

# **Your website/app**

## **Analytics Audit & Measurement Plan**

**Prepared By**



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# Summary

## Google Analytics

Google Analytics v4 or GA4 tracking is set up on your website but it needs critical fixes along with some required recommendations, here are some highlights:

- **Acquisition**
  - Source/medium parameters need to be set up in accordance with the standards to record data properly.
  - The mentioned domains should be included in the unwanted referrals list so that the traffic can be directed towards the original source.
  - Proper UTM tracking needs to be implemented so that maximum information can be extracted from the data.
- **Engagement**
  - GA4 data retention should be increased to 14-months.
  - Proper event tracking is not setup in GA4. It needs to be implemented for proper insights.
  - Recommended events and form tracking should be implemented.
  - Proper custom definitions need to be setup to have complete insights of the user journey.
  - The given recommendations should be implemented in GA4 to increase data insights.
- **Ecommerce**
  - There are a lot of existing ecommerce discrepancies in UA which need immediate fixes.
  - Ecommerce tracking is not properly setup in GA4. Recommended fixes should be done to extract proper ecommerce data.
  - Wishlist Tracking is not being recorded. It is recommended to set up Ecommerce tracking to track Wishlist.
- **Server-Side Tagging**
  - Server side tagging tracking is recommended.

## Google Tag Manager

The following are the highlights of some issues and recommendations in the Google Tag Manager:

- ➔ Only two GA4 tags are setup in the tag manager. It is recommended to setup all the GA4 tracking through GTM to have all data insights under one tool.

Priority Key

- Recommended
- Looks Good
- Low
- High

# Google Analytics V4

## Acquisition



### Source Medium parameters

The following source/medium inefficiencies are currently recorded in GA4:

1. The following source/medium parameters are inconsistent with the standards:

1	email / Sussan Newsletter	103,256
2	google / organic	95,537
3	(direct) / (none)	93,369
4	facebook / paidsocial	60,076
20	fallback / fallback	213
102	sneakqik / sneakqik	3
68	insider / web_push	6

2. The source/medium parameters should be in lower case to keep data consistent:

9	IGShopping / Social	4,271
24	Facebook / Paid	131

3. Duplicate source/medium is created for a single item.

59	Sussan Newsletter / email	7
----	---------------------------	---

The above issues can be resolved through the **standard UTM parameters**.

## Referral Exclusions

No referrals are excluded from the GA4 stream currently.

Configuration

Ignore referrals that match ANY of the following conditions as traffic sources

Match type

Referral domain contains

Domain

Example: someotherwebsite.com

Add condition

It is recommended to exclude the payment gateways, CRM platforms and internal management platforms from the main traffic. Some of them are shown below:

1	brightedge.my.salesforce.com / referral	1
2	glsft2.lightning.force.com / referral	1
2	app.asana.com / referral	1
151	19f1dfa732eebbf5a9177c2d73ff4afb.safeframe.google syndication.com / referral	1
108	0-au--catalogues-com-0.cdn.ampproject.org / referral	2

**AfterPay** is the payment portal of the site and is attributed as a referral. All the traffic coming from these sources should be added in unwanted referral list:

1	portal.sandbox.afterpay.com / referral	2
2	portal.afterpay.com / referral	1,206
3	afterpay / referral	521

Internal referrals result in original source being overwritten by internal domain leading to loss of original traffic details that lead to actual conversion, source included site domain, payment gateways and signup sources should be part of referral exclusion to preserve original traffic. [details](#)

## UTM Tracking

A UTM code is a snippet of simple code that you can add to the end of a URL to track the performance of custom marketing sources. There are 5 variants of URL parameters you can track - source, medium, campaign, term and content.

When implemented correctly, UTM tracking ease traffic readability & ensure correct channel tracking in GA

Channel	Medium Value
Social	Any of the following social social-network social-media sm social network social media
Email	Email
Affiliates	Affiliate
Referral	Referral
Paid Search	Any of the following cpc ppc paidsearch
Other Advertising	Any of the following cpv cpa cpp content-text
Display	Any of the following display cpm banner
(unavailable) or (other)	Sessions don't match any channel description.

\*Standard medium naming for UTM Tracking

utm\_source, medium & campaign are required parameters while content & term can be included for additional information, also they are case sensitive so it should be consistent.

An example of standard UTM parameters for Facebook traffic include:

```
utm_source = newsletter  
utm_medium = email  
utm_campaign = sale2021 //Campaign name  
utm_content = //Ad type  
utm_term = //Ad name
```

Here is what final URL will look like:

[http://your website/?utm\\_source=newsletter&utm\\_medium=email&utm\\_campaign=sale2021](http://your website/?utm_source=newsletter&utm_medium=email&utm_campaign=sale2021)

Another example

```
utm_source = facebook  
utm_medium = cpc (paid) / social (organic)  
utm_campaign = sale2021 //Campaign name  
utm_content = //Ad type  
utm_term = //Ad name
```

Here is what final URL will look like:

[http://your website/?utm\\_source=facebook&utm\\_medium=cpc&utm\\_campaign=sale2021](http://your website/?utm_source=facebook&utm_medium=cpc&utm_campaign=sale2021)

## WHY IT MATTERS?

This section focuses on items that hamper your ability to understand what marketing channels drive traffic and conversions to the site. Issues here could lead to underestimating traffic from affected sources and undercounting how much conversion and revenue they drive.



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## Engagement



## Big Query Linking

BigQuery is a Google Developers tool that lets us run highly performant queries of large datasets.

With the current Ga4 Data Quotas for Google Data Studio it limits the GA4 elements being reported at one time. By using a Big Query link, we can overcome this limitation

Also, we can export all of the raw, unsampled events from the properties to BigQuery, and then use SQL-like syntax to query that data. In BigQuery, we can choose to export the data to an external storage or import external data for the purposes of combining it with your Analytics data.

BigQuery links

Project ID	Project name	Project number
No links yet. Click "Link" to create one.		






## Google Signals

\* need google cloud account setup for [linking](#)

Google signals data collection should be enabled to collect additional user data e.g. Demographics data

Google signals data collection

 Advertising Features have been upgraded with the activation of Google signals: collect cross-device data, and remarket to users across devices.

Get started

Analytics features are being enhanced to help you better understand your customers across devices using Google data.

When you choose to activate Google signals, Google Analytics will associate the visitation information it collects from your site and/or apps with Google information from accounts of signed-in users who have consented to this association for the purpose of ads personalization. This Google information may include end user location, search history, YouTube history, and data from sites that partner with Google—and is used to provide aggregated and anonymized insights into your users' cross device behaviors. By enabling these features, you acknowledge you adhere to the [Google Advertising Features Policy](#), including rules around sensitive categories, have the necessary privacy disclosures and rights from your end users for such association, and that such data may be accessed and/or deleted by end users via [My Activity](#).

## Data Retention

The event data retention is currently set for 2-months. It should be set to 14-months to keep the data for a maximum time.

User and event data retention

You can change the retention period for data you send that is associated with cookies, user identifiers, or advertising identifiers. These controls don't affect most standard reporting, which is based on aggregated data. Changes to these settings take effect after 24 hours. [Learn more](#)

Event data retention ⓘ

2 months

Reset user data on new activity ⓘ

☒

Save

Cancel

## Events Tracking Issues

The following events are currently being tracked in the GA4 which contains following issues:

1. Cart\_abandonment is being fired alongside the pageview event resulting in an identical count of events.
2. Only one ecommerce event is being tracked i.e. Purchase.

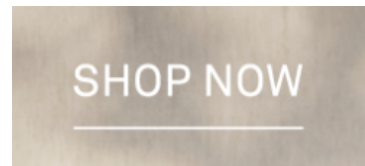
Event name +		↓ Event count
		16,301,472 100% of total
1	<a href="#">page_view</a>	4,984,550
2	<a href="#">cart_abandonment</a>	4,866,528
3	<a href="#">user_engagement</a>	3,984,447
4	<a href="#">session_start</a>	985,275
5	<a href="#">scroll</a>	817,674
6	<a href="#">first_visit</a>	429,252
7	<a href="#">click</a>	213,442
8	<a href="#">purchase</a>	20,277
9	<a href="#">view_search_results</a>	22
10	<a href="#">file_download</a>	5

## Recommended GA4 Events

The following events are recommended to be tracked in GA4:

### 1. CTA Clicks -

It should be triggered on all the buttons which initiates a call-to-action from the user.



### 2. Navbar Links

It should be triggered when the user clicks on the navigation bar.

### 3. Footer Links

It should be triggered when the user clicks on the footer links.

### 4. Outbound Social Clicks -

It should be triggered when the user clicks on the social links on the website.

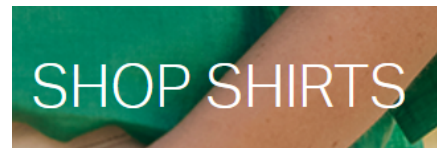


### 5. Outbound External Clicks -

It should be triggered when the user clicks on the links which leads to pages external to the site.

### 6. Internal Link Clicks -

It should be triggered when the user clicks on the links which leads to internal pages of the website.



### 7. Slider Tracking

UP TO 70% OFF SALE | NEW STYLES ADDED

#### 8. Promotion Tracking:

- **Banner Tracking**



#### GA4 Form Tracking

The following forms should be tracked in GA4:

1. VIP LOGIN:

## VIP LOGIN

Returning VIPs can log in here. If you signed up in store, you'll need to create your VIP online account to shop online.

EMAIL

itstested9@gmail.com



PASSWORD

\*\*\*\*\*

☐

Remember Me

[Forgot your password?](#)

LOG IN

### 2. Contact Form

Help



How can we help?

### 3. Newsletter Form

Your Email Address

SIGN UP

First Name

Last Name

## Event Properties

The following event properties are recommended to be set up in order to add more context to events :

- Page Path
- Page URL
- Hostname
- Click Text
- Click URL
- Referrer
- Page Title
- Event Action
- Search Term

## GA4 Conversions

There is only one conversion event i.e. Purchase and it is tracking correctly.


Event name	↓ Conversions	Total users	Event revenue
	20,277.00 100% of total	18,259 100% of total	\$2,398,172.83 100% of total
1 <a href="#">purchase</a>	20,277.00	18,259	\$2,398,172.83

It is recommended to set up the following conversions as well:

- VIP Login.
- Newsletter Signup.
- Contact form submission.
- Gift Card.
- Create Account
- Search Tracking
- Scroll Depth more than 90%

## GA4 Audience

The following audiences are already set in GA4 and working correctly:

Audience name	Description	Users (?)	% change	Created on ↓
 Likely 7-day purchasers	Users who are likely to make a purchase in the next 7 days.	57,338	↓ 14.8%	Jun 27, 2022
All Users	All users	466,528	↑ 2.0%	May 11, 2022
Purchasers	Users who have made a purchase	21,294	↑ 10.2%	May 11, 2022

## Custom Dimensions/metrics

No custom dimensions/metrics are currently set in GA4. In order to track user/event parameters in GA4, one have to setup them as custom dimension in GA4. Otherwise no event parameters will be recorded.

Custom dimensions Custom metrics <a href="#">Create custom dimensions</a>				
Dimension name ↑	Description	Scope	User Property/Parameter	Last changed
Items per page: 25 0 of 0  < < > >				

## Google Ads Linkage

G.ads is currently not linked with the GA4 property. It is recommended to link them to have proper flow of ads data into the GA4.

### Google Ads links

[Link](#)

Account Name	Account ID	Account type	Personalized Advertising	Date linked	Linked by
No links yet. Click "Link" to create one.					

Items per page: 5 0 of 0 |< < > >|

## Search Console Linkage

Search console lets you easily monitor and in some cases resolve server errors, site load issues, and security issues like hacking and malware. You can also use it to ensure any site maintenance or adjustments you make happen smoothly with respect to search performance.

### Search Console links

[Link](#)

Search Console property name	Search Console property type	Web stream	Stream id	Linked by	Date linked
No links yet. Click "Link" to create one.					

## User Properties

Following User Properties are recommended to track in order to better understand the website users.

1. User ID
2. Client ID
3. User Type
4. Added Payment Method
5. Added Billing Address



## WHY IT MATTERS?

The issues above limit your ability to understand how visitors use and navigate your website. Improving this will help identify bottlenecks and potential opportunities for the A/B test user experience.

# Ecommerce

## Data Discrepancies

The following ecommerce discrepancies are being noticed on the site currently:

1. The following issues are spotted under the productDetail; the product name should not have space at the end and category is missing.

```
~ Google - dataLayer.push(): event: productDetail a.js:6
~ Object: a.js:6
{
  event: "productDetail",
  ecommerce: {
    detail: {
      products: [
        {
          id: "1_3474500081",
          name: "Australian Cotton
Tiered Dress ",
          category: null,
          price: "69.95"
        }
      ]
    }
  }
}
Currently in memory:
▶ {event: 'productDetail', ecommerce: {...}}
```

2. The price metric is not being displayed under product Click:

```
▼ ~ G Google - dataLayer.push(): event: productClick a.js:6
~ Object:
{
  event: "productClick",
  ecommerce: {
    click: {
      actionField: {
        list: "Catalog Page"
      },
      products: [
        {
          id: "1_3474500073",
          name: "Australian Cotton
Tiered Dress ",
          list: "Catalog Page",
          position: "8",
          category: "Dresses"
        }
      ]
    }
  }
}
Currently in memory:
▶ {event: 'productClick', ecommerce: {...}}
```

3. The product category is also missing in addToCart.

```
~ Google - dataLayer.push(): event addToCart a.js:6
~ Object: a.js:6
{
  event: "addToCart",
  ecommerce: {
    currencyCode: "AUD",
    add: {
      products: [
        {
          id: "1_3474500080",
          name: "Australian Cotton
Tiered Dress ",
          price: "69.9500",
          quantity: 1
        }
      ]
    }
  }
}
Currently in memory:
▶ {event: 'addToCart', ecommerce: {...}}
```

4. The price dimension is incorrect on the checkout step of both products. Moreover, the category is missing in the checkout step. Secondly, duplicate checkout events are running in the GA.



~ Google - dataLayer.push(): event: a.js:6  
removeFromCart

~ Object: a.js:6

```
{
  event: "removeFromCart",
  ecommerce: {
    currencyCode: "AUD",
    remove: {
      products: [
        {
          id: "1_3474500080",
          name: "Australian Cotton
Tiered Dress ",
          price: "63.5900",
          quantity: 1
        }
      ]
    }
  }
}
```

Currently in memory:  
▶ {event: 'removeFromCart', ecommerce: {...}}

## GA4 Ecommerce Issues

The following issues are currently recorded in GA4 property:

1. Cart\_abandonment event is firing alongside page\_view hit generating equal event counts.

GA4 page_view - G-5HW45PNB32	dlc.js:1982
GA pageview - UA-41277266-1	dlc.js:1982
GA4 event: cart_abandonment	dlc.js:1982
Google - dataLayer.push(): event: gtm.load	a.js:6

EVENT NAME	EVENT COUNT
page_view	1.6K
cart_abandonment	1.6K
user_engagement	1.3K

2. Only the cart\_abandonment trigger is firing on every ecommerce step.
3. Items views and Add to carts are not collecting any data in GA4.

Item name	+	Item views	Add-to-carts	Cart-to-view rate	Ecommerce purchases	Purchase-to-view rate	Item purchase quantity	Item
Totals		0	0	0%	20,277 100% of total	0%	52,660 100% of total	\$2.1
1 Urban Linen Shirt		0	0	0%	1,561	0%	1,600	

4. It's recommended to track Ecommerce data in GA4 by pushing the ecommerce events dataLayer in GA4 format as provided in Google official [document](#).


The Google Analytics Data Retention controls give you the ability to set the amount of time before user-level and event-level data stored by Google Analytics is automatically deleted from Analytics servers.

## Recommended Ecommerce Events

The following ecommerce events are recommended to be tracked in GA4:

Event		Description
1	<b>Product Impressions:</b>	It should be triggered when the user lands on the page where items are listed For e.g.: <a href="https://www.yourwebsite/clothing/shirts">https://www.yourwebsite/clothing/shirts</a>
2	<b>Product Clicks:</b>	It should be triggered when The user clicks on the products present on the site.
3	<b>Product Detail Views</b>	It should be triggered when the user reach on the detail view pages of the product For e.g.: <a href="https://www.yourwebsite/scattered-spot-lace-trim-top-#color=2257">https://www.yourwebsite/scattered-spot-lace-trim-top-#color=2257</a>
4	<b>Add to Cart</b>	It should be triggered whenever the user adds item to the cart successfully.
5	<b>View cart</b>	View cart should fire while clicking on the bag to view all items in the cart. <a href="https://www.yourwebsite/checkout/cart/">https://www.yourwebsite/checkout/cart/</a>



		
6	Checkout	<p>It should be triggered whenever the user clicks on the secure checkout button:</p> <div> <div>Price Incl. GST of*</div> <div>\$4.45</div> </div> <div> <div>Order Total</div> <div>\$48.96</div> </div> <p>*Excluding gift cards</p> <div> <div>SECURE CHECKOUT</div> <div>CHECK OUT WITH AFTERPAY AND PAY BY INSTALMENTS.</div> </div>
7	Add Shipping information	It should be triggered whenever the user successfully adds the shipping information
8	Add Payment Info	Add_payment_info should be triggered whenever a user successfully add payment details
8	Purchase	Purchase should be triggered whenever a user successfully makes a purchase.

10.	<b>Product size/quantity</b>	<p>It is recommended to pass both product size and changes in quantity in the dimensions:</p> <p><b>SELECT SIZE</b> <a href="#">What's My Size?</a></p> <p>XXXL S XXS XS M</p> <p>L XL XXL</p>
-----	------------------------------	--

## UA vs GA4 Ecommerce data comparison

There are minute differences between the flow of both properties data which is negligible as both the versions follow different sets of definitions:

### UA Ecommerce Data:

Sales Performance			
	Product Revenue	Unique Purchases	Quantity
	A\$2,805,770.13 % of Total: 100.00% (A\$2,805,770.13)	50,844 % of Total: 100.00% (50,844)	52,444 % of Total: 100.00% (52,444)
	A\$96,027.27 (3.42%)	1,478 (2.91%)	1,509 (2.88%)
	A\$54,973.56 (1.96%)	850 (1.67%)	864 (1.65%)
	A\$44,084.11 (1.57%)	536 (1.05%)	540 (1.03%)
	A\$42,194.66 (1.50%)	654 (1.29%)	664 (1.27%)
	A\$40,699.77 (1.45%)	400 (0.79%)	407 (0.78%)
	A\$40,014.92 (1.43%)	1,225 (2.41%)	1,258 (2.40%)
	A\$39,945.00 (1.42%)	365 (0.72%)	366 (0.70%)
	A\$39,196.40 (1.40%)	716 (1.41%)	719 (1.37%)
	A\$39,181.79 (1.40%)	530 (1.04%)	539 (1.03%)
	A\$37,622.38 (1.34%)	460 (0.90%)	460 (0.88%)

### GA4 Ecommerce Data:

	Item views	Add-to-carts	Cart-to-view rate	Ecommerce purchases	Purchase-to-view rate	Item purchase quantity	Item revenue
	0	0	0%	20,277 100% of total	0%	52,660 100% of total	\$2,817,710.28 100% of total
	0	0	0%	1,161	0%	1,502	\$95,702.81
	0	0	0%	702	0%	868	\$55,314.73
	0	0	0%	476	0%	544	\$44,453.34
	0	0	0%	573	0%	667	\$42,428.02
	0	0	0%	369	0%	409	\$40,927.21
	0	0	0%	364	0%	370	\$40,436.93
	0	0	0%	769	0%	1,249	\$39,762.55
	0	0	0%	448	0%	542	\$39,435.92
	0	0	0%	592	0%	718	\$39,192.96
	0	0	0%	450	0%	461	\$37,743.79

<b>Wishlist Tracking</b>	Add to the wishlist should be included in ecommerce tracking.
<b>Product Properties</b>	<p>Following Product Properties are recommended to track with each product:</p> <ul style="list-style-type: none"><li>• Product Name</li><li>• Product ID</li><li>• Product Category</li><li>• Product Brand</li><li>• Product Variant</li><li>• Product Quantity</li><li>• Product Price</li></ul>
<b>Ecommerce Properties</b>	<p>Following Ecommerce Properties are recommended to track with each Ecommerce Event:</p> <ul style="list-style-type: none"><li>• Transaction ID</li><li>• Transaction Revenue</li><li>• Currency</li><li>• Tax</li><li>• Shipping</li><li>• Coupon</li><li>• Payment Method</li><li>• Shipping Method</li></ul>



**Want us to do your  
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**Google Tag Manager**



**Leverage Google Tag Manager**

GTM is added on the site.



## Tags Naming Convention

### Recommended Naming Convention:

#### Tags Naming Convention:

- **Analytics Platform** - Track Type - Track Name
- **GA4** - Event - Signup Form Submission

#### Triggers Naming Convention:

- **Trigger Action** - Trigger Name
- **Click** - CTA
- **Form Submit** - Signup
- **Play** - Youtube Video

#### Variables Naming Convention:

- **Variable Type** - Variable Name
- **DLV** - Page Type
- **CJS** - Click Text Lower Case
- **RT** - Form Name

## WHY IT MATTERS?

The issues above limit your ability to understand how visitors use and navigate your website. Improving this will help identify bottlenecks and potential opportunities to the A/B test user experience.

## GTM Server Side Tagging



GTM Server Side

Server-Side GTM into an analytics implementation promises to bring with it a number of large benefits including:

**1. Faster Site Performance with Reduced client load**

- As all scripts and tags on the Server-Side GTM container live in the cloud, this will mean less JavaScript needs to be executed in the browser.

**2. First-Party Context for Cookies**

- This means that any cookies set by Server-Side GTM will be in first-party context, which drastically changes how browser-tracking protections treat the cookie.

**3. Reduce the impact of ad blockers**

- Even if the user is using any ad blocker extension, the hit will be sent to the domain.

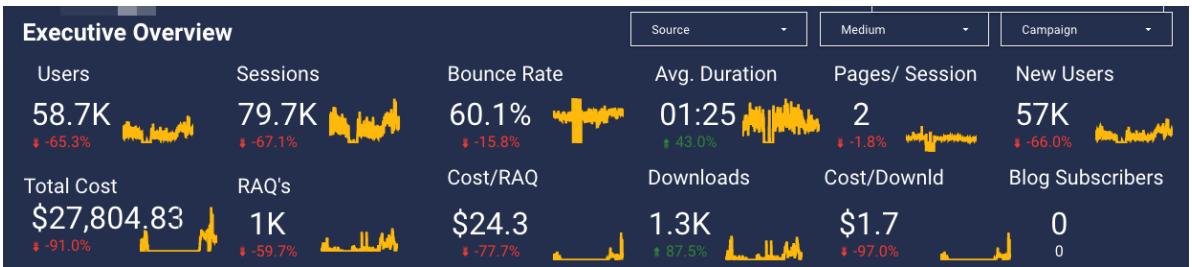
## Reporting



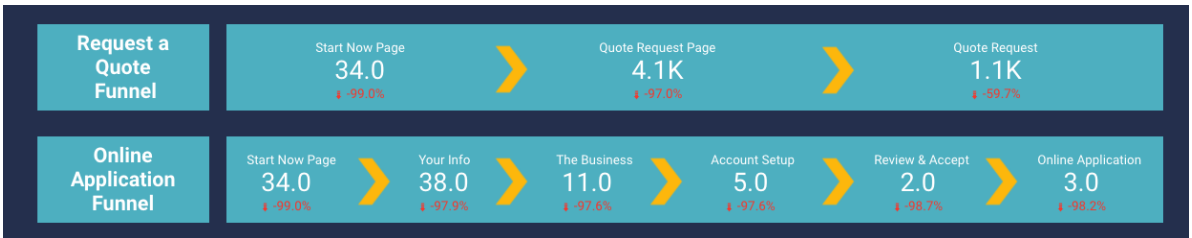
### Data Studio Dashboard

Google Data Studio turns your data into informative dashboards and reports that are easy to read, easy to share, and fully customizable.

A high-level reporting dashboard can be set up to give an overview of overall tracking, goals and funnel performance, ROI of Cost Analysis, campaign overview, and conversions on different marketing platforms.



(Executive Summary in Dashboard)



(Funnel Tracking in Dashboard)



## Top Landing Pages

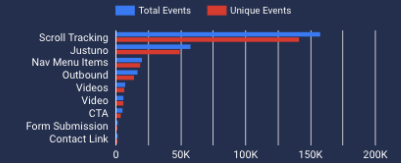
Landing Page	Sessions	Bounce Rate	Avg. Time on Page	Quote Request	All Resource Downloads
1. /	29,973	36.76%	00:02:23	172	180
2. /contact-us/	2,675	48.45%	00:03:16	5	5
3. /blog/the-5-most-profitable-foods-a-bar-can-serve/	2,382	89.04%	00:05:16	0	0
4. /new-portal/	2,153	25.69%	00:02:50	3	3
5. /blog/four-ideas-to-help-barber-shop-owners-make-more-money/	1,552	91.24%	00:07:30	0	0
6. /solution-consultant/ep/?creative=465999502043&keyword=tips for starting a business&matchtype=b&network=g&device=m	1,537	81.65%	00:03:49	39	39
7. /solution-consultant/ff/	1,404	69.8%	00:03:52	123	123
8. /blog/how-to-gain-customers-to-your-thrift-store/	1,281	90.16%	00:05:34	3	3
9. /blog/the-6-most-profitable-auto-repair-services/	1,172	90.61%	00:05:53	0	0

1 - 10 / 2322 < >

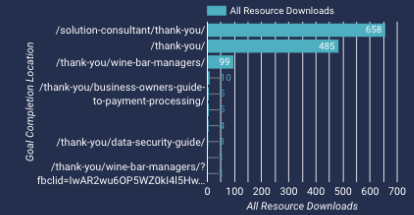
## Top Scrolled Pages

Pages	Percentage Scrolled / Total Events			
	25%	50%	75%	100%
https://taluspay.com/	9,697	7,059	5,124	2,689
https://taluspay.com/contact-us/	5,052	3,599	1,988	756
https://taluspay.com/we-are-talus/	3,079	2,707	2,181	700
https://taluspay.com/blog/the-5-most-profitable-fo...	2,225	1,990	1,318	51
https://taluspay.com/pos-hardware/	2,598	1,306	775	321
https://taluspay.com/careers/	1,525	1,371	1,220	320
https://taluspay.com/blog/four-ideas-to-help-barbe...	1,300	1,115	512	35
https://taluspay.com/blog/how-to-gain-customers-...	1,146	1,003	691	36
https://taluspay.com/blog/the-6-most-profitable-a...	1,096	986	513	27
http://taluspay.com/solution-consultant/ff/	835	738	606	120

## Top Actions



## What resources do users view most?



## Where do users subscribe to blogs?



(Funnel Tracking in Dashboard)



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