

GOOGLE ANALYTICS TAGGING CHECKLIST



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What's the primary purpose of Google Analytics? To track, report and measure the activity that happens on your website, right?

Of course, tracking, reporting, and measuring the activities that happen on your website all require you placing some code on your website. You can't get very far in analytics without tagging your site.

What's a tag? Tags are those little bits of code your analytics tool providers or advertising platforms ask you to place on your website so that you can send data back to their servers.

From a Google Analytics perspective, making sure you install your tags the right way, and that those tags are in the right places, is critical to the data quality in your Google Analytics reports.

Better tagging = Better data = Better decision making

So how do you ensure that you're using the right tags and that you're installing your tags in the right places to get the data you need? Well, that's we're going to cover in this checklist.

Follow along with the steps in this guide to audit and upgrade your Google Analytics tags.

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BASIC GOOGLE ANALYTICS TAGGING STEPS

Our basic tagging steps apply to all Google Analytics users of every level. These steps should be periodically performed to ensure that your Google Analytics tags are up to date, fully functional, and tracking the data you need across your entire website

STEP 1

REVIEW THE SUGGESTED CODE THAT GOOGLE PROVIDES YOU

- You can find you the most recent version of your Google Analytics code in the admin area of your account under the Tracking Info section.

STEP 2

VERIFY YOUR TRACKING IS CODE VALID

- Install Tag assistant. You can use the Google Chrome extension Tag Assistant to do a quick check of your website's primary tracking tags.
- Review the tags on your site. Tag Assistant will show you which version(s) of the Analytics tracking code your site is currently using.
- Do you have any errors in your tags? Tag Assistant can also help you find problems or errors in your tags.
- Does your site have tags present that do not belong to your business? If your Tag Assistant report identifies tags that don't belong to you, consider removing those tags. Third party tracking tags could cause privacy and GDPR issues for your business.
- Do you want all this tracking code in place? Removing unnecessary tags from your site can decrease the potential for privacy violations, and also help declutter your analytics.

STEP 3**IF YOU ARE USING GOOGLE TAG MANAGER (GTM), CHECK YOUR TAGS ARE FIRING IN PREVIEW AND DEBUG MODE**

- You should check your tracking tags inside of GTM to make sure they fire on demand. GTM's preview and debug mode will show you all the Google Analytics tags that are running on your site, where your tags fire, and what data they are sending to Google Analytics.

STEP 4**CHECK EVERY PAGE ON YOUR SITE FOR YOUR GOOGLE ANALYTICS TRACKING CODE**

- Run a report for your site using GA checker. You can scan your entire website for your tracking tags using a free tool called GA checker.

[GO TO GA CHECKER](#)

- Add tags to any pages you're not currently tracking, as needed. GA Checker also allows you to download a complete report of your site scan. Use your site scan report to help you find any pages where you need to add Analytics tracking code.

STEP 5**RUN A REAL-TIME TEST OF YOUR TRACKING**

- Navigate to your site
- Open the Google Analytics Real-Time report in an unfiltered view. You need to use a view that doesn't block your IP address from your Real-Time reports so that you can see the hits you are sending into Google Analytics.
- Check your Real-Time reports for the data you should be sending into Google Analytics

<input type="checkbox"/> Pageviews	<input type="checkbox"/> Locations
<input type="checkbox"/> Source/medium reports	<input type="checkbox"/> Source/medium reports

ADVANCED GOOGLE ANALYTICS TAGGING STEPS

The advanced steps in this checklist will help you improve the effectiveness of your tagging. These steps will also help you add higher quality, more precise data to your Google Analytics reports.

STEP 1 CHOOSE AN EVENT TRACKING STRATEGY

Before you can start tracking events, you need to identify how you're going to add event tracking tags and triggers to your website. Google Tag Manager offers the simplest, and most scalable solution for adding event tags to your website. But, if GTM is not an option for you, there are other ways to add event tracking tags to your website.

- Choose a process for adding event tags and triggers to your site
 - *Preferred* GTM
 - Autotrack
 - Raven tools
 - Manual coding

STEP 2 ADD VIRTUAL PAGEVIEW TAGS

Google Analytics doesn't allow to use events as steps in your goal funnels. So if there are visitor actions that occur on your site that don't trigger a unique pageview (form submits, transactions, email opt-ins, etc.) you can track these actions using virtual pageviews.

- Identify visitor actions of value that don't trigger a unique pageview
- Create a virtual pageview tag for the actions/events you have identified
- Tag page elements with your virtual pageview code

STEP 3 TAG YOUR GOAL FUNNEL PAGES

Using goal funnels to add steps to your conversion process will help improve the accuracy of your conversion tracking.

- Map out the URLs and events in your conversion process
- Add these pages as steps in your goal funnels
- Add virtual pageview tags to steps in your funnel that don't automatically trigger a pageview hit

STEP 4 ADD CONTENT GROUP TAGS

Content groups allow you to categorize your web pages by topic, product, or other page level characteristics. You can use content groups to perform a holistic analysis of your site by page category.

- Use our Content Grouping Guide and Checklist to set up your content groups

[GO TO CONTENT GROUPING GUIDE AND CHECKLIST](#)

STEP 5 AUTOMATE YOUR DOWNLOAD TRACKING

You can use event tracking tags to automate your download tracking.

- Add tracking tags to all the downloadable assets on your website (Follow our download tracking guide to learn more about this technique. Or join GTM course and follow along with our lessons on using GTM to track downloads).

[GO TO DOWNLOAD TRACKING GUIDE](#)

[JOIN GTM COURSE](#)

STEP 6 ADD VIDEO TRACKING TAGS AND TRIGGERS

Tracking video engagement in Google Analytics will allow you to combine your video event data with your other reports to gain deeper insights about your website visitors.

- Identify the videos on your site that you want to track
- Add tags and triggers to measure video engagement (plays, view time, pausing, buffering, etc.)

STEP 7 ADD SCROLL TRACKING TAGS AND TRIGGERS

Scroll tracking allows you to measure how far down your pages your visitors read.

- Identity pages that need scroll depth tracking
- Add page scrolling tags and triggers to your pages

STEP 8 SET UP CROSS-DOMAIN TRACKING (AS NECESSARY)

If your site sends visitors to multiple domains to complete purchases or transactions, then you'll need to configure cross-domain tracking in Google Analytics to track your conversions correctly. To learn more about this technique, you can read our cross-domain tracking guide.

[GO TO CROSS-DOMAIN TRACKING GUIDE](#)

- Adjust your Cookie Domain setting
- Autolink your domains
- Set your referral exclusions

That wraps up the beginner and advanced sections of our Google Analytics tracking guide. Want to watch all the video tutorials that go with this guide, and get access to the third section of this guide (Exceptional tagging)?

Join us in Analytics Course!

The lessons in Analytics course provide you with an over-the-shoulder, step-by-step view of how to build your Google Analytics account for your needs. Analytics Course will take you through every level of working in Google Analytics, starting with beginner techniques and working your way up to advanced analysis and reporting strategies.

Analytics Course was fully updated in 2018 to match the latest version of Google Analytics! And our course members routinely get access to new, exclusive materials and lessons, like our full Google Analytics Tagging Guide.

Not only that - the majority of students who complete this course receive their Google Analytics certification directly from Google.

If you would like to learn how to implement the most vital functions in Google Analytics with “hands-on” instruction all while watching Analytics expert Jeff Sauer, you should check out our Analytics Course program.

Click below to learn how to get started with the Course Today.

GET STARTED WITH ANALYTICS COURSE