

Are you getting the most out of your Website data?

Regardless of whether you need an implementation from scratch, or just want us to run our eye over what you've currently got, our project tends to follow the process below.

Pre-implementation

Before we set up an account, or look to audit an existing one, we first need to know what you want to get out of Google Analytics. We can then work backwards from your objectives and translate these into measurable web metrics. Considering how you want to report on these metrics is also essential at this juncture. Within this phase, we look to identify how your account should be structured, in terms of web property and profile set-up, and work with you on KPI definition.

Implementation

We provide all instructions for any changes you and your web development team need to make, whilst outlining what we have amended in a separate section.

Our Approach		Client Value
Account Audit	<p>We go through your Google analytics account with a fine-tooth comb. Typically, we find and propose fixes for all the below:</p> <ul style="list-style-type: none"> <li>• Broken/unnecessary views</li> <li>• No/incorrect goal strategy</li> <li>• Incorrect view settings</li> <li>• No/incorrect campaign tagging</li> <li>• Broken/unnecessary filters</li> <li>• Polluted content reports</li> </ul>	Google Analytics data is accurate and fit to be used for analysis and reporting purposes.
Site Audit	<p>We address any issues related to the website which may hinder accurate data collection.</p> <ul style="list-style-type: none"> <li>• Scan of the website to ensure the correct code is placed in all the correct places, including:</li> <li>• Whether tag management is appropriate for you</li> <li>• Whether sub- or cross- domain tracking is required</li> <li>• Frames or dynamic pages are tracked correctly</li> <li>• Review of any trackable areas/features which aren't being tracked</li> </ul>	
Implementation Guide	<p>Following on from the above work we build a list of improvements. Typically, we address the following:</p> <ul style="list-style-type: none"> <li>• Profile strategy</li> <li>• IP address exclusion</li> <li>• Goal &amp; funnel strategy</li> <li>• Tracking events</li> <li>• Site search tracking</li> <li>• Campaign tagging</li> <li>• Advanced features</li> <li>• Basket pages</li> </ul>	
User Guidance	<p>We create a best practice document to be used internally in your organisation. This will allow internal stakeholders to carry out the below tasks without requiring further support.</p> <ul style="list-style-type: none"> <li>• Adding a new user</li> <li>• Building &amp; scheduling a basic report</li> <li>• Adding a basic filter</li> <li>• Creating a basic profile</li> <li>• Creating alerts and annotations</li> <li>• Creating a goal</li> </ul>	

Post Implementation

Following the above stages, we audit the data that is being collected and we gauge it for comprehensiveness, accuracy and fit to the brief. We mine the data for accuracies to ensure everything is tracking as it should be before we officially sign you off as having an account to be proud of!

Happy Customers!

