



GA4 Audit

Sample Audit

marketingauditor.com

Audit Focus Areas



Tagging & Configuration

- Implementation best practices and basic feature adoption opportunities



Data Integrity & Customization

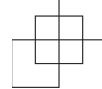
- Moving beyond standard metrics to shape a more complete customer picture



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

Accounts:

Sample Account - 376123553

Reporting Period:

2024-10-17 - 2024-11-16

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



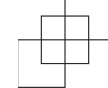


Tagging & Configuration





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

1 iOS configured stream

2 Android configured stream

Active streams

<https://www.ga4auditor.com>

com.test.ios

com.test.android

Inactive streams

No inactive data streams

com.test2.ios




No inactive data streams

Action Items

- Please check the list of tags that are not firing and either fix or delete any that are unnecessary.

! Tag Health

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

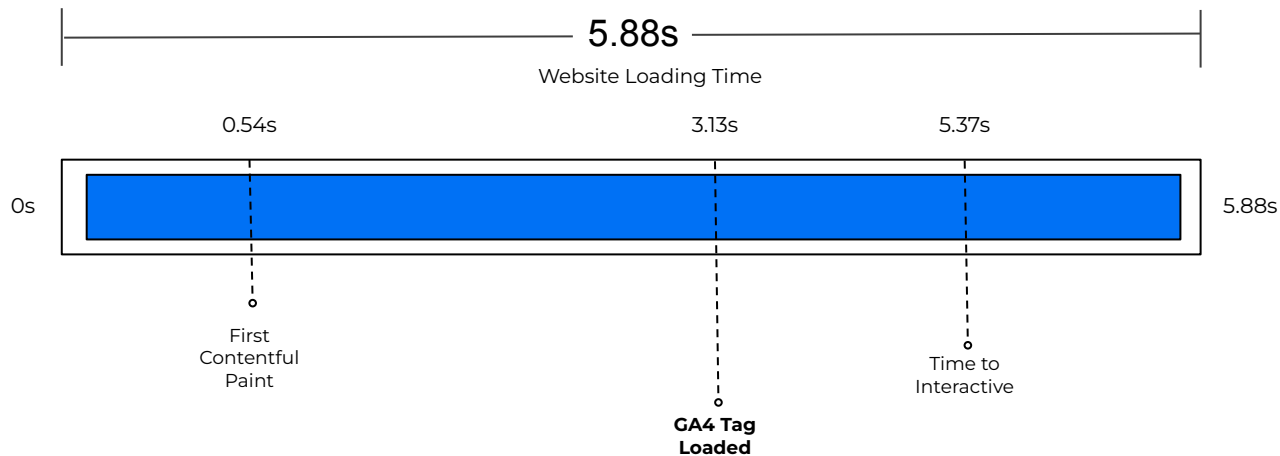
Status	Check	Description
	Tag firing	Your tag is firing correctly
	Duplicate Tag	Your tag is not duplicated
	Tag Sequencing	This event "view_item_list" is firing before GA4 base tag

Action Items

- Please apply tag sequence to your website to ensure that base tag / 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.



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 US
	Currency	The currency setting of the property is set to USD, customers' main location is US
	Industry Category	The industry category setting of the property is BUSINESS_AND_INDUSTRIAL_MARKETS

Action Items

- ⦿ Please choose the time zone where your main target audience is. That way your data will actually make sense.

✕ 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 disabled
✕	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 'paid and organic channels 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.

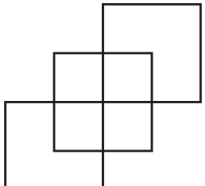


Conversion Window

Your conversion window is set to the max - 90 days, which is the recommended window for most businesses.



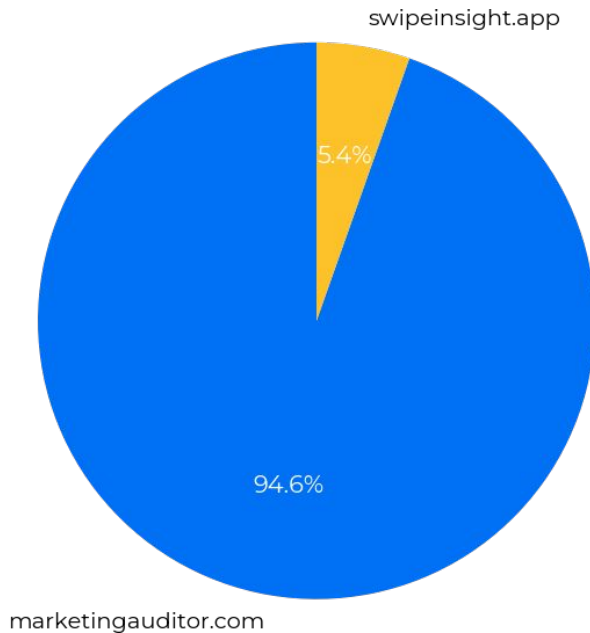
Data Integrity & Customization



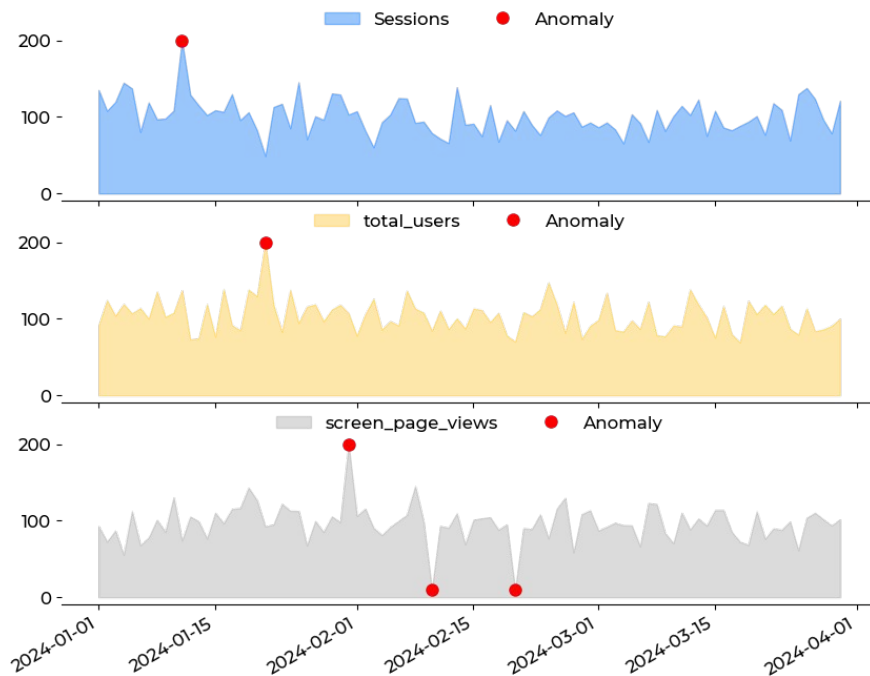
✕ Active Domains

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.



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.

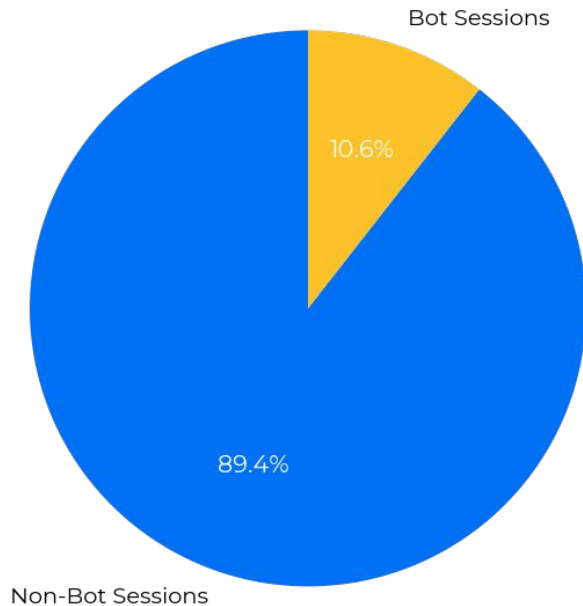
The graph shows that your core metrics are showing anomalies during this period: 2024-02-01 - 2024-02-16. As long as these anomalies are not due to a change in your business, a thorough investigation is required to understand their root cause.

✕ 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 10.6% 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](#)



✕ Data Filters

Assessing your GA4 property's data quality by eliminating developer traffic, self-referrals, and wrong payment processor attribution



Developer Traffic

We didn't find any traffic from development environments on your property. This is great, keep up the good work!

- *tagassistant.google.com*
- *localhost:8000*
- *127.0.0.*



Self Referrals

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



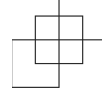
Payment Gateways

We didn't find any payment gateways on your property. This is great, keep up the good work!

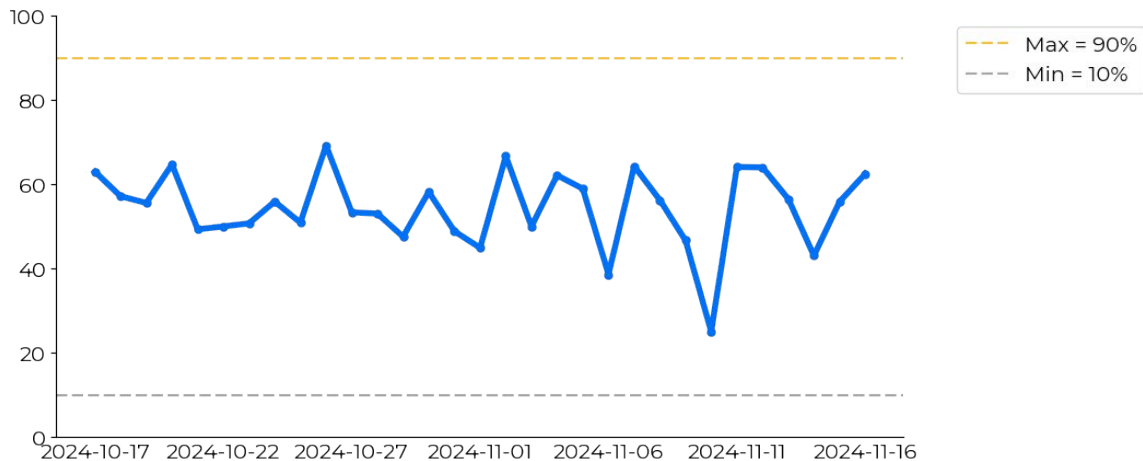
- *api.checkout.com*



Abnormal Engagement Rate



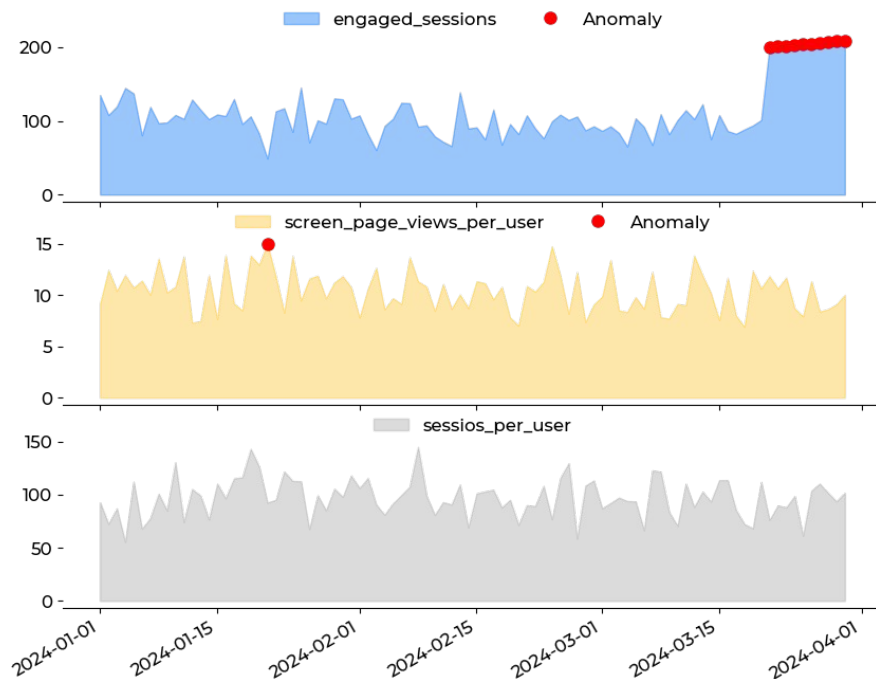
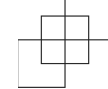
By analyzing the engagement rate over a period of time, you can ascertain the accuracy of your data and detect any potential tagging setup problems.



Your engagement rate appears to be within normal limits, it is neither too high nor too low, nothing to worry about here!



Engagement Metrics - Anomaly Detection



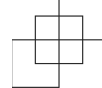
Examining engagement metrics over time can help spot any unusual patterns in your data. If there's a sudden increase or decrease in engagement, it could be due to tagging problems, bot traffic, or simply nothing of concern. It could be attributed to alterations in your website's user experience or an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

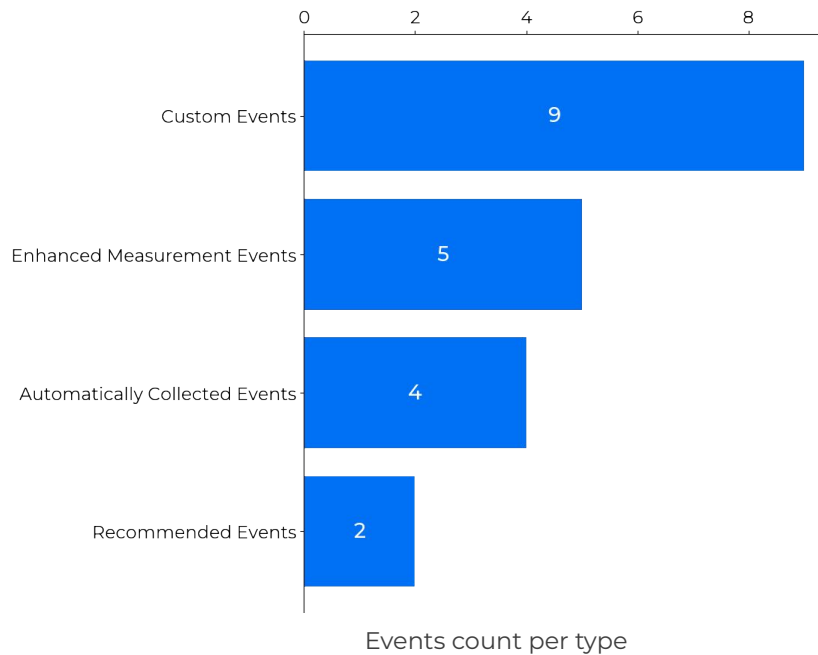
The graph shows that your engagement metrics are showing anomalies during this period: 2024-04-14 - 2024-04-30. As long as these anomalies are not due to a change in your business, a thorough investigation is required to understand their root cause.



Events Tracking






- **Automatically collected events** are events that are collected by default *i.e* `page_view`, `app_update`.
You're tracking 4 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 5 events from this type.
- **Recommended events** are events that you implement, but that have predefined names *i.e* `purchase`, `sign_up`.
You're tracking 2 events from this type.
- **Custom events** are events that you define and implement yourself *i.e* `clicked_shop_now`.
You're tracking 9 events from this type.



! Events Naming Convention

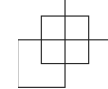
The best practice for naming your events is to follow the '**Snake Case**' rule, where you use underscores and lowercase all the words. This approach ensures better data consistency and reduces discrepancies.

Status	Check	Description
	Snake Case	All the events are named using snake case convention. This is the recommended naming convention for events.
	Case Sensitivity	Some of your events like 'ads_conversion_Sign_Up_1' contain upper case characters which is not recommended.
	+40 Characters Long	All the events are less than 40 characters long.

Action Items

- Please make sure all the events are named using lower case characters.

! Key Events / Conversions



Reviewing your configured key events (**formerly known as conversions**), ensuring that they are active and, whenever possible, have values assigned to them.



Configured Key Events

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



Active Key Events

You have 5 active key events out of 5 configured key events. This is great!



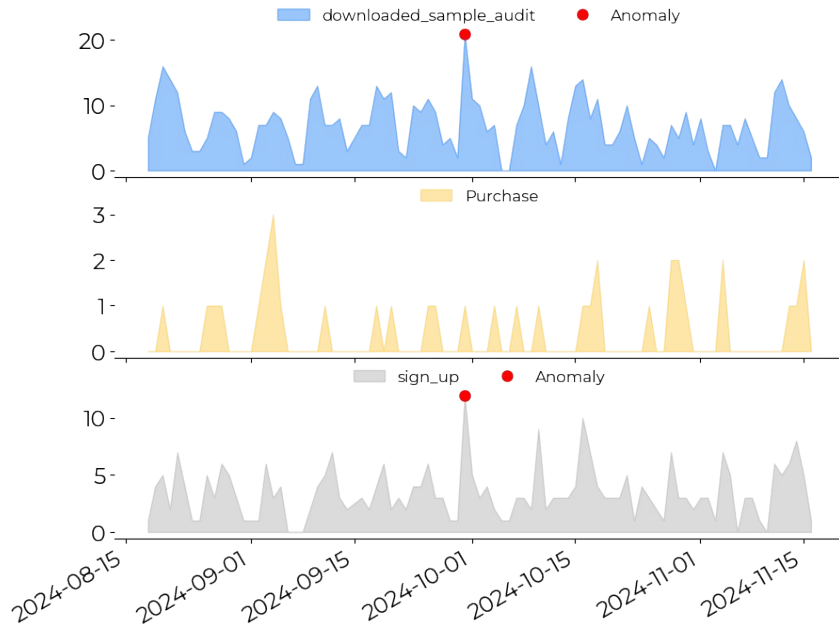
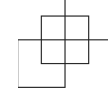
Key Events Value

You have 2 key events out of 5 active key events have a value assigned to them. You may consider assigning a value to the below key events - if applicable:

- downloaded_sample_audit
- sign_up
- audit_progress_step_4



Key Events - Anomaly Detection



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

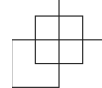
In our analysis, we look at data from the past **90 days** using a rolling window of **14 days**. The graph highlights your key events / conversions.

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.

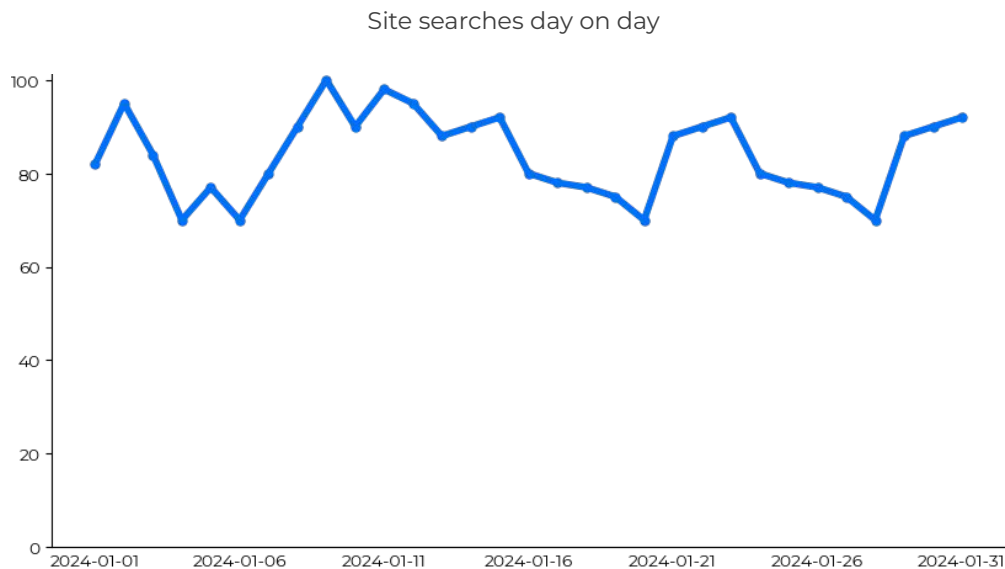
The graph shows that your key events are showing anomalies during this period: 2024-09-30. As long as these anomalies are not due to a change in your business, a thorough investigation is required to understand their root cause.



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



Your internal site search is not working, you have zero search results. Please check your site search setup. Site search is crucial for understanding your users behavior and improving your site.

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 19.91%
	Unassigned Traffic	The percentage of unassigned traffic is 0.71%
	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.
- Please consider implementing custom channel groups to get a better understanding of your users' behavior.

! E-Commerce Tracking

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

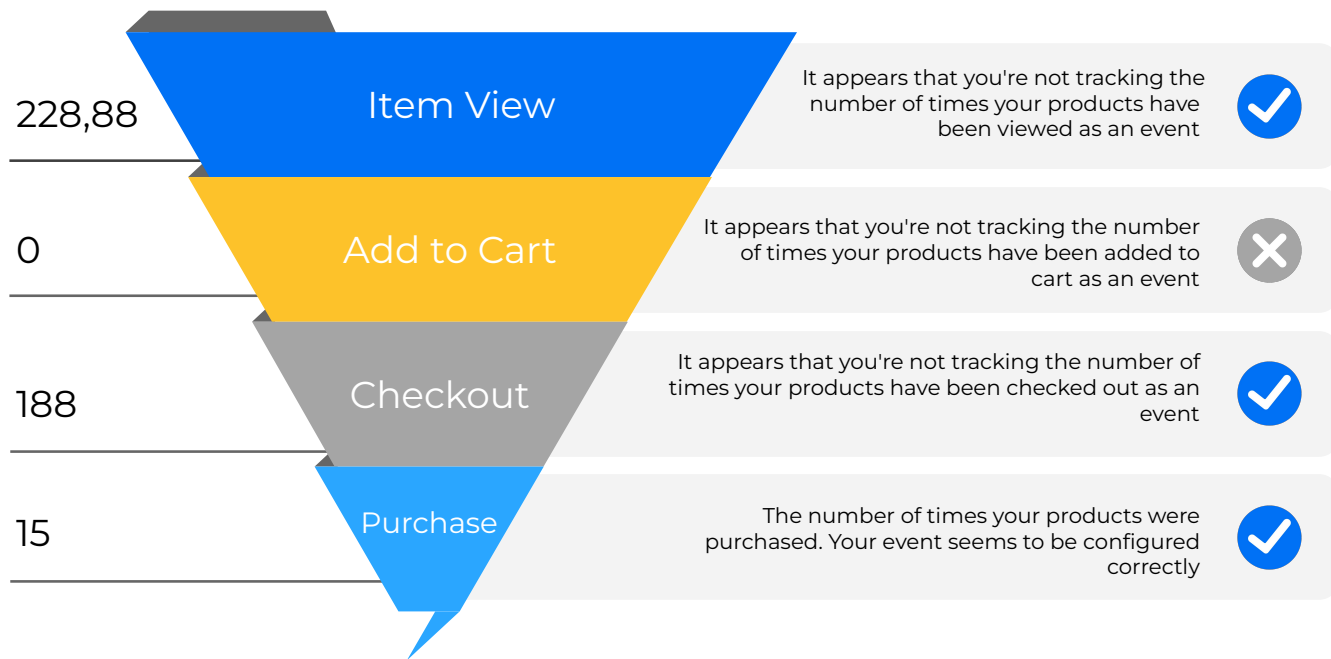
Status	Check	Description
✓	Collecting Transactions	You have 15 transactions during reporting period
✓	Transactions without IDs	You have 0 transactions without transaction id
✗	Duplicate Transactions	You have 24 duplicate transactions, here are some ids examples: 3411049, 3401183, 3402266
✓	Transactions Revenue	You have 4185 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



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

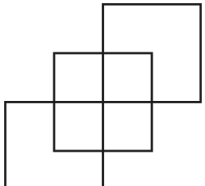
Event	Item ID	Item Name	Item Category	Item Brand	Item List
View Item List	✓	✗	✗	✗	✗
View Item Details	✗	✗	✗	✗	✗
Add to Cart	✗	✓	✗	✗	✗
Checkout	✗	✗	✗	✗	✗
Purchase	✓	✓	✗	✗	✗

Action Items

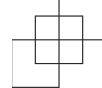
- Please review your ecommerce tracking data layer and make sure to pass all the missing item attributes across all events.





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 100% 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 haven't created any custom audiences
	Predictive Audiences	You haven't created any predictive audiences

Action Items

- ⦿ Please consider creating custom audiences to gain deeper insights about your users.
- ⦿ Please consider creating predictive audiences to optimize your conversion & churn rates.



✕ 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.

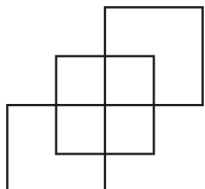
Status	Check	Description
✕	Custom Dimensions	You haven't created any custom dimensions
✕	Custom Metrics	You haven't created any custom metrics

Action Items

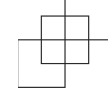
- Please consider creating custom dimensions to track data that Analytics doesn't track.
- Leverage custom metrics to analyze your data beyond GA4 predefined metrics.







Summary

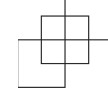





Tagging & Configuration



Feature	Score	Action Items
Data Streams		<ul style="list-style-type: none">● Please check the list of inactive data streams and either fix or delete any that are unnecessary
Tag Health		<ul style="list-style-type: none">● Please apply tag sequence to your website to ensure that base tage / pageview is firing before any other events.
Tag Performance		<ul style="list-style-type: none">● Please review your tag triggers and make sure it's placed as high as possible in the section of your website.
Tag Setup		No Action items - You are good here!

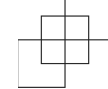
Tagging & Configuration







Feature	Score	Action Items
General Config		<ul style="list-style-type: none">● Please choose the time zone where your main target audience is. That way your data will actually make sense.
Data Collection & Retention		<ul style="list-style-type: none">● Please consider setting a longer data retention period to 14 months to improve your data retention.
Attribution Settings		No Action items - You are good here!

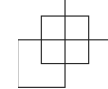






Data Integrity & Customization



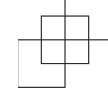
Feature	Score	Action Items
Active Domains		No Action items - You are good here!
Core Metrics - Anomaly Detection		⦿ Please investigate the anomalies in your core metrics, If you are already unaware of what happened during this period.
Bot Traffic		⦿ Please address the bot traffic issue by either excluding them from your reports or using a CDN to block them.
Data Filters		No Action items - You are good here!





Data Integrity & Customization



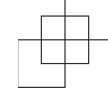
Feature	Score	Action Items
Abnormal Engagement Rate		No Action items - You are good here!
Engagement Metrics - Anomaly Detection		⦿ Please investigate the anomalies in your engagement metrics, If you are already unaware of what happened during this period.
Events Tracking		No Action items - You are good here!
Events Naming Convention		⦿ Please make sure all the events are named using lower case characters.





Data Integrity & Customization



Feature	Score	Action Items
Key Events / Conversions		<ul style="list-style-type: none">Assign a value to some of your active key events.
Key Events Anomaly Detection		<ul style="list-style-type: none">Please investigate the anomalies in your key events, If you are already unaware of what happened during this period.
Internal Site Search		<ul style="list-style-type: none">Double check your site search tracking and make sure it is working as expected.
Channel Traffic		<ul style="list-style-type: none">Having a high percentage of direct traffic can be a sign of missing an incorrect UTMs tagging. Please check your UTMs setup.Please consider implementing custom channel groups to get a better understanding of your users' behavior.

Insight Activation & Integration



Feature	Score	Action Items
Google Ads Links		<ul style="list-style-type: none">• 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		<ul style="list-style-type: none">• Please consider linking your BigQuery account to GA4 to leverage the full power of your data.
Audiences		<ul style="list-style-type: none">• Please consider creating custom audiences to gain deeper insights about your users.• Please consider creating predictive audiences to optimize your conversion & churn rates.
Custom Dimensions & Metrics		<ul style="list-style-type: none">• Please consider creating custom dimensions to track data that Analytics doesn't track.• Leverage custom metrics to analyze your data beyond GA4 predefined metrics.



Thanks !

