ANALYTICS CHECKLIST

levelten
INTERACTIVE

TRACKING CODE

☐ **NEW IMPLEMENTATION**: Use the Google Analytics Universal tracking code or Google Tag Manager with a Google Analytics Universal tag.

☐ **EXISTING (GOOGLE ANALYTICS CLASSIC) IMPLEMENTATION**: Upgrade to Google Analytics Universal or to Google Tag Manager with a Google Analytics Universal tag.

GOALS AND ECOMMERCE*

☐ **GOALS**: Set up a goal for each form submission.

☐ **TRACK PURCHASES**: If purchases on your site vary widely in price, product, etc., work with your developers to implement Ecommerce tracking. If you can't set up Ecommerce tracking in the short term, or if the variation in purchases is very limited, you can track purchases as a goal.

☐ **SPECIFY GOAL VALUE**: If you don't have Ecommerce set up, assign an actual, estimated, or even arbitrary value to your goals so you can use the Page Value metric to gauge the contribution that each page on your site is making towards goal completions.

CUSTOM DIMENSION

☐ **CUSTOM DIMENSIONS**: Set up Custom Dimensions to capture visit/visitor characteristics (such as login status, CRM data pulled from the back end after login, or drop-down selections on a form) so you can use these characteristics when defining custom reports or advanced segments. (You can also use Custom Dimensions to capture page characteristics such as those cited above for Content Groups.)