

CONVERSION MACHINE

MODULE 1

Profit Optimization

LESSON 6 Worksheet

Google Analytics Set Up & Audit

Google Analytics Set Up & Audit

In this worksheet you are going to set up Google Analytics and perform a google analytics audit if you have existing traffic.

Even if you already have Google Analytics set up, please go through this process and follow the checklist to ensure you are set up correctly.

Watch the screen cast video for details.

Google Analytics Setup & Audit Checklist

Account Settings

- Filtering – filter out office IP, agencies, other 3rd parties, yourself

Property Settings

- Default View select 'All Web Site Data'
- Enable demographics and interest reports and update code with snippet
- Enable Use enhanced link attribution and update code with snippet
- Link Webmaster tools site for SEO

View Settings

- Enable Site Search and enter a query parameter ('q' for shopify, 's' for wordpress)
- Enable Ecommerce tracking

Goal & Events Settings

- Set up goals for confirmation pages using destination goals
- Set up event tracking on relevant CTA's and links
- Set up intelligence alerts for important goal conversions

Google Analytics Set Up & Audit

Recurring reasons for bad data

- Cross domain tracking
- Missing tracking code on some pages
- Double tracking of page or event causing a 0% bounce rate
- Campaign tracking set up wrongly
- Missing tracking in emails, social, newsletter etc
- Google Analytics tracking code not all on same version