

Google Analytics Checklist - Are you gathering data?

Answer the following questions to determine your progress when implementing Google Analytics. When all questions are answered with "Yes" your site is ready for launch. Count the answers with "No" to see how many tasks are left.

1 **Did you install your Google Analytics tracking code?**
When installing your tracking code, make sure it is inserted on every page. Yes No

2 **Did you set up important goals to measure your sites success?**
Goals are for example a new sale, newsletters subscription, time on site or sent message. Yes No

3 **Did you set filters to exclude traffic from IP addresses that are not important?**
Exclude IP addresses from home, store and company. Yes No

4 **Did you connect adwords and/or adsense account to your Google Analytics account?**
This allows you to check your revenue of your pages and campaigns. Yes No

5 **Did you choose the right currency?**
Choose your currency e.g. Euro or Dollars. Yes No

6 **Do you track all searches that people use on your site?**
Make sure that you use your own search parameter string e.g. q or search. Yes No

7 **Are you using a funnel to track the performance of all pages leading up to a conversion?**
This allows you to see where visitors leave the site e.g. your shopping cart. Yes No

8 **Are you dividing visitors in segments like branded and non-branded visitors?**
Not all visitors are the same. Segments show how certain groups perform differently. Yes No

9 **Did you use notes to mark important changes on your website which could effect your data?**
Take notes of site changes, problems, product launches, events and newsletters. Yes No

10 **Is your company ready to gather, interpret and act on the data provided by Google Analytics?**
Use Google Analytics to check for problems and change the site to solve them. Yes No

Tasks left