GA4 Audit

Sample Audit

Audit Focus Areas

Tagging & Configuration

- Implementation best practices and basic feature adoption opportunities

Data Integrity & Customization

- Moving beyond standard metrics to shape a more complete customer picture

Insight Activation & Integration

- Putting data to work for effective marketing and business decision-making

Audit Scorecard

Pass: Configured or implemented correctly

Evaluate: Consider feature adoption or expansion

Fail: Address configuration or implementation

In Review

Account: My GA4 Accounts - (87654321)

Property: Optimization Up - (123456789)

Reporting Period: *2023-05-22 - 2023-04-22*

Grade Summary

Overall Grade

Your overall score is **EVALUATE**, please read through the slide for more details

Category Grade

Tagging & Configuration

Data Integrity & Customization

Insight Activation & Integration

Tagging & Configuration

☹ Data Streams

There are 3 types of data streams in GA4: Web, iOS apps, Android apps

	Web Streams	**iOS Streams**	**Android Streams**
# of streams	**1** web configured stream	**2** iOS configured streams	**2** Android configured streams
Active streams	https://ga4auditor.com	com.test.ios	com.test.android
Inactive streams	No inactive data streams	com.test2.ios	com.test2.android

Action Items

- Please check the list of inactive data streams and either fix or delete any that are unnecessary.
- To track data accurately, use one data stream type per property (e.g. web or iOS). Use a new property to track additional data types of the same stream.
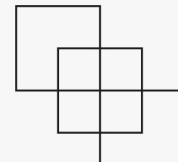
😐 Tag Health

Assessing the functionality of GA4 tags on **ga4auditor.com** domain and verifying that they are working properly and providing accurate data.

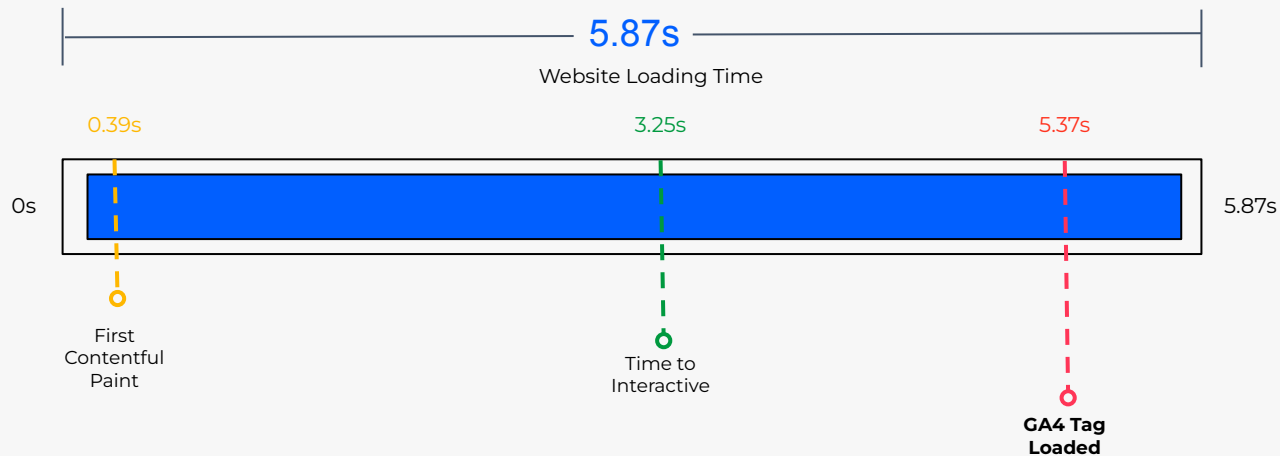| Status	Check	Description
🙂	Tag firing	Your tag is firing correctly
🙂	Duplicate Tag	Your tag is not a duplicate
☹️	Tag Sequencing	This event "view_item_list" is firing before GA4 base tag

Action Items

- Please apply tag sequence to your website to ensure that base tage / pageview is firing before any other events.
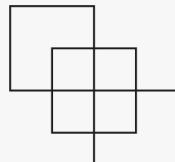
☹ Tag Performance

Checking the loading time of your GA4 tag to ensure it is not loading too early, which could hinder user experience, or too late, which could hinder data accuracy.

5.87s
Website Loading Time

0.39s   3.25s   5.37s

0s   5.87s

First
Contentful
Paint

Time to
Interactive

**GA4 Tag
Loaded**

Your tag is loading slowly, which can cause data to be inaccurate or delayed. Please review your tag trigger and make sure it is firing as soon as possible.

🙂 Tag Setup Best Practices

Reviewing if your tag follows implementation best practices. Ideally, your tag should fire through a tag management system like GTM, and you shouldn't have more than one tag per site.

Status	Check	Description
🙂	Hardcoded Tag	Your tag **isn't hardcoded**, it's firing through a tag management system
🙂	Multiple GA4 Tags	We found **1 GA4** tag on your website

Action Items

- No Action items - You are good here!

General Config

Time zone, currency are important settings for maintaining data integrity, while industry category provide benchmarks to assess your performance effectively.

Status	Check	Description
🙂	Time zone	The time zone setting of the property is set to **Asia/Dubai**, customers' main location is **AE**
🙂	Currency	The currency setting of the property is set to **AED**, customers' main location is **AE**
🙂	Industry Category	The industry category setting of the property is **BUSINESS**

Action Items

- No Action items - You are good here!
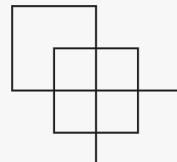
🙁 Data Collection & Retention

Activating Google Signals is important to enable cross-device tracking and enhance ads personalization. Additionally, maximizing event data retention can significantly enhance your data collection capabilities.

Status	Check	Description
🙂	Google Signals	Google Signals is enabled
🙁	Data Retention	Data retention is set to **two months**

Action Items

- Please consider setting a longer data retention period to **14 months** to improve your data retention.

Attribution Settings

Attribution models play a vital role in calculating conversion credit within your Analytics reports. Therefore, it is important to review your property attribution settings to ensure that you are using the correct models and window settings.

Model

Your attribution model is set to **'cross channel data driven'**, which is the recommended model for most businesses.

Acquisition Window

Your acquisition window is set to the max - **30 days**, which is the recommended window for most businesses.

Conversion Window

Your conversion window is set to the max - **90 days**, which is the recommended window for most businesses.
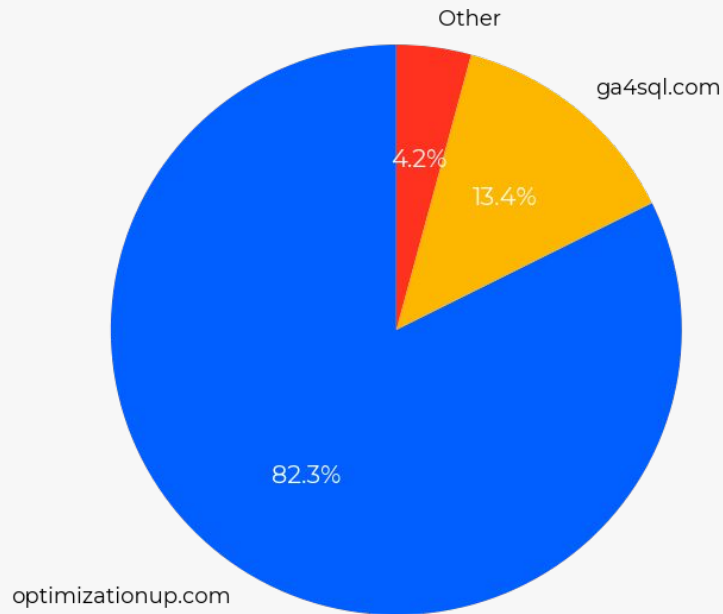
Data Integrity & Customization

🙁 Active Domains
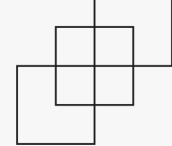
This checks which domains are receiving traffic in your GA4 property to ensure spam-free traffic and best practices. Ideally, you should use only one root domain per property.

The pie chart shows that your GA4 traffic is distributed across multiple domains, indicating that you are not following best practices by using one domain per property. If these domains are not owned by you, you should consider removing them from your account.
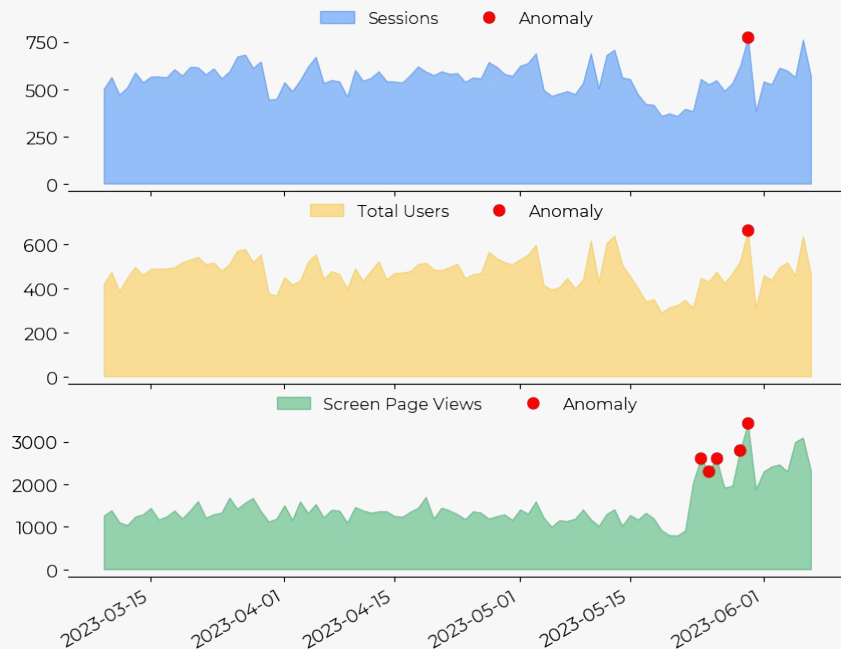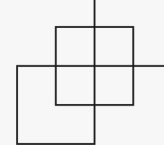
Other

ga4sql.com

4.2%

13.4%

82.3%

optimizationup.com

😐 Core Metrics - Anomaly Detection

Anomaly detection is a statistical technique that helps us find unusual patterns in time-series data.

In our analysis, we look at data from the past **90 days** and examine it in chunks of **14 days** at a time. We use an unsupervised model that helps us spot sudden increases or decreases in your data. In this graph, we focus on 3 core metrics in GA4: Users, Sessions, and Pageviews.

Anomalies are not always a bad thing. They simply show that something unusual happened during that time. For example, you might have started new ad campaigns or completely stopped marketing.

The graph shows that your core metrics are showing anomalies during this period: <ins>2023-05-24 - 2023-05-30</ins>. As long as these anomalies are not due to a change in your business, a thorough investigation is required to understand their root cause.

☹ Bot Traffic

Detecting and analyzing the bot traffic on your GA4 property and website.

The pie chart illustrates the proportion of bot traffic on your website. We've identified that 8.3% of your traffic is coming from bots. To address this issue, take a look at our guide on how to analyze and exclude bots from your website.

Detecting and Classifying Bot Traffic in GA4 with BigQuery ML

Bot Sessions

8.3%

91.7%

Non-Bot Sessions
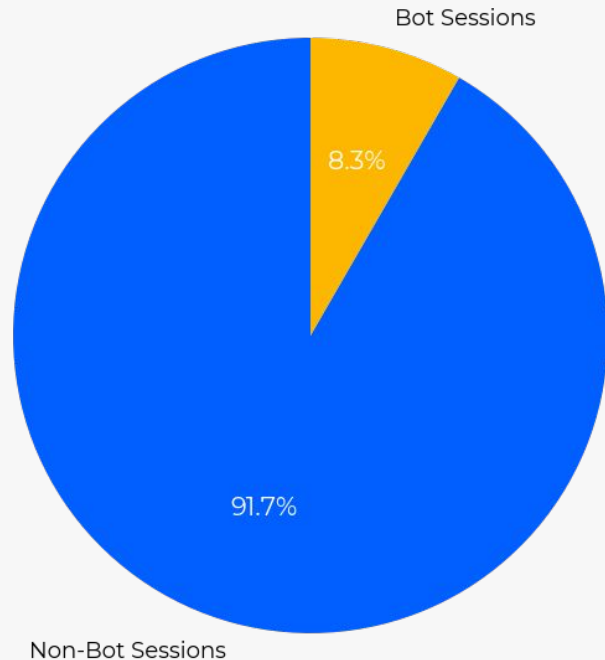
🙁 Data Filters
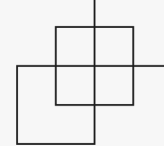
Assessing your GA4 property's data quality by eliminating developer traffic, self-referrals, and wrong payment processor attribution

Developer Traffic

We found traffic from dev environments on your property. This can skew your data and make it difficult to analyze. Please exclude the below:

- tagassistant.google.com
-localhost:8000
-127.0.0.1

Self Referrals

We didn't find any self-referral traffic on your property. This is great, keep up the good work!

Payment Gateways

We found payment gateways on your property. This can skew your data and assign incorrect attribution. Please consider excluding this traffic the sources below:

- api.checkout.com

😊 Abnormal Engagement Rate
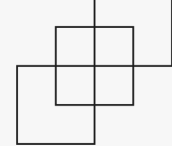
By analyzing the engagement rate over a period of time, you can ascertain the accuracy of your data and detect any potential tagging setup problems
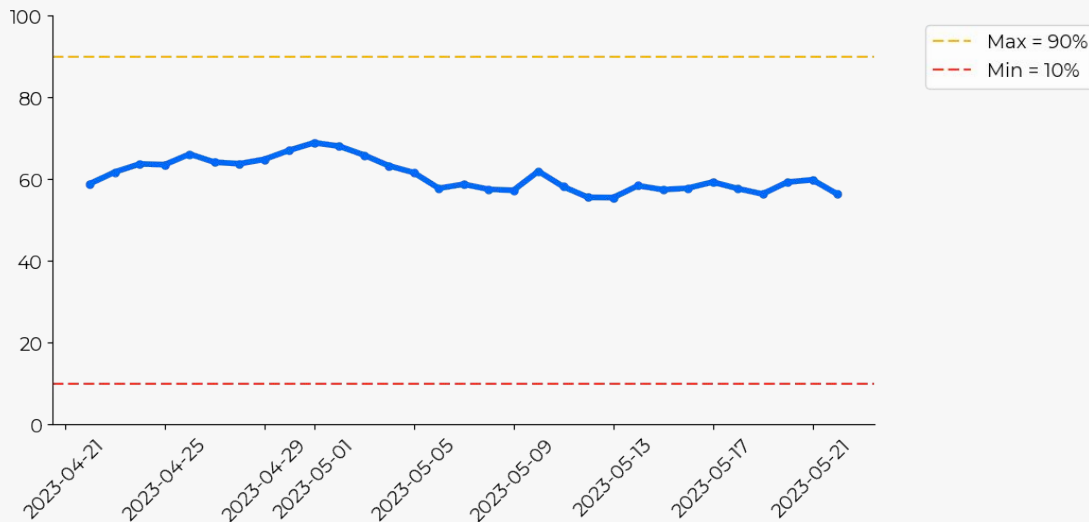
Your engagement rate appears to be within normal limits, it is neither too high nor too low, nothing to worry about here!

ga4auditor.com

🙂 Engagement Metrics - Anomaly Detection

Engaged Sessions ● Anomaly

600
400
200
0

Screen Page Views Per User ● Anomaly

6
4
2
0

Sessions Per User

1.5
1.0
0.5
0.0

2023-03-15 2023-04-01 2023-04-15 2023-05-01 2023-05-15 2023-06-01
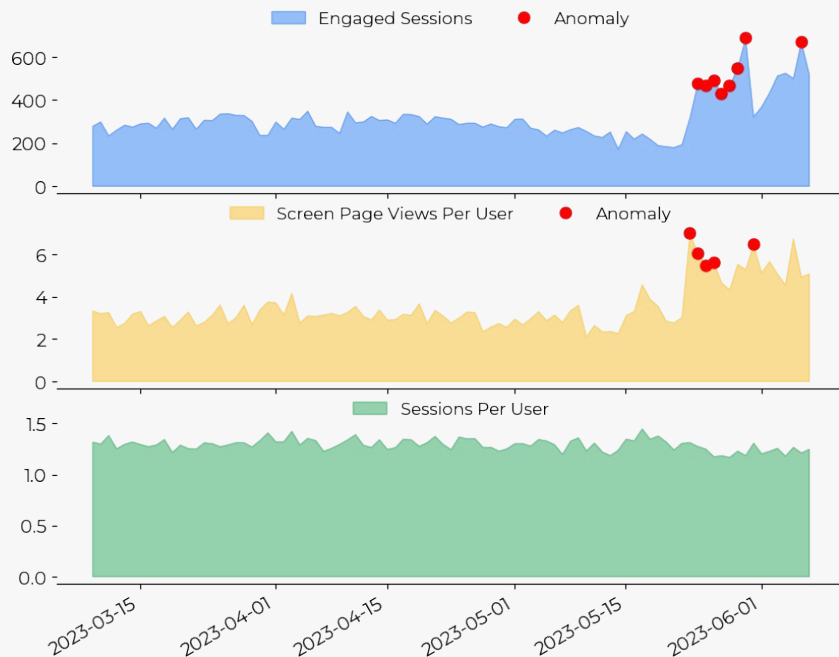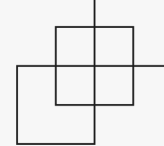
Examining engagement metrics over time can help spot any unusual patterns in your data. If there's a sudden increase or decrease in engagement, it could be due to tagging problems, bot traffic, or simply nothing of concern. It could be attributed to alterations in your website's user experience or an influx of higher quality traffic.

In our analysis, we look at data from the past **90 days** using a rolling window of **14 days**. The graph highlights three main metrics : Engaged Sessions, Pageviews per User, Sessions per User.

The graph shows that your engagement metrics are showing anomalies during this period: <u>2023-05-23 - 2023-06-06</u>. As long as these anomalies are not due to a change in your business, a thorough investigation is required to understand their root cause.

ga4auditor.com
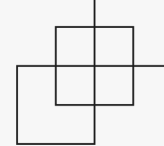
Events Tracking

- **Automatically collected events** are events that are collected by default *i.e page_view, app_update*. You're tracking **13 events** from this type.

- **Enhanced measurement events** are events that are collected when enhanced measurement is enabled *i.e file_download, scroll*. You're tracking **3 events** from this type.

- ***Recommended events** are events that you implement, but that have predefined names i.e purchase, sign_up.* You're tracking **8 events** from this type.

- **Custom events** are events that you define and implement yourself i.e *clicked_shop_now*. You're tracking **10 events** from this type.
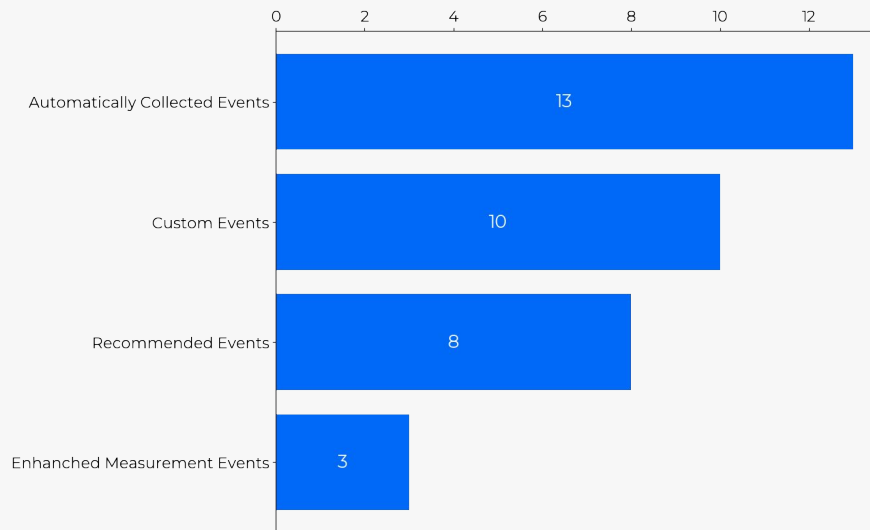
Events count per type

😞 Events Naming Convention
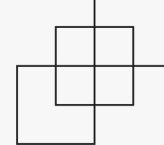
The best practice for naming your events is to follow the '**Snake Case**' rule, where you use underscores and lowercase all the words. This approach ensures better data consistency and reduces discrepancies.

Status	Check	Description
😞	Snake Case	Some of your events like 'couponEvent, referFriend' are not named using recommended snake case convention.
😞	Case Sensitivity	Some of your events like 'ADD_TO_CART, couponEvent' contain upper case characters which is not recommended.
🙂	+30 Characters Long	All the events are less than 30 characters long.

Action Items

- Please consider renaming the events to follow the recommended snake case convention.
- Please make sure all the events are named using lower case characters.

🙁 Conversion Events
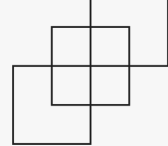
Reviewing your configured conversion events, ensuring that they are active and, whenever possible, have conversion values assigned to them.

Configured Conversions

You have configured **5** conversion events which is great! We usually recommend configuring at least **3** conversion events in addition to your conversions.

Active Conversions

You have **4** active conversions out of **5** configured conversion. Please look into the setup of the below conversions:

- in_app_purchase
-app_store_subscription_renew

Conversions Value

You have **1** conversions out of **4** active conversions have a value assigned to them. You may consider assigning a value to the below conversions - if applicable:
- subscription

Conversions - Anomaly Detection
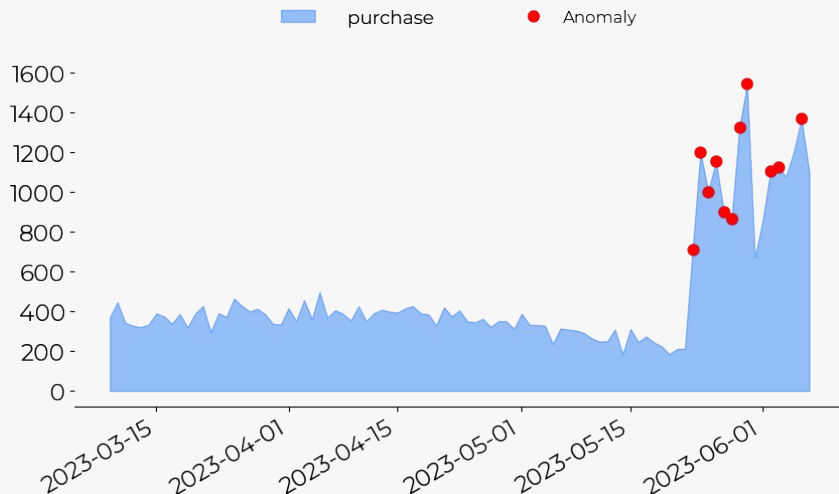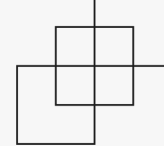
purchase   ● **Anomaly**

Anomaly detection is a statistical technique that helps us find unusual patterns in time-series data.

In our analysis, we look at data from the past **90 days** using a rolling window of **14 days**. The graph highlights your main conversions.

Anomalies are not always a bad thing. They simply show that something unusual happened during that time. For example, you might have started new ad campaigns or completely stopped marketing.

The graph shows that your conversions are showing anomalies during this period: <u>2023-05-23 - 2023-06-06</u>. As long as these anomalies are not due to a change in your business, a thorough investigation is required to understand their root cause.

🙂 Internal Site Search
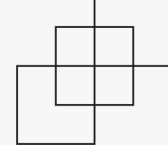
Checking if your site search tracking is working overtime. Site search is crucial for understanding your users' behavior and improving your site.

Site searches day on day
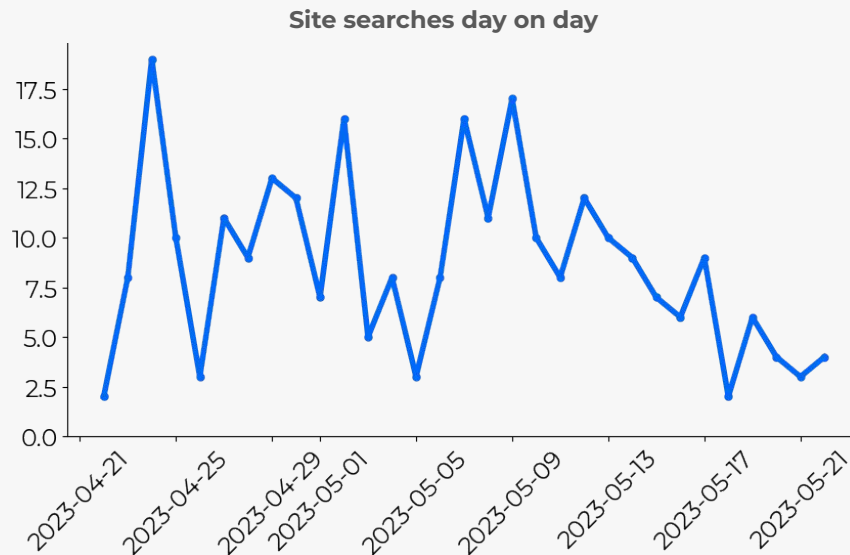
Your internal site search is working as expected, you have **268** search results.

☹ Channel Groups
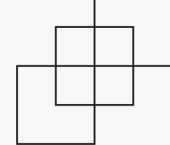
Analyzing your traffic and ensuring its correct classification by GA4 default channel groups, while also checking for the presence of your own custom group setup for better data insights.
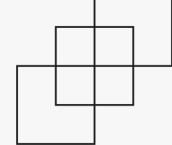
Status	Check	Description
☹	Direct Traffic	The percentage of direct traffic is 33.84%
☹	Unassigned Traffic	The percentage of unassigned traffic is 2.12%
☹	Custom Channel Groups	You have 0 custom channel groups configured

Action Items

- Having a high percentage of direct traffic can be a sign of missing an incorrect UTMs tagging. Please check your UTMs setup.
- Having a high percentage of unassigned traffic can be a sign of inconsistent and sparse UTMs tagging. Please check your UTMs setup.
- Please consider implementing custom channel groups to get a better understanding of your users' behavior.

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E-Commerce Tracking

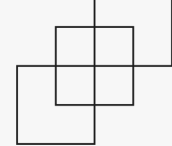Analyzing transaction and revenue data, making sure it's working properly

Status	Check	Description
🙂	Collecting Transactions	You have 13,389 transactions during reporting period
🙂	Transactions without IDs	You have 0 transactions without transaction id
☹️	Duplicate Transactions	You have **24 duplicate transactions**, here are some ids examples: 3411049, 3401183, 3402266
🙂	Transactions Revenue	You have 1,623,495 USD revenue during reporting period

Action Items

- Please make sure your purchase tag is fired only once per transaction.

E-Commerce Shopping Funnel

Assessing your ecommerce tracking across the user shopping funnel

226,373 — Item View — The number of times your products were viewed. Your event seems to be configured correctly

0 — Add to Cart — It appears that you're not tracking the number of times your products have been added to cart as an event

27,101 — Checkout — The number of times your products were checked out. Your event seems to be configured correctly

13,389 — Purchase — The number of times your products were purchased. Your event seems to be configured correctly

ga4auditor.com

E-Commerce Item Details

Ensuring complete capture of item details in all ecommerce events. Item details are crucial in understanding user behavior and shopping experience on your store

Event	Item ID	Item Name	Item Category	Item Brand	Item List
View Item List	🙂	🙂	🙂	🙁	🙂
View Item Details	🙂	🙂	🙁	🙁	🙁
Add to Cart	🙁	🙁	🙁	🙁	🙁
Checkout	🙁	🙂	🙁	🙁	🙂
Purchase	🙂	🙂	🙁	🙁	🙁

Action Items

- Please review your ecommerce tracking data layer and make sure to pass all the missing item attributes across all events.

Insight Activation & Integration

Google Ads Links

Ensuring that your Google Ads accounts are properly linked to GA4 and configured correctly to avoid having campaigns labeled as "(not set)."

Status	Check	Description
🙂	Google Ads Links	You have 1 Google Ads links configured
☹️	(not set) campaigns	You have (not set) ad campaigns which represent 15% of your total Google Ads sessions.

Action Items

- Please double check your Google Ads links configuration and make sure auto-tagging is enabled and you don't have any redirects in landing pages.
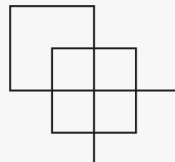
☹ BigQuery Links

Checking the GA4 BigQuery configuration, we highly recommend adding this link. It will allow you to store unsampled raw data, giving you ownership and control over your data.

Status	Check	Description
☹	BigQuery Links	You have 0 BigQuery links configured
☹	Daily Exports	You don't have any BigQuery links configured.
☹	Advertising ID	You don't have any BigQuery links configured

Action Items

- Please consider linking your BigQuery account to GA4 to leverage the full power of your data.
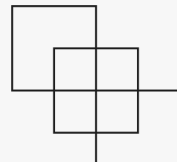
Audiences

Reviewing your GA4 audiences and making sure you're utilizing all available audience types can provide valuable insights about your customers

Status	Check	Description
🙂	Automatically Created Audiences	You have 2 automatically created audiences i.e. 'All Users'
🙂	Manually Created Audiences	You have created 3 custom audiences i.e. 'Checkout starters'
🙂	Predictive Audiences	You have configured 1 predictive audiences i.e. 'Likely 7-day purchasers'

Action Items

- No Action items - You are good here!
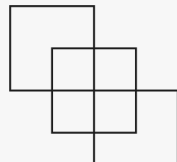
🙁 Custom Dimensions & Metrics

Custom dimensions and metrics are crucial in GA4 as they enable businesses to track and analyze specific, unique data points that align with their specific needs and goals.

Status	Check	Description
🙂	Custom Dimensions	You have created 2 custom dimensions i.e. *'market, tier'*
🙁	Custom Metrics	You haven't created any custom metrics

Action Items

- Leverage custom metrics to analyze your data beyond GA4 predefined metrics.

Summary

Tagging & Configuration Summary

Feature	Score	Action Items
Data Streams	☹	⦿ Please check the list of inactive data streams and either fix or delete any that are unnecessary. ⦿ To track data accurately, use one data stream type per property (e.g. web or iOS). Use a new property to track additional data types of the same stream.
Tag Health	😐	⦿ Please apply tag sequence to your website to ensure that base tage / pageview is firing before any other events.
Tag Performance	☹	⦿ Please review your tag triggers and make sure it's placed as high as possible in the <head> section of your website.
Tag Setup	🙂	⦿ You are all set here, nothing to worry about!
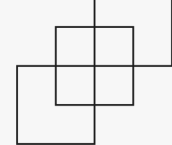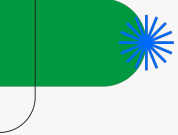
Tagging & Configuration Summary

Feature	Score	Action Items
General Config	🙂	⦿ You are all set here, nothing to worry about!
Data Collection & Retention	☹	⦿ Please consider setting a longer data retention period to 14 months to improve your data retention.
Attribution Settings	🙂	⦿ You are all set here, nothing to worry about!

Data Integrity & Customization Summary

Feature	Score	Action Items
Active Domains	🙂	⊙ You are all set here, nothing to worry about!
Core Metrics - Anomaly Detection	☹️	⊙ Please investigate the anomalies in your core metrics, If you are already unaware of what happened during this period.
Bot Traffic	☹️	⊙ Please address the bot traffic issue by either excluding them from your reports or using a CDN to block them.
Data Filters	🙂	⊙ You are all set here, nothing to worry about!

Data Integrity & Customization Summary

Feature	Score	Action Items
Abnormal Engagement Rate	🙁	⊙ Please check your tagging setup, too high engagement rate is abnormal and usually caused by double counting of pageviews
Engagement Metrics - Anomaly Detection	🙁	⊙ Please investigate the anomalies in your engagement metrics, If you are already unaware of what happened during this period.
Events Tracking	🙁	⊙ Add or follow recommended events naming for better insights.
Events Naming Convention	🙂	⊙ You are all set here, nothing to worry about!

Data Integrity & Customization Summary

Feature	Score	Action Items
Conversion Events	🙁	⊙ Configure at least 3 conversion events to get a better understanding of your users behavior. ⊙ Please look into the setup of your conversions events. ⊙ Assign a value to some of your active conversions.
Conversions Anomaly Detection	🙁	⊙ Please investigate the anomalies in your conversions, If you are already unaware of what happened during this period.
Internal Site Search	🙁	⊙ Double check your site search tracking and make sure it is working as expected.
Channel Traffic	🙁	⊙ Having a high percentage of direct traffic can be a sign of missing an incorrect UTMs tagging. Please check your UTMs setup. ⊙ Having a high percentage of unassigned traffic can be a sign of inconsistent and sparse UTMs tagging. Please check your UTMs setup. ⊙ Please consider implementing custom channel groups to get a better understanding of your users' behavior.

Data Integrity & Customization Summary

Feature	Score	Action Items
Ecommerce Tracking	🙂	⊙ Please make sure your purchase tag is fired only once per transaction.
Ecommerce Shopping Funnel	🙂	⊙ You are all set here, nothing to worry about!
Ecommerce Item Details	☹️	⊙ Please review your ecommerce tracking data layer and make sure to pass all the missing item attributes across all events.

Insight Activation & Integration Summary

Feature	Score	Action Items
Google Ads Links	☹	⊙ Please double check your Google Ads links configuration and make sure auto-tagging is enabled and you don't have any redirects in landing pages.
BigQuery Links	☹	⊙ Please consider linking your BigQuery account to GA4 to leverage the full power of your data.
Audiences	☺	⊙ You are all set here, nothing to worry about!
Custom Dimensions & Metrics	☹	⊙ Leverage custom metrics to analyze your data beyond GA4 predefined metrics.

Thanks !