

Google Analytics audit.

Account

- Is Google Analytics installed? **+1**
- Does only your team have admin access to your Google Analytics account? **+1**

Property

- Is Google Ads linked? **+1**
- Is demographic tracking enabled? **+1**
- Have you set up your “Referral Exclusion List”? **+1**

View

- Have you set up Goals? **+1**
- Do you have a Testing view? **+1**
- Do you have an All Website Data view? **+1**
- If you sell products on your website are you tracking e-commerce? **+1**
- Is the currency displayed correctly? **+1**
- Do you have Bot Filtering enabled? **+1**
- Are you using the correct timezone? **+1**
- Do you have Custom Alerts set up? **+1**

Total Score: /13

What Your Score Means

- 10-13: Your Google Analytics account is in good shape
- 6-9: Your account is in need of some attention
- Below 6: Let us help

Please reference thejamesagency.com/google-analytics-audit for more information on how all these pieces work together. Whether you got a perfect score or have some room for improvement, The James Agency is here to help.