






Google Analytics Healthcheck

Sample version

Profile: www.clientdomain.com

February 2011

Overview





	9	These settings have either not been configured or could be significantly improved.
	4	An attempt has been made to configure these settings, but they have not been accurately implemented or could be improved.
	4	These settings are configured correctly or require no action.




Key Settings



- Configuring goals will allow you to track key actions that you want your site visitors to complete, for example, registering or choosing a location. Also, by setting up a checkout goal you can create funnels that allow you track visitors through each step of the checkout process.
- Applying filters to your account could greatly improve the quality of data that Google Analytics is collecting.


Other Recommendations






- Adwords data is not showing correctly in Google Analytics. It may be worth considering a Pay-Per-Click audit



#	Setting	Status	Current setting	Desired setting	Why is this important?	Action / Recommendation
1	Additional tracking		None configured	Additional tracking configured for key actions or events (see action)	By applying additional tracking code you can track events that would not automatically be tracked in Google Analytics, for example, video plays and external links.	We recommend the addition of tracking to the following actions: <ol style="list-style-type: none"> 1. Video plays 2. Twitter link 3. Facebook link 4. Registration
2	Benchmarking		Set to compare against all sites of a similar size	Set to compare against a relevant sector	Used to compare your KPIs anonymously against others in your sector.	We recommend that Benchmarking is configured to compare against other sites of a similar size in the Games > Lottery and Sweepstakes category.
3	Custom alerts		None configured	4 custom alerts	Custom alerts can be set to alert you to large variations in website activity, e.g. surges or troughs in visitors or transactions.	We recommend the configuration of 4 standard daily alerts. <ol style="list-style-type: none"> 1. More than 70% increase in visits 2. More than 70% decrease in visits 3. More than 70% increase in transactions 4. More than 70% decrease in transactions
4	Custom segments		See actions	9 custom segments	Custom segments allow you to define specific segments of visitors for you to study in detail and compare against	Custom segments are user profile specific so we cannot view those already configured, but we recommend the

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					'All Visitors' or other segments.	<p>following 9 custom segments:</p> <ol style="list-style-type: none"> 1. Traffic from email 2. First time visits that buy 3. Return visits that buy 4. Visits lasting less than 10 seconds 5. Visits from organic branded keywords 6. Visits from organic non-branded keywords 7. Visits from paid branded keywords 8. Visits from paid non-branded keywords 9. Visits from social media
5	Default page		None set	None set	Your Analytics Profile Settings page contains a field in which to specify your default page.	There are no instances of a default page duplicating data in the content reports.
6	E-commerce enablement		Enabled	Enabled	To record the value of sales initiated at the geosweep.com website.	No action required
7	Error trapping		Enabled	Custom report configured to track requests that led to the error 404 page	An Error 404 page is produced when a page is requested but not found on your website. With a small change to the Google Analytics Tracking Code you can identify which pages have	We recommend that a custom report is configured to track URL request which result in an error 404 message.

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					been requested but not found on your website	
8	Exclude query parameters		None excluded	Some parameters should be excluded	By excluding query parameters from your Google Analytics reports makes them more readable and actionable.	See document attached for a full list of 94 query parameters found on your website. We recommend testing of the query parameters to identify, which can be safely excluded.
9	Filters		None applied to Main profile. 1 applied to new profile (tracking)	9 filters	Filters allow you to control what data is flowing into individual profiles. For example you do not want to include traffic from your office in Google Analytics.	We recommend the addition of the following standard filters to the main profile: <ol style="list-style-type: none"> 1. Only include traffic to the domain http://www.domain.co.uk/ 2. Exclude visits from your office and website development company 3. Assign navigational or branded searches to the medium of "direct_search" rather than organic. 4. Exclude non-human traffic such as the Ask.com robot or Gomez spider. 5. Ensure all URL`s are lowercase, this removes duplication caused

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						<p>by capitalisation.</p> <ol style="list-style-type: none"> 6. Exclude visits to images via Google Images and Google Translate 7. Reassign visits from webmail to "email" as medium 8. Append source, medium and keyword information to each transaction 9. We also recommend a filter to filter out traffic from problematic hostnames that we have identified, eg. Adapt services ltd
10	Goal definitions		None configured	6 goals configured	<p>Goals are a way of measuring website performance against actions that you want website visitors to take. The goals may include an order, a brochure request, adding an item to basket or staying on the website for a certain amount of time. This is often called an engagement goal.</p>	<p>We recommend the configuration of the following goals:</p> <ol style="list-style-type: none"> 1. Registration 2. Select a location 3. Social media sharing of blog posts 4. Facebook likes on blog 5. Comments on blog post 6. Checkout process

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11	Goal values		N/A – no goals configured	A separate profile for goals with notional values (e.g. registration completion)	If you set goal values within an e-commerce enabled profile you will inflate your \$ index metric. This is because Google Analytics will be combining the e-commerce revenue and the value of the goals.	Create a non-e-commerce profile for the capture of these goal values that is separate from e-commerce revenue.
12	Google Analytics Tracking Code version		Asynchronous	Asynchronous	The upgrade to Asynchronous version of the GATC, placed at the top of each web page means that the webpage would load more quickly and improve the user experience.	No action required
13	Funnels - Traditional		No funnels	Funnels set up for all goals with a URL destination	Funnels will show which steps are causing visitors to drop out.	Configure goals, and then apply funnels to all goals with a URL destination.
14	Funnels - Horizontal		No funnel	Horizontal funnel set up for checkout goal	Horizontal funnels are useful alongside traditional funnels as they can be used with advanced segments compare fallout rates across different types of visitors – new/returning, paid/natural, by keyword, etc.	Configure goals, and then apply horizontal funnel to checkout goal.
15	Google Analytics Tracking Code		Tracking code placed in	Tracking code on all pages	Incomplete tagging will give inaccurate data.	Due to the way in which the website is built, we cannot perform a full site scan

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	presence (GATC)		external javascript file			to confirm with 100% accuracy the presence of the GATC on all pages. However, we are confident that all pages are correctly tagged.
16	Profiles		2 profiles	4 profiles	Having a Raw profile safeguards against any loss of data. A Test profile is useful to test changes before applying to Main profile. See section 11 for explanation of 'Goal value profile'.	<p>We recommend 4 profiles:</p> <ol style="list-style-type: none"> 1. Main 2. Raw 3. Testing 4. Goal Value <p>We recommend that 'www.clientx.com' is re-titled 'Main profile'. This profile has much more historical data than the more recently configured 'tracking' profile.</p>
17	Site search		Not enabled	Enabled	Capturing search terms used on internal searches can give you insight into popular content and emerging trends.	We recommend that tracking of internal search terms is enabled.

About Applied Web Analytics

Applied Web Analytics is one of the leading web analytics, website optimisation and analytics training company, and one of the few to specialise in websites for multi-channel retailers. Our clients include Cotton Traders, Blacks, Millets Lyco, Bella di Notte and Baker Ross.

The company was founded by Dan Croxen-John, a home shopping expert with over ten years experience at the sharp end of e-commerce and direct marketing. He has helped to improve the online and offline marketing of organisations such as Arthritis Research Campaign, Chelsea FC, Eurosport, Great Little Trading Company, Rolawn Direct and Unilever

Dan brings a highly practical and realistic approach to consultancy as he was Managing Director of Bradshaws Direct from 2005 to 2007, so he knows first hand the realities of running a multi-channel business.

The Applied Web Analytics team also includes experienced designers, copywriters and web developers, all skilled in the science of using words, imagery and design to get better results from your website.

Why choose us?

We make life easy for you – here's why

We exist to improve your sales and ROI

That's why we are called "Applied" Web Analytics. We don't just look at the numbers, we tell you what those numbers mean. This knowledge gives you the power to make changes that make a significant difference to your sales, lead generation or ROI. In fact, we're so confident that our techniques make a difference that we'll refund your money if you see no change.

We're easy to work with

As business owners ourselves, we have sat in your seat and know the issues. We understand the constraints of budgets, people and resources, so we listen and work with you to develop a realistic programme of improvements with achievable commercial goals. We don't use confusing jargon, just plain speaking, straightforward reports, graphs and sensible recommendations.

We understand multi-channel retailing

Home shopping is a specialist industry and we know it from A-Z. By understanding the whole picture from catalogue circulation plans to database segmentation to warehouse pick waves, we can put our findings in context and make meaningful suggestions right from the start.

We fit in with your other suppliers

We are independent and only specialise in web analytics and web testing services, so we have no axes to grind or empires to build. We will work happily with your existing partners with the common aim of getting better results from your web site.

We pride ourselves on giving you independent advice – if we think you should spend money on redeveloping your website or increasing spend on Pay Per Click campaigns, it will be because this will be in your best interest, not ours.

We come with a complete toolbox

Our approach to data analysis tools is common sense. We don't insist dogmatically on using one, we use the tool that's the best for the job. That's why we work with a range of tools such as heatmaps, analytics, usability sessions and so on, and are constantly reviewing new tools as they become available.

Times change, media changes, but customers do not and they still respond to the basic principles of direct marketing – emphasising customer benefits, segmenting your audience, creating unique offers for different segments, constantly testing and measuring. These are the new tools for a new media. However, it's not the tool that matters, but how it's applied and the insight it brings.

We're flexible

We have a range of services to make a difference to your website, whatever stage of development you are at.

Our packages are designed to be transparent and offer good value, but we are also happy to tailor a bespoke package to suit your exact needs.