Google Analytics Audit:

The Checklist

- [ ] Is the default URL correctly set up?
- [ ] Are your tracking codes implemented and running correctly? (Use **Google Tag Assistant**.)
- [ ] Is the reporting time zone correct?
- [ ] Is the currency correct?
- [ ] Are your demographics and interest reports enabled?
- [ ] Are you filtering out internal and bot traffic?
- [ ] Are you reviewing and excluding URL query parameters?
- [ ] Have you integrated your Google Ads account with Google Analytics?
    - [ ] Is your pay-per-click (PPC) data appearing in Google Analytics?
    - [ ] Do your Google Ads clicks approximately match the number of sessions in Google Analytics?
    - [ ] Do campaign tags use a consistent naming convention?
- [ ] Do you have the practice of setting goals and goal tracking?
    - [ ] Are you applying goal values to each goal?
    - [ ] Are you tracking macro and micro conversions?
- [ ] Is Google Search Console linked properly?
- [ ] Are the benchmarking reports enabled?
- [ ] Is user-based reporting enabled?
- [ ] Are you tracking 404 error pages?
- [ ] Is site search tracking enabled?
- [ ] Are your traffic sources clean and clear?
- [ ] Is cross-domain tracking implemented?
- [ ] Do you use a consistent naming convention for tracking events?