Google Analytics Audit Template

Google Analytics Access

Do we have access to and information for all accounts to be audited?

Yes/No

Tracking Implementation

Check if the tracking is successfully implemented or not.

Yes/No

Checking Google Analytics settings

Are the Google Analytics settings set correctly?

Yes/No

Time Zone

Time zone should always be set to your local time for accurate reporting

Yes/No

Currency

Set the correct currency of your business.

Yes/No

Google Analytics Audit Template

Default Page Set

This feature is usually used when we have two versions of the same homepage.

Yes/No

Bot Filtering

Is the "Exclude all hits from known bots and spiders" box ticked?

Yes/No

Site Search Added

This allows you to track what users are searching for on your website.

Yes/No

Search History

This allows you to remove all the Google Analytics search history

Yes/No

Enable Demographics and Interest Reports

Enable this setting to track age, gender, and interest data in Google Analytics.

Yes/No

Google Analytics Audit Template

Google Products Linked?

Are all the Google Products linked to GA? Link products like Search Console, Google Ads, and Google AdSense with GA.

Yes/No

Referral Traffic Exclusion

Is referral traffic exclusion enabled? Enable it to exclude traffic from specific domains.

Yes/No

Goals Configuration

This allows webmasters to measure how often users complete specific actions on the website

Yes/No

Is Conversion Tracking Working?

Yes/No

Configuring Reports

Configure reports like Acquisition, Behavior, and Conversions in GA.

Yes/No