p> |
| registered_for_webinar___1 | ✔ | <p>This event customization is based on viewing the page /congratulations-you-are-registered/.</p> <p>Google Analytics 4 has data collected for this event.</p> <p>Event count for Jan 1 - Feb 29: 11</p> <p>If this number looks reasonable - then the event is correct.</p> |
| rr___prci_customer | ✘ | <p>There are no registered events with this name during the period.</p> <p>Recommendations: delete or re-configure it.</p> |
| purchase | ✘ | <p>The configuration for this event is strange: it takes the existing "purchase" event and creates another "purchase" event BUT only if "event_category" is "Ecommerce".</p> <p>Recommendations:</p> |

| | | |
|------|---|--|
| | | <ul style="list-style-type: none"> You have a few different GTM tags that send "purchase" event to Google Analytics 4. <p>Delete this event modification, and use GTM tags instead, to have only one source of data;</p> <ul style="list-style-type: none"> Compare the data for this event with the actual # of Sales that you get from the website: For Jan 1 - Feb 29 in GA4 you have: Revenue = \$11 570, Purchases = 22. Current GTM events only partially meet the required criteria for GA4 purchases: value and currency parameters are correct, but there is a missing <i>transaction_id</i> parameter(which is required). You need to use it, if technically possible. |
| lead | ✘ | <p>This custom event is incorrect: it takes a reserved event name("lead") and re-writes it.</p> <p>Recommendations:</p> <p>Option 1: remove this custom event in GA4 settings.</p> <p>Option 2:</p> <ul style="list-style-type: none"> Create GTM tags to send all "lead" events to GA4. If you need segregation by lead type - create additional events, like "lead_masterclass_registration". |

Existing Events

Property settings → Data Display → Events

| Event name | Marked As Conversion? (Yes/No) | Recommendations |
|---------------------------------|--------------------------------|---|
| click | No | One of the "Enhanced Measurement" events. |
| file_download | No | One of the "Enhanced Measurement" events. |
| first_visit | No | One of the "Enhanced Measurement" events. |
| page_view | No | One of the "Enhanced Measurement" events. |
| scroll | No | One of the "Enhanced Measurement" events. |
| session_start | No | One of the "Enhanced Measurement" events. |
| video_complete | No | One of the "Enhanced Measurement" events. |
| video_progress | No | One of the "Enhanced Measurement" events. |
| video_start | No | One of the "Enhanced Measurement" events. |
| view_search_results | No | One of the "Enhanced Measurement" events. |
| purchase | Yes | One of the "Recommended events" . Please, check the recommendations for the "purchase" event in the section above . |
| Lead - Get Program Info | No | This event has incorrect naming(includes spaces). Recommendations: Use GA4 event naming rules: <ul style="list-style-type: none"> • Use underscores instead of spaces • Event names are case-sensitive: for clarity, use lowercase everywhere Example of the proper naming: <i>lead_get_program_info</i> |
| Lead - Masterclass Registration | No | This event has incorrect naming(includes spaces). Recommendations: Use GA4 event naming rules: <ul style="list-style-type: none"> • Use underscores instead of spaces |

| | | |
|---------------------------|-----|---|
| | | <ul style="list-style-type: none"> • Event names are case-sensitive: for clarity, use lowercase everywhere <p>Example of the proper naming: <i>lead_masterclass_registration</i></p> |
| registered_for_webinar__1 | Yes | <p>Recommendations: Event count for Jan 1 - Feb 29: 34</p> <p>If this number looks reasonable - then the event is correct.</p> |

Conversions

Property settings → Data Display → Conversions

| Conversion Name | Count for the period (Jan 1 - Feb 29) | Is this correct? | Recommendations |
|----------------------------|---------------------------------------|------------------|---|
| completed_phc_info_session | 0 | ✘ | This conversion has a 0 count for the period. Consider re-configuring or removing it(both event and conversion). |
| lead | 0 | ✘ | This conversion has a 0 count for the period. Consider re-configuring or removing it(both event and conversion). |
| purchase | 65 | ✘ ✓ | Please, check the recommendations for the “purchase” event in the section above . |
| registered_for_webinar__1 | 32 | ✓ | If the count for the period looks reasonable - the conversion is correct. |
| rr__prci_customer | 0 | ✘ | This conversion has a 0 count for the period. Consider re-configuring or removing it(both event and conversion). |
| watched_phc_info_session | 0 | ✘ | This conversion has a 0 count for the period. Consider re-configuring or removing it(both event and conversion). |

Audiences

| Audience Name | Description | Audience size | Does it look correct? | Recommendations |
|---------------|-------------|---------------|-----------------------|--------------------|
| All Users | All users | 39,272 | ✓ | Pre-built Audience |
| Purchasers | Purchasers | 218 | ✓ | Pre-built Audience |

Custom definitions

Custom dimensions

| Dimension Name | Is this correct? | Recommendations |
|----------------|------------------|---|
| Event Category | ✗ | This custom dimension looks outdated and has (not set) value for all events. Recommendations: <ul style="list-style-type: none">Remove it from the GA4 interface OR re-configure it; |
| Event Label | ✗ | This custom dimension looks outdated and has (not set) values for all events. Recommendations: <ul style="list-style-type: none">Remove it from the GA4 interface OR re-configure it; |

Custom metrics

You don't have any custom metrics configured.

Calculated metrics

You don't have any calculated metrics configured.

Channel groups

| Configuration item | Current state | Recommendations |
|-----------------------------|-------------------------|--|
| Are channel groups correct? | ✓ | You have only one Default Channel Group, which is correct. |
| | ✓ Default Channel Group | This Challel Group is correct |

Attribution settings

| Configuration item | Current state | Recommendations |
|--|---|---|
| Is the reporting attribution model selected based on your business goals? | ✓ Data-driven | This option is default now. |
| Are channels that can receive credit for conversions configured correctly? | ✓ Paid and organic channels | This option means that paid and organic channels are eligible to receive conversion credit, but only credit assigned to Google Ads channels will appear in your Ads accounts. |
| Is the conversion window set to an appropriate duration for your business? | ✓ | The conversion window settings are correct. |
| | ✓ Acquisition conversions events: 30 days(recommended) | This is a recommended option. |
| | ✓ All other conversion events: 90 days(recommended) | This is a recommended option. |

Reporting identity settings

| Configuration item | Current state | Recommendations |
|---|---------------|------------------------|
| Which reporting identity method is used for user identification and analysis? | ✓ Blended | No action is required. |

Product links

| Configuration item | Current state | Recommendations |
|--|-------------------------------|--|
| Are all relevant products linked to Google Analytics 4 for cross-product analysis? | | |
| | ✗ ✓ Google AdSense links | This product is not linked to Google Analytics 4. |
| | ✓ Google Ads links | <p>Recommendations: There is almost no traffic from Google Ads. If you decide to increase this traffic - makes sense also check the connection on the Google Ads side as well:</p> <ul style="list-style-type: none"> • Auto-tagging setting; • Exported GA4 conversions(some of them have issues); |
| | ✗ ✓ Ad Manager links | This product is not linked to Google Analytics 4. |
| | ✗ ✓ BigQuery links | This product is not linked to Google Analytics 4. |
| | ✗ ✓ Display & Video 360 Links | This product is not linked to Google Analytics 4. |
| | ✗ ✓ Floodlight links | This product is not linked to Google Analytics 4. |
| | ✗ ✓ Merchant Center links | This product is not linked to Google Analytics 4. |

| | | |
|--|--------------------------|--|
| | ✘ ✓ Google Play links | This product is not linked to Google Analytics 4. |
| | ✘ ✓ Search Ads 360 links | This product is not linked to Google Analytics 4. |
| | ✓ Search Console links | Google Search Console is connected to Google Analytics 4. GSC data is available in GA4 reports. |

Acquisition(Traffic sources)

| Configuration item | Current state | Recommendations |
|--|--|---|
| <p>Is the percentage of direct and (none) traffic within a normal range?</p> | <p style="text-align: center;">✘</p> | <p>Users:</p> <ul style="list-style-type: none"> ● All sources: 28,484 ● (direct)/(none): 3,825 <p>Sessions:</p> <ul style="list-style-type: none"> ● All sources: 29,548 ● (direct)/(none): 4,465 <p>The # of "purchase" events:</p> <ul style="list-style-type: none"> ● All sources: 35 ● (direct)/(none): 24 <p>The percent of users and sessions from (direct) / (none) is around 11% which is normal.</p> <p>At the same time, the percent of purchases attributed to (direct)/(none) is around 52%.</p> <p>This may happen because of problems with cross-domain tracking and with duplications of the tracking code.</p> <p>Recommendations: Such a high percent of “direct conversions” is an indicator of issues with attribution, cross-domain tracking, and duplicating tracking code.</p> <p>Work on the issues above to improve the attribution of conversions in GA4. (We have separate audit items for them).</p> |
| <p>Is UTM tagging used correctly to track campaign performance?</p> | <p style="text-align: center;">✘ ✓</p> | <p>You have a UTM-tagging tool, which is a good practice.</p> <p>But probably not all links have UTM tags. For example, you have Facebook sessions from:</p> |

| | | |
|---|----------|--|
| | | <ul style="list-style-type: none"> ● facebook / cpc(UTM-tagged) ● facebook / social(UTM-tagged) ● m.facebook.com / referral(not tagged) ● facebook.com / referral(not tagged) <p>Recommendations: Consistently add UTM tagging to all applicable links.</p> |
| <p>Is there no self-referral traffic in the analytics data, indicating tracking issues?</p> | <p>✘</p> | <p>You have 1.5% of Users from website3.com / referral. This is not a big percent, but ideally, it should be 0%.</p> <p>In your case this happens because of redirect to Infusionsoft and back, and probably because of the tracking code duplication.</p> <p>Recommendations:</p> <ul style="list-style-type: none"> ● Configure cross-domain tracking for all Infusionsoft domains; ● A few weeks later estimate the % of website3.com / referral. |
| <p>Is cross-domain tracking configured properly?</p> | <p>✘</p> | <p>You definitely have problems with cross-domain tracking: you have redirection to various "*.infusionsoft.*" domains, but don't have configured tracking for that. There are no additional parameters added after redirecting to "*.infusionsoft.*" and back.</p> <p>This has an impact on the attribution and/or traffic sources reporting in GA4.</p> <p>Recommendations: If possible, configure cross-domain tracking in GA4 and GTM, keeping in mind all possible variations of "*.infusionsoft.*" domains.</p> |

Summary

You have some problems with the tracking, impacting the quality of collected data in GA4.

There are the main issues that you have:

1. The reporting time zone might be changed from “United States (GMT-07:00) Los Angeles Time” to “United States (GMT-04:00) New York Time” **[Low priority]**;
2. Outdated Universal Analytics tracking code **[Low priority]**;
3. Duplicated Google Tag Manager snippet **[Highest priority]**;
4. Consent settings are not configured **[Middle priority]**;
5. You can extend event data retention period(2 months -> 14 months) [Low priority];
6. You can use UTM-tagging in more links(ideally all that are under your control) **[Middle priority]**;
7. Cross-domain tracking issues(redirects to Infusionsoft and back) **[High priority]**;
8. The list of unwanted referrals list is incomplete(related to cross-domain tracking) **[Middle priority]**;
9. Self-referral traffic(may be related to cross-domain tracking) **[Middle priority]**;
10. Significant percent(52%) of ‘purchase’ events attributed to Direct(may be related to cross-domain tracking) **[Middle priority]**;
- 11.
12. Some event customizations are incorrect **[Middle priority]**;
13. Event naming for some events might be improved **[Low priority]**;
14. Many conversions have count=0 for Jan 1 - Feb 29 **[High priority]**;
15. Outdated custom dimensions might be re-configured or deleted **[Low priority]**;

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