



5 Step Checklist to Set Up GOOGLE ANALYTICS

✓ STEP: 1 GET STARTED

Did you add GA tracking code to all website pages (even the checkout page on your e-commerce site)?

Are any two codes the same on one page (can cause issues with pageviews, time on site, + bounce rate)?

✓ STEP: 2 LINK ACCOUNTS

Have you linked Google Search Console?

Have you linked AdWords?

✓ STEP: 3 TRACK ALL DATA

Are you tracking external data (non-Google ads, emails, + landing pages) by appending UTM parameters to URLs?

Is auto tagging enabled in your AdWords account to track + measure campaigns in GA?

✓ STEP: 4 SET GOALS

Is e-commerce enabled to track conversions?

Have you created goals or set up event tracking to measure downloads, form submissions, or video views?

✓ STEP: 5 ENABLE EXTRAS

Is site search enabled to track keywords typed into your site's search bar?

Are demographics enabled to track age, gender, + interests?

KNOW THE LINGO

Users: Unique website visits

Sessions: Aggregate website visits

Organic Traffic: Visitors search for website in search engine (Google)

Direct Traffic: Visitors type website URL directly into browser

Referral Traffic: Visitors get to website via another website

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