Your website/app
Analytics Audit & Measurement Plan

Prepared By
MarketLytics

Completed Date:
8th September, 2023
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.
The following source/medium inefficiencies are currently recorded in GA4:

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

<table>
<thead>
<tr>
<th>Source/Medium Parameters</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1  email / Sussan Newsletter</td>
<td>103,286</td>
</tr>
<tr>
<td>2  google / organic</td>
<td>98,537</td>
</tr>
<tr>
<td>3  (direct) / (none)</td>
<td>92,369</td>
</tr>
<tr>
<td>4  facebook / paidsocial</td>
<td>66,076</td>
</tr>
<tr>
<td>20  fallback / fallback</td>
<td>213</td>
</tr>
<tr>
<td>102 sneaker/sneaker</td>
<td>3</td>
</tr>
<tr>
<td>68  insider / web_push</td>
<td>6</td>
</tr>
</tbody>
</table>

2. The source/medium parameters should be in lower case to keep data consistent:
3. Duplicate source/medium is created for a single item.

The above issues can be resolved through the **standard UTM parameters**.
No referrals are excluded from the GA4 stream currently.

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

Referral Exclusions

**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:
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]

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

<table>
<thead>
<tr>
<th>Channel</th>
<th>Medium Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social</td>
<td>Any of the following social</td>
</tr>
<tr>
<td>Email</td>
<td>Email</td>
</tr>
<tr>
<td>Affiliates</td>
<td>Affiliate</td>
</tr>
<tr>
<td>Referral</td>
<td>Referral</td>
</tr>
<tr>
<td>Paid Search</td>
<td>Any of the following cpc</td>
</tr>
<tr>
<td>Other Advertising</td>
<td>Any of the following cpv</td>
</tr>
<tr>
<td>Display</td>
<td>Any of the following display</td>
</tr>
<tr>
<td>(unavailable) or (other)</td>
<td>Sessions don't match any channel description.</td>
</tr>
</tbody>
</table>

*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

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

---

**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.
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.
* need google cloud account setup for linking

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

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.
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.

### Events Tracking Issues

<table>
<thead>
<tr>
<th>Event name</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>page_view</td>
<td>16,301,472</td>
</tr>
<tr>
<td>cart_abandonment</td>
<td>4,984,550</td>
</tr>
<tr>
<td>user_engagement</td>
<td>4,866,528</td>
</tr>
<tr>
<td>session_start</td>
<td>3,984,447</td>
</tr>
<tr>
<td>scroll</td>
<td>985,275</td>
</tr>
<tr>
<td>first_visit</td>
<td>817,674</td>
</tr>
<tr>
<td>click</td>
<td>426,252</td>
</tr>
<tr>
<td>purchase</td>
<td>213,442</td>
</tr>
<tr>
<td>view_search_results</td>
<td>22</td>
</tr>
<tr>
<td>file_download</td>
<td>5</td>
</tr>
</tbody>
</table>

### 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**
8. Promotion Tracking:
   - Banner Tracking

The following forms should be tracked in GA4:

1. VIP LOGIN:
2. **Contact Form**

   Help

   How can we help?

3. **Newsletter Form**

   Your Email Address

   SIGN UP

   First Name

   Last Name
The following event properties are recommended to be set up inorder to add more context to events:
- Page Path
- Page URL
- Hostname
- Click Text
- Click URL
- Referrer
- Page Title
- Event Action
- Search Term

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

<table>
<thead>
<tr>
<th>Event name</th>
<th>Conversions</th>
<th>Total users</th>
<th>Event revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>purchase</td>
<td>20,277.00</td>
<td>18,259</td>
<td>$2,398,172.83</td>
</tr>
</tbody>
</table>

It is recommended to set the up the following conversions as well:
- VIP Login.
- Newsletter Signup.
- Contact form submission.
- Gift Card.
- Create Account
- Search Tracking
- Scroll Depth more than 90%
The following audiences are already set in GA4 and working correctly:

<table>
<thead>
<tr>
<th>Audience name</th>
<th>Description</th>
<th>Users</th>
<th>% change</th>
<th>Created on</th>
</tr>
</thead>
<tbody>
<tr>
<td>Likely 7-day purchasers</td>
<td>Users who are likely to make a purchase in the next 7 days.</td>
<td>57,338</td>
<td>-14.8%</td>
<td>Jun 27, 2022</td>
</tr>
<tr>
<td>All Users</td>
<td>All users</td>
<td>466,528</td>
<td>2.0%</td>
<td>May 11, 2022</td>
</tr>
<tr>
<td>Purchasers</td>
<td>Users who have made a purchase</td>
<td>21,294</td>
<td>10.2%</td>
<td>May 11, 2022</td>
</tr>
</tbody>
</table>

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.
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.

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.

User Properties

Following User Properties are recommended to track inorder 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.
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.
2. The price metric is not being displayed under product Click:

```
Google - dataLayer.push(); event: 'productClick',
Object: {
  event: "productClick",
  ecommerce: {
    click: {
      actionField: {
        list: "Catalog Page"
      },
      products: [
        { id: "1_3474500073", name: "Australian Cotton Tiered Dress ",
          list: "Catalog Page",
          position: "B",
          category: "Dresses"
        }
      ]
    }
  }
}
```

3. The product category is also missing in addToCart.
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.
5. The category is missing and price dimension is missing from removeFromCart:
```javascript
Object {
    event: "removeFromCart",
    ecommerce: {
        currencyCode: "AUD",
        products: [
            {
                id: "1_f475000000",
                name: "Australian Cotton Tiered Dress",
                price: "63.5000",
                quantity: 1
            }
        ]
    }
}
```

Currently in memory:
```javascript
>{event: 'removeFromCart', ecommerce: {}}
```
The following issues are currently recorded in GA4 property:

1. Cart_abandonment event is firing alongside page_view hit generating equal event counts.

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.

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

<table>
<thead>
<tr>
<th>Event</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Product Impressions:</strong></td>
<td>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></td>
</tr>
<tr>
<td><strong>2. Product Clicks:</strong></td>
<td>It should be triggered when the user clicks on the products present on the site.</td>
</tr>
<tr>
<td><strong>3. Product Detail Views</strong></td>
<td>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></td>
</tr>
<tr>
<td><strong>4. Add to Cart</strong></td>
<td>It should be triggered whenever the user adds item to the cart successfully.</td>
</tr>
<tr>
<td><strong>5. View cart</strong></td>
<td>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></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>6</td>
<td><strong>Checkout</strong></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td><strong>Add Shipping information</strong></td>
</tr>
<tr>
<td>8</td>
<td><strong>Add Payment Info</strong></td>
</tr>
<tr>
<td>8</td>
<td><strong>Purchase</strong></td>
</tr>
</tbody>
</table>
It is recommended to pass both product size and changes in quantity in the dimensions:
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:**

![Table of UA Ecommerce Data]

**GA4 Ecommerce Data:**

![Table of GA4 Ecommerce Data]
### Wishlist Tracking

Add to the wishlist should be included in ecommerce tracking.

### Product Properties

Following Product Properties are recommended to track with each product:
- Product Name
- Product ID
- Product Category
- Product Brand
- Product Variant
- Product Quantity
- Product Price

### Ecommerce Properties

Following Ecommerce Properties are recommended to track with each Ecommerce Event:
- Transaction ID
- Transaction Revenue
- Currency
- Tax
- Shipping
- Coupon
- Payment Method
- Shipping Method
Want us to do your GA4 data quality audit?

GET A FREE CONSULTATION

Google Tag Manager

Leverage Google Tag Manager

GTM is added on the site.
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.
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.

---

**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 Overview

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Users</td>
<td>58.7K</td>
<td>-65.3%</td>
</tr>
<tr>
<td>Sessions</td>
<td>79.7K</td>
<td>-67.1%</td>
</tr>
<tr>
<td>Bounce Rate</td>
<td>60.1%</td>
<td>-15.8%</td>
</tr>
<tr>
<td>Avg. Duration</td>
<td>01:25</td>
<td>-43.0%</td>
</tr>
<tr>
<td>Pages/ Session</td>
<td>2</td>
<td>-5.8%</td>
</tr>
<tr>
<td>Downloads</td>
<td>1.3K</td>
<td>-77.6%</td>
</tr>
<tr>
<td>Cost/Downloads</td>
<td>$1.7</td>
<td>-57.0%</td>
</tr>
<tr>
<td>New Users</td>
<td>57K</td>
<td>-66.0%</td>
</tr>
<tr>
<td>Total Cost</td>
<td>$27,804.83</td>
<td>-91.0%</td>
</tr>
</tbody>
</table>

(Funnel Tracking in Dashboard)

<table>
<thead>
<tr>
<th>Funnel Name</th>
<th>Start Now Page</th>
<th>Your Info</th>
<th>The Business</th>
<th>Account Setup</th>
<th>Review &amp; Accept</th>
<th>Online Application</th>
</tr>
</thead>
<tbody>
<tr>
<td>Request a Quote</td>
<td>34.0</td>
<td>38.0</td>
<td>11.0</td>
<td>5.0</td>
<td>2.0</td>
<td>3.0</td>
</tr>
<tr>
<td>Funnel</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(Funnel Tracking in Dashboard)

MarktlYtics
### Top Landing Pages

<table>
<thead>
<tr>
<th>Landing Page</th>
<th>Sessions</th>
<th>Bounce Rate</th>
<th>Avg. Time on Page</th>
<th>Quote Requests</th>
<th>All Resource Downloads</th>
</tr>
</thead>
<tbody>
<tr>
<td>/</td>
<td>29,979</td>
<td>36.76%</td>
<td>08:02:23</td>
<td>172</td>
<td>181</td>
</tr>
<tr>
<td>/nometric/</td>
<td>2,675</td>
<td>58.48%</td>
<td>08:00:16</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>/blog/5-most-profitable-tools-a-ba...</td>
<td>2,382</td>
<td>93.64%</td>
<td>08:05:16</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>/new-part/</td>
<td>2,118</td>
<td>25.99%</td>
<td>08:02:16</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>/blog/how-to-help-seller-ship-product-to-make-more-money/</td>
<td>1,312</td>
<td>97.24%</td>
<td>08:07:18</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>/solution-consultant/1/</td>
<td>1,317</td>
<td>81.65%</td>
<td>08:03:24</td>
<td>39</td>
<td>39</td>
</tr>
<tr>
<td>/solution-consultant/2/</td>
<td>1,194</td>
<td>69.81%</td>
<td>08:03:52</td>
<td>123</td>
<td>123</td>
</tr>
<tr>
<td>/blog/how-to-grow-customers-to-our...</td>
<td>1,281</td>
<td>90.15%</td>
<td>08:05:14</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>/blog/the-6-most-profitible-sector-s...</td>
<td>1,732</td>
<td>90.63%</td>
<td>08:05:53</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

### Top Actions

- Scroll Tracking: 5,923
- Non-Metric Items: 4,523
- Video: 3,623
- Form Submissions: 2,123

### What resources do users view most?

- /solution-consultant/1/
- /solution-consultant/2/
- /blog/how-to-grow-customers-to-our...
- /blog/the-6-most-profitible-sector-s...

### Where do users subscribe to blogs?

- Blog Subscribers

(Funnel Tracking in Dashboard)
Want us to do your GA4 data quality audit?

GET A FREE CONSULTATION