

# GOOGLE ANALYTICS CHECKLIST



Google Analytics



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The first step in optimizing your landing page is analyzing the numbers and existing data. Your goal is to evaluate how the page is performing, find any leaks in the funnel, identify any technical issues that need solving (e.g. page loading time) and opportunities.

To get started, simply follow the steps in the checklist below.

Verify the following items exist/are set up correctly:

- Google Analytics code on landing page
- Goals are set up in Google Analytics
- AdWords account is connected to Analytics

- Non paid search campaign URLs contain UTM tags
- Google Analytics events have been set
- Ecommerce tracking is enabled (if relevant)
- Goals are firing within Google Analytics
- Segmentation is correct: your experiment is appearing to the right audience
- Images are rendering correctly
- Search console linked to Google Analytics
- Tracking code not duplicated on page
- Page load time is at minimum (use Google's PageSpeed test tool)
- Variation is compatible with all browsers
- Demographics and Interest reports are enabled on Google Analytics
- All links work & open in new tab (and send to the right page)
- Links have anchor text
- Bot filtering enabled
- You've located any 404 non existing pages
- Landing page headline is set to H1
- You've QA'd the entire funnel of your variation (not just the landing page)
- Lead box is working correctly
- Experiment parameters are set up
- Internal IP excluded
- Email campaign links use UTM parameters

Now that you've verified everything is setup correctly and tracking properly, analyze the following metrics and reports to find the leaks and opportunities on your landing page:

- Top channels analysis- Breakdown by traffic, conversions & bounce rate.
- Traffic Analysis by source/medium
- Traffic Analysis by campaign
- Traffic Analysis by keyword
- Top locations- Breakdown by traffic, conversions & bounce rate
- Demographics- percentage of female vs. men
- Age distribution- highest converting age groups
- New vs. returning- Breakdown traffic vs. conversions
- Devices- mobile, desktop & tablet: breakdown traffic, conversions & bounce rate
- Video (if applicable) - Breakdown conversions by played video vs. non played
- Scroll Depth
- Page interactions (with video, popup, navigation)
- Active time on page
- Loading time by browser
- Loading time by device
- Time on page - breakdown according to conversions
- Conversions
- Top email campaigns
- Top AdWords campaigns
- Top social campaigns

- Exit rates:
- Exit rates from devices
- Landing page exit rate
- Exit rates from countries or certain languages
- Exit rates from new vs. returning visitors
- Exit rates from specific browsers
- Retention rates: Breakdown conversions vs. returning customers  
(when applicable)

Once you've completed verifying all tracking is set up correctly and have completed analyzing your landing page with Google Analytics, take the next step, i.e. analyzing your heatmaps and customer surveys.