

Google Analytics Setup Checklist

By mryap

- ☐ **Summarising client business model**
http://www.smartinsights.com/digital-marketing-strategy/online-business-revenue-models/summarising-business-models-use-the-business-model-canvas-diagram/?utm_source=twitter-feed&utm_medium=social-media&utm_campaign=SmartInsights
- ☐ **Create Digital Measurement Plan**
- ☐ **Setup Goals** Identify key actions to track, conversion rates for ads, marketing initiatives, ecommerce or more. Set up goals to measure effectiveness.
- ☐ **Track multiple domains** <http://code.google.com/apis/analytics/docs/tracking/gaTrackingSite.html#multipleDomains>
- ☐ **Track important external links (like downloads, sign-ups, login, etc) through event tracking** An event is a user interaction with a web page element like videos or external links. GA can't track such events by default as they don't generate pageviews when they occur. You can set up event tracking in GA by calling `_trackEvent()` method each time the user interaction you want to track occurs. Read more: <http://www.seotakeaways.com/google-analytics-setup-checklist/#ixzz2SL2qWy1O>
- ☐ **Filter out Internal/Vendor Traffic**
- ☐ **Synch Google Analytics with Webmaster Tools** <http://gatipoftheday.com/bring-seo-data-from-google-webmaster-tools-into-google-analytics/>
- ☐ **Implement Campaign Tracking** <http://www.foretaster.com/simpletag/>
- ☐ **Tracking mobile visitors** <http://www.distilled.net/blog/mobile/tracking-mobile-visitors-in-google-analytics-a-checklist-guide-for-mobile-insights/>
- ☐ **Use Google Tag Manager for ease of updates**
- ☐ **Create/Update Privacy Policy** All sites that implement Google Analytics are required to have a privacy policy somewhere on the website (as per Google's Terms of Service). This policy must indicate that the site uses a cookie to collect anonymous traffic data.
- ☐ **Customise Report**
- ☐ **Grant Access to Other Users**
- ☐ **Just hire me** www.getoptimise.com