

# GA HEALTH CHECK

**Assess and score your on site performance and prioritize enhancements using our practical guide.**

The health check consists of several sections, some of these are unique to specific clients based on what we find. It highlights some quick wins and potential data quality issues at a very high level.

## 3 KEY AREAS OF ANALYSIS



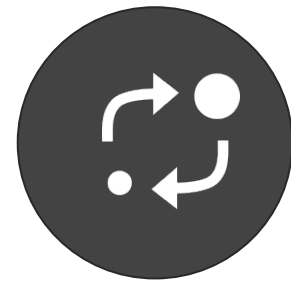
### GA SET-UP

Are you capturing each step of user journey?  
Are you able to track, measure and report on high quality data?



### GTM SET-UP

Are you leveraging tags and data layers to capture the most influential points on customer behaviour?



### INTEGRATIONS

Do you have data quality opportunities to improve your maturity by leveraging integrations with other platforms?

## ANALYSIS WILL INCLUDE:

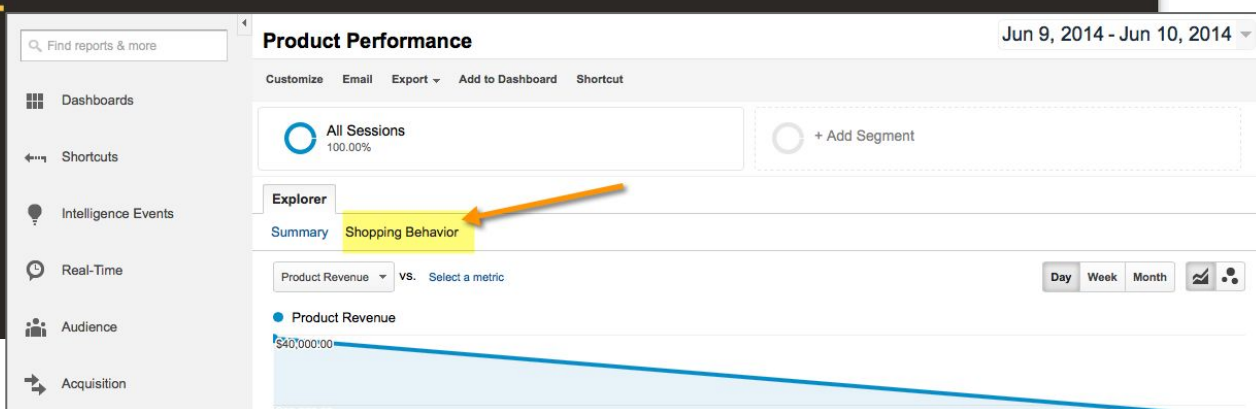
- Data quality Checks
- Tag Manager Set Up Analysis
- View and Filter assessment
- Events and Goals
- Channel and Content Grouping
- Custom Dimensions

## EXPECTED OUTCOME:

- Recommendations to improve data actionability and quality.
- GA assessment
- GTM assessment

**REQUEST YOUR FREE ANALYSIS AND ASSESS YOUR DATA QUALITY WITH OUR EXPERTS**

# Healthcheck Findings



## Quick Wins

- Personally Identifiable Information (PII)**
  - PII is being passed to Analytics 360 - contravenes Google's Terms of Service (ToS)
  - First Name, Telephone, Emails, Post code, **Password (in cleartext!!!)**
  - Recommend immediate GTM tracking configuration change to stop PII pollution and send data to legacy PII
- Review UTM tagging**
  - There are **invalid** tags - print
  - incorrectly
  - This **will** i
  - channel r

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## Big Wins