

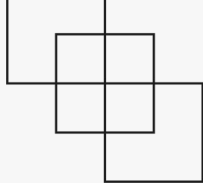


www.ga4-audit.com

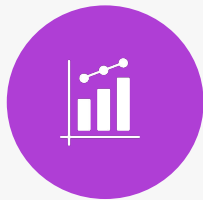
# GA4 Audit

Voorbeeldklant

2024-05-31



# Audit Focus Areas



## Tagging & Configuration

- Implementation best practices and basic feature adoption opportunities



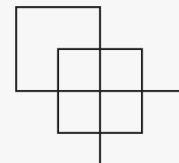
## Data Integrity & Customization

- 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



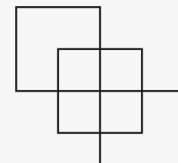
**Pass:** Configured or implemented correctly



**Evaluate:** Consider feature adoption or expansion



**Fail:** Address configuration or implementation





# In Review

**Account:** Voorbeeldklant - (2080000000)

**Property:** Voorbeeldklant (GA4) - (3460000000)

**Reporting Period:** 2024-04-30 - 2024-05-30



# Grade Summary

## Overall Grade



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

## Category Grade

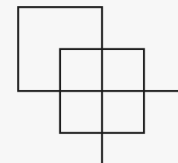
Tagging &  
Configuration



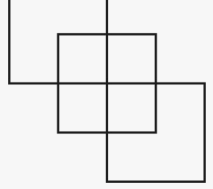
Data Integrity &  
Customization



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

0 iOS configured stream

0 Android configured stream

### Active streams

<https://voorbeeldklant.nl/>

NA

NA

### Inactive streams

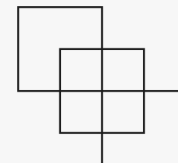
No inactive data streams

NA

NA

## Action Items

- No Action items - You are good here!
- 



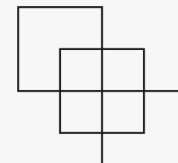
# ✓ Tag Health

Assessing the functionality of GA4 tags on [www.voorbeeldklant.nl](https://www.voorbeeldklant.nl) 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	No events firing before GA4 base tag

## Action Items

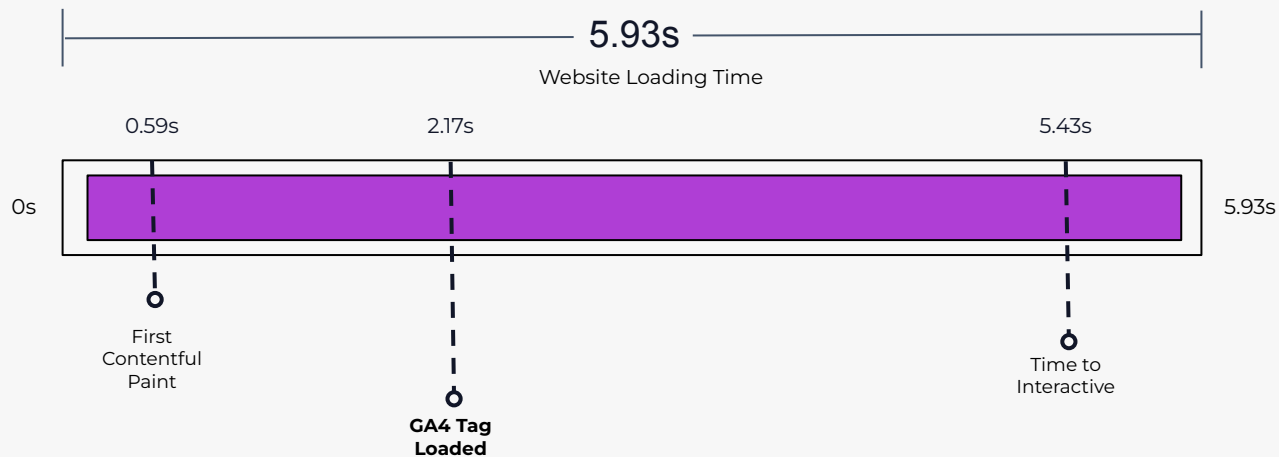
- No Action items - You are good here!
- 
- 



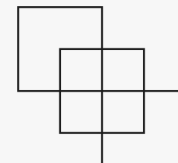


# ✖ Tag Performance

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.



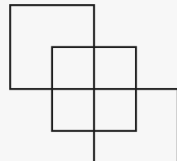
# ✓ Tag Setup Best Practices

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!
- 

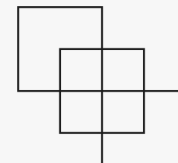


# ! General Config

Status	Check	Description
✓	Time zone	The time zone setting of the property is set to Europe/Amsterdam, customers' main location is NL
✓	Currency	The currency setting of the property is set to EUR, customers' main location is NL
✗	Industry Category	The industry category setting of the property is <code>INDUSTRY_CATEGORY_UNSPECIFIED</code>

## Action Items

- Please select the industry category that matches with your business to leverage industry specific reports.
- 
- 



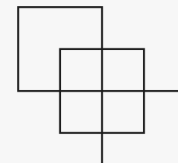
# ✓ Data Collection & Retention

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 fourteen months

## Action Items

- No Action items - You are good here!
- 



# ✓ 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.



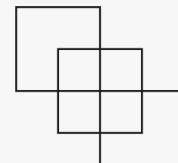
## Acquisition Window

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.





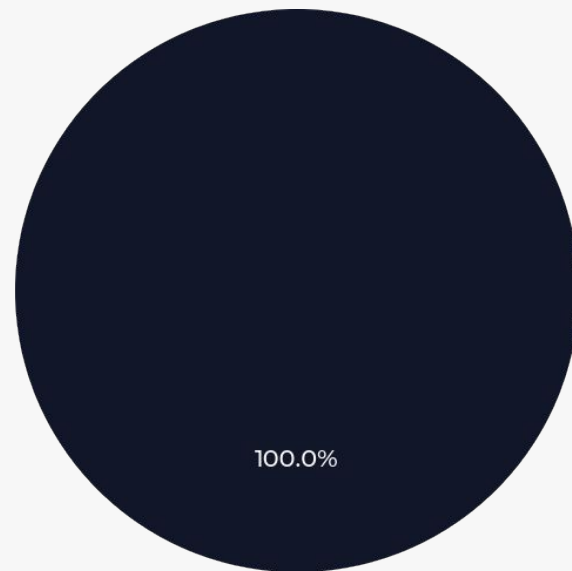
# Data Integrity & Customization



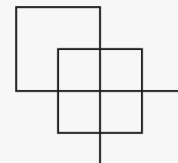
## ✓ Active Domains

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 100.0% of your traffic is concentrated on a single domain, indicating that you are following best practices by using one primary domain and keeping your account free of spam.

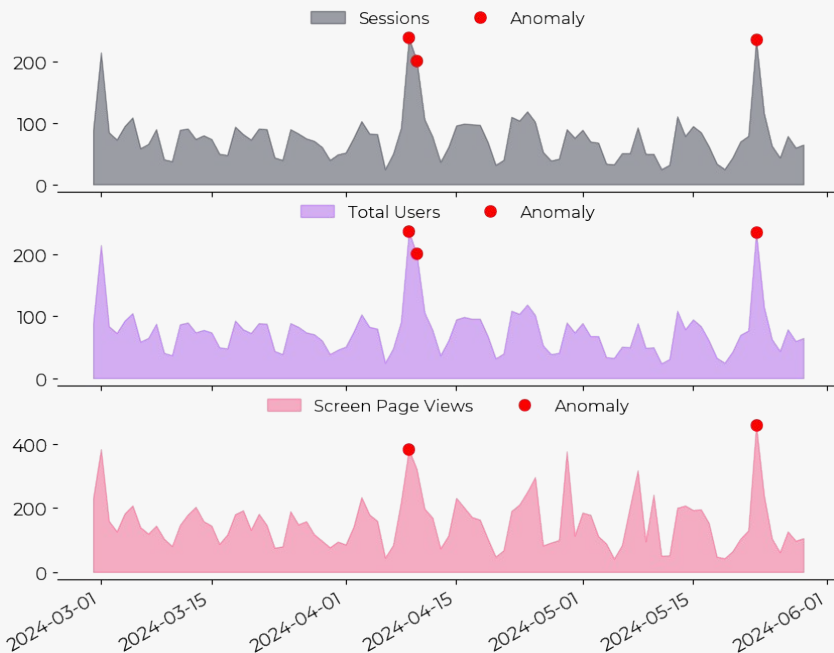


welaadloket.nl





# Core Metrics - Anomaly Detection

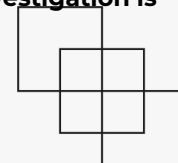


Anomaly detection is a statistical technique that helps us find unusual patterns in time-series data.

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: 2024-04-09 - 2024-05-23. As long as these anomalies are not due to a change in your business, a thorough investigation is required to understand their root cause.**



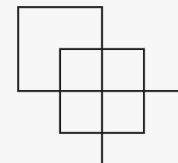
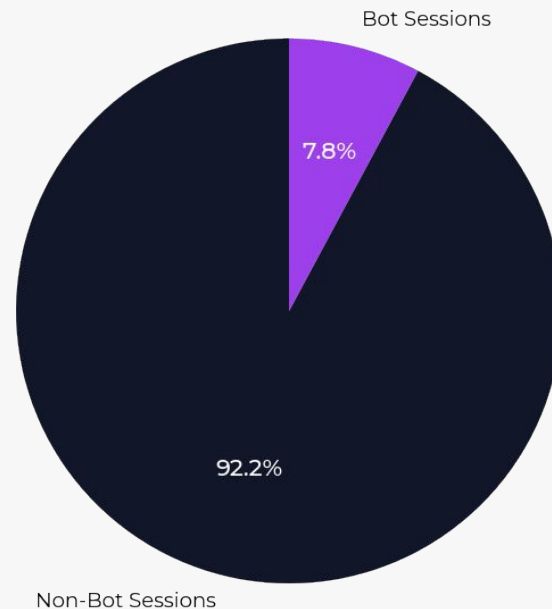


# Bot Traffic

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 7.83% 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 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*



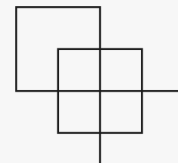
## Self Referrals

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



## Payment Gateways

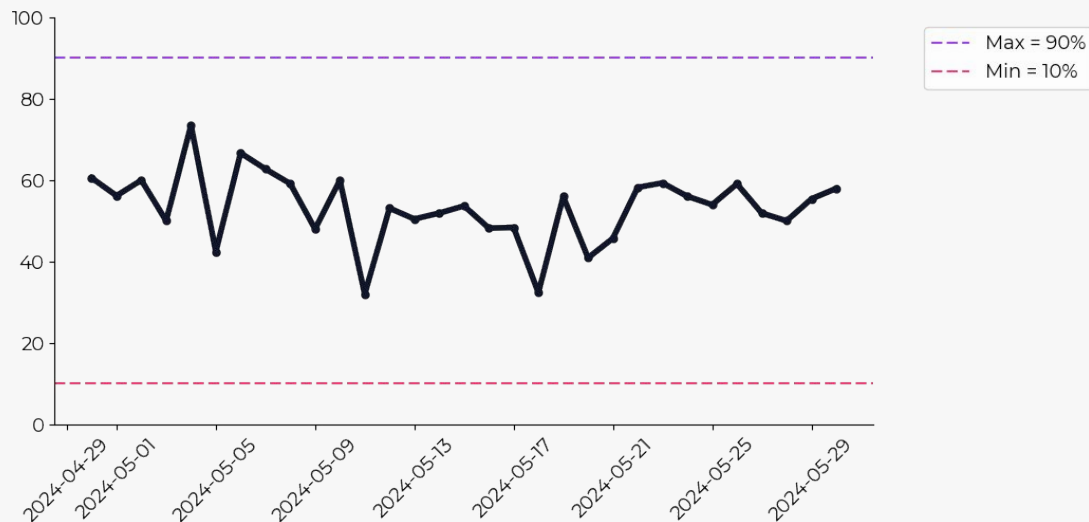
We didn't find any payment gateways on your property. This is great, keep up the good work!



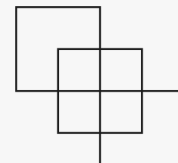


# Abnormal Engagement Rate

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

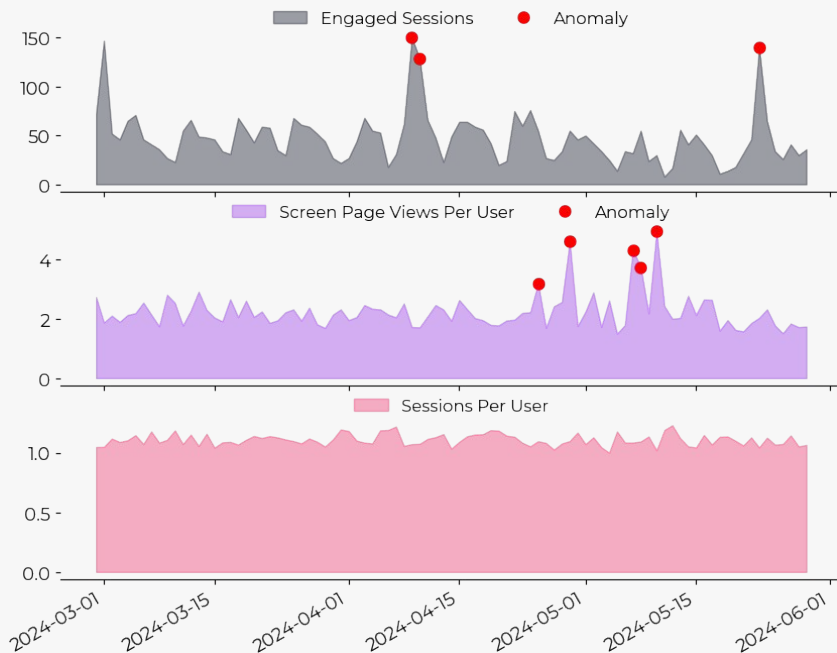


Your engagement rate appears to be within normal limits, it is neither too high nor too low, nothing to worry about here!





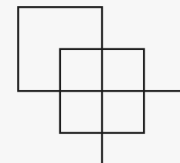
# Engagement Metrics - Anomaly Detection



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.

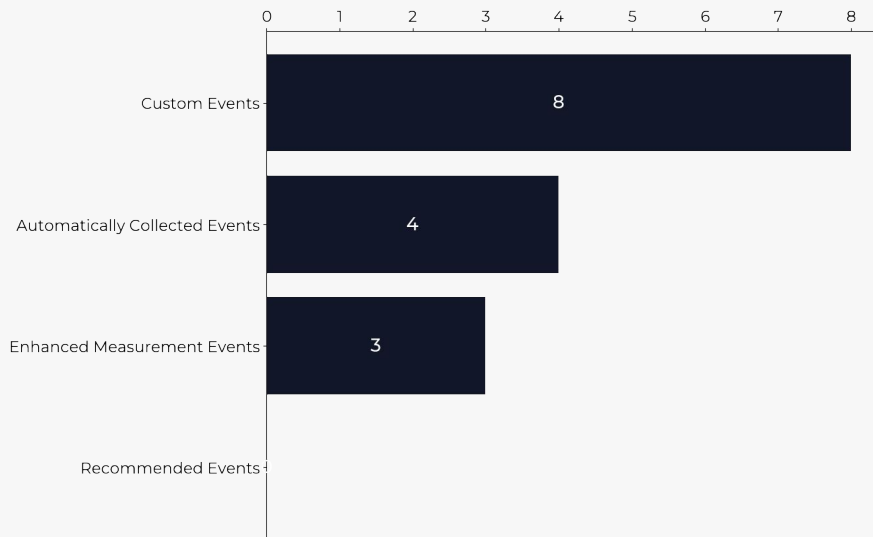
In our analysis, we look at data from the past **90 days** using a rolling window of **14 days**. The graph highlights three main metrics : Engaged Sessions, Pageviews per User, Sessions per User.

**The graph shows that your engagement metrics are showing anomalies during this period: 2024-04-09 - 2024-05-23. As long as these anomalies are not due to a change in your business, a thorough investigation is required to understand their root cause.**

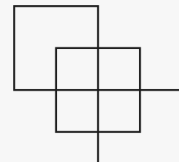


# ✖ Events Tracking

- **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 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 0 events from this type.
- **Custom events** are events that you define and implement yourself *i.e* `clicked_shop_now`. You're tracking 8 events from this type.



Events count per type



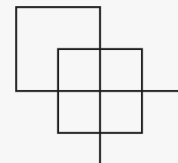
# ! Events Naming Convention

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	All the events are named using snake case convention. This is the recommended naming convention for events.
✓	Case Sensitivity	All the events are named using case lower case convention.
✗	+30 Characters Long	Some of your events like 'offerte_aanvraag__ingediend____2' are longer than 30 characters which crosses the GA4 conversion limit.

## Action Items

- Please consider renaming the events to be less than 30 characters long.
- 
- 



# ! 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 13 conversion events which is great! We usually recommend configuring at least 3 conversion events in addition to your conversions.



## Active Conversions

You have 6 active conversions out of 13 configured conversion. Please look into the setup of the below conversions:

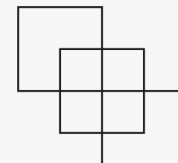
- offerte\_aanvraag\_\_ingediend\_
- button\_klik\_op\_e\_mailadres
- 
- button\_plan\_kennismaking\_in



## Conversions Value

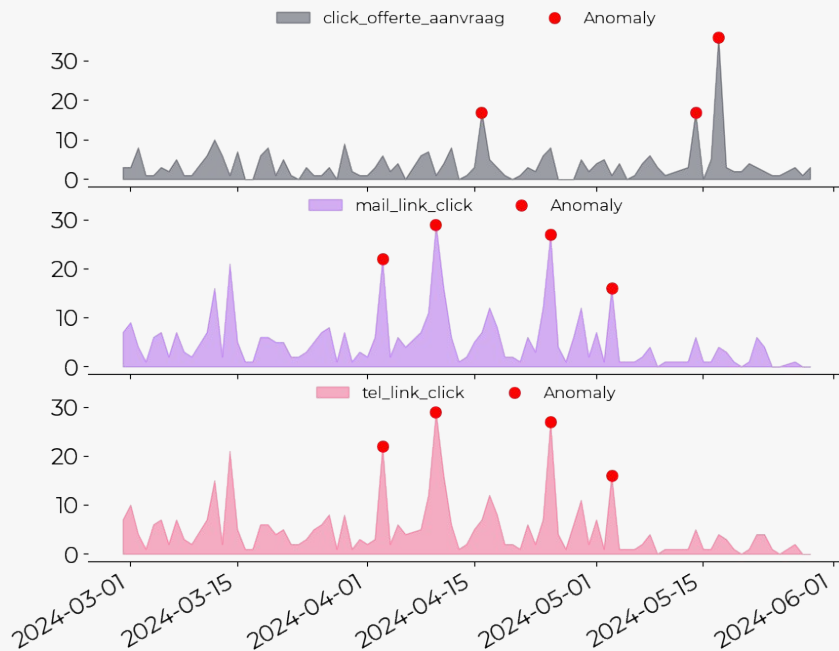
You have 3 conversions out of 6 active conversions have a value assigned to them. You may consider assigning a value to the below conversions - if applicable:

- click\_offerte\_aanvraag
- mail\_link\_click
- tel\_link\_click





# Conversions - Anomaly Detection

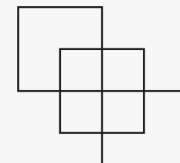


Anomaly detection is a statistical technique that helps us find unusual patterns in time-series data.

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

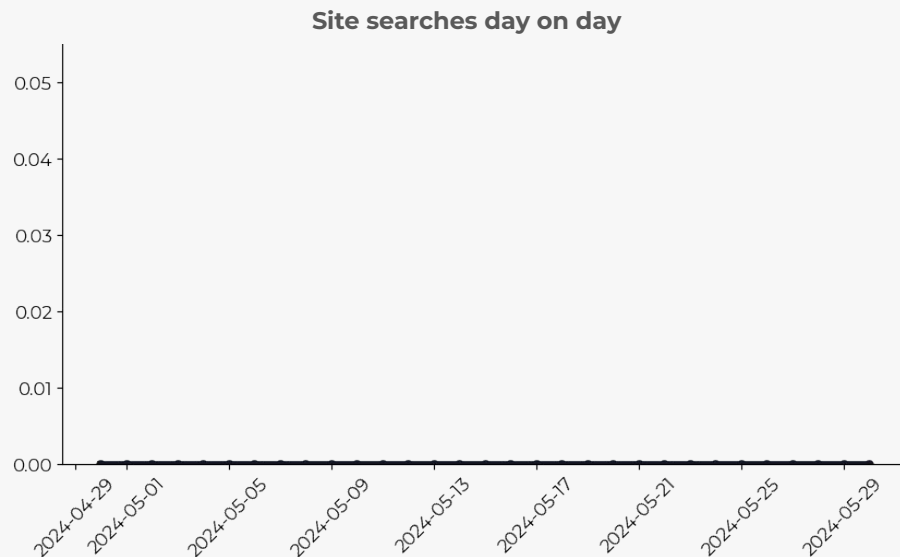
**The graph shows that your conversions are showing anomalies during this period: 2024-04-03 - 2024-05-17. As long as these anomalies are not due to a change in your business, a thorough investigation is required to understand their root cause.**



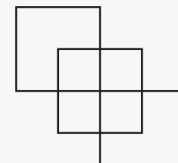


# ✖ Internal Site Search

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.



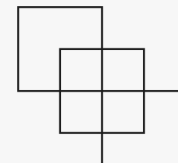
# Channel Groups

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 25.64%
	Unassigned Traffic	The percentage of unassigned traffic is 14.53%
	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.



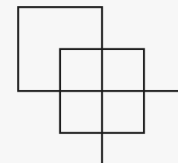
# E-Commerce Tracking

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

Status	Check	Description
	Collecting Transactions	You have 0 transactions during reporting period
	Transactions without IDs	You aren't tracking any transactions with transaction id.
	Duplicate Transactions	You have 0 duplicate transactions.
	Transactions Revenue	You have 0 revenue during reporting period

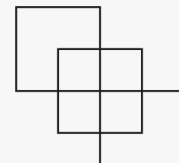
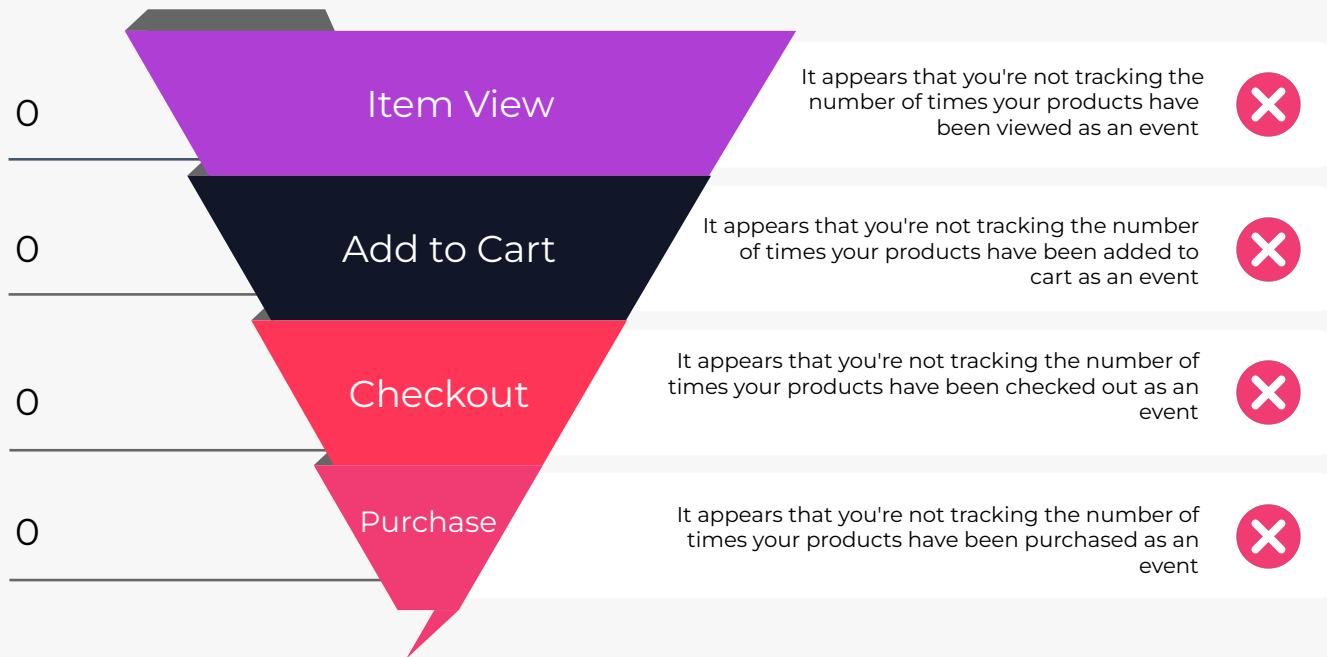
## Action Items

- Please review your ecommerce tracking setup to make sure you're collecting transactions.
- Please review your ecommerce tracking setup to make sure you're collecting revenue.
- 
- 



























# ✖ E-Commerce Shopping Funnel

Assessing your ecommerce tracking across the user shopping funnel



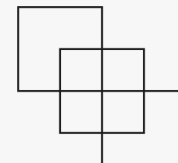
# E-Commerce Item Details

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



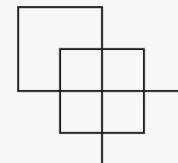
## ✓ Google Ads Links

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	Your Google Ads (not set) campaigns contribute to less than 1% of your total ads sessions, which is considered acceptable.




### Action Items

- No Action items - You are good here!
- 



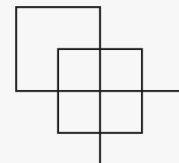
## BigQuery Links

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.





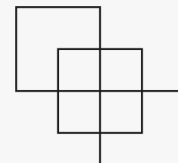
# Audiences

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.
- 



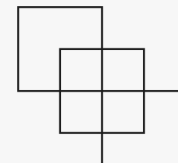
# Custom Dimensions & Metrics

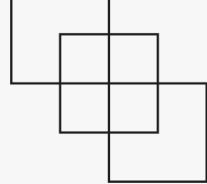
Custom dimensions and metrics are crucial in GA4 as they enable businesses to track and analyze specific, unique data points that align with their specific needs and goals.

Status	Check	Description
	Custom Dimensions	You have created 2 custom dimensions i.e. 'Event Category, Event Label'
	Custom Metrics	You haven't created any custom metrics

## Action Items

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







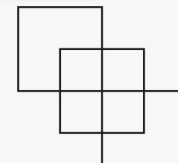


# Summary






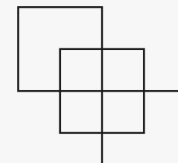
# Tagging & Configuration Summary

Feature	Score	Action Items
Data Streams		<ul style="list-style-type: none"><li>● You are all set here, nothing to worry about!</li></ul>
Tag Health		<ul style="list-style-type: none"><li>● You are all set here, nothing to worry about!</li></ul>
Tag Performance		<ul style="list-style-type: none"><li>● Please review your tag triggers and make sure it's placed as high as possible in the &lt;head&gt; section of your website.</li></ul>
Tag Setup		<ul style="list-style-type: none"><li>● You are all set here, nothing to worry about!</li></ul>







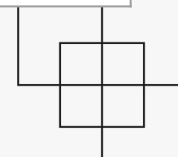
# Tagging & Configuration Summary

Feature	Score	Action Items
General Config		<ul style="list-style-type: none"><li>● Please select the industry category that matches with your business to leverage industry specific reports.</li></ul>
Data Collection & Retention		<ul style="list-style-type: none"><li>● You are all set here, nothing to worry about!</li></ul>
Attribution Settings		<ul style="list-style-type: none"><li>● You are all set here, nothing to worry about!</li></ul>







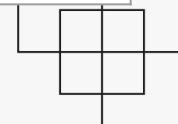
# Data Integrity & Customization Summary

Feature	Score	Action Items
Active Domains		<ul style="list-style-type: none"><li>• You are all set here, nothing to worry about!</li></ul>
Core Metrics - Anomaly Detection		<ul style="list-style-type: none"><li>• Please investigate the anomalies in your core metrics, If you are already unaware of what happened during this period.</li></ul>
Bot Traffic		<ul style="list-style-type: none"><li>• Please address the bot traffic issue by either excluding them from your reports or using a CDN to block them.</li></ul>
Data Filters		<ul style="list-style-type: none"><li>• Exclude traffic from development environments to improve your data quality.</li></ul>







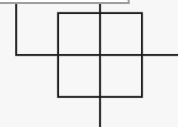
# Data Integrity & Customization Summary

Feature	Score	Action Items
Abnormal Engagement Rate		<ul style="list-style-type: none"><li>• You are all set here, nothing to worry about!</li></ul>
Engagement Metrics - Anomaly Detection		<ul style="list-style-type: none"><li>• Please investigate the anomalies in your engagement metrics, If you are already unaware of what happened during this period.</li></ul>
Events Tracking		<ul style="list-style-type: none"><li>• Add or follow recommended events naming for better insights.</li></ul>
Events Naming Convention		<ul style="list-style-type: none"><li>• Please consider renaming the events to be less than 30 characters long.</li></ul>






# Data Integrity & Customization Summary

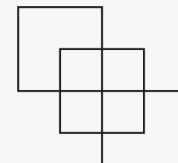
Feature	Score	Action Items
Conversion Events		<ul style="list-style-type: none"><li>● Please look into the setup of your conversions events.</li><li>● Assign a value to some of your active conversions.</li></ul>
Conversions Anomaly Detection		<ul style="list-style-type: none"><li>● Please investigate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









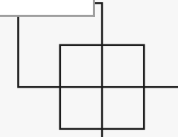
# Data Integrity & Customization Summary

Feature	Score	Action Items
Ecommerce Tracking		<ul style="list-style-type: none"><li>● Please review your ecommerce tracking setup to make sure you're collecting transactions.</li><li>● Please review your ecommerce tracking setup to make sure you're collecting revenue.</li></ul>
Ecommerce Shopping Funnel		<ul style="list-style-type: none"><li>● Look into the configuration and setup of your ecommerce shopping funnel for better understanding of your users behavior.</li></ul>
Ecommerce Item Details		<ul style="list-style-type: none"><li>● Please review your ecommerce tracking data layer and make sure to pass all the missing item attributes across all events.</li></ul>



# Insight Activation & Integration Summary

Feature	Score	Action Items
Google Ads Links		<ul style="list-style-type: none"><li>• You are all set here, nothing to worry about!</li></ul>
BigQuery Links		<ul style="list-style-type: none"><li>• Please consider linking your BigQuery account to GA4 to leverage the full power of your data.</li></ul>
Audiences		<ul style="list-style-type: none"><li>• Please consider creating custom audiences to gain deeper insights about your users.</li><li>• Please consider creating predictive audiences to optimize your conversion &amp; churn rates.</li></ul>
Custom Dimensions & Metrics		<ul style="list-style-type: none"><li>• Leverage custom metrics to analyze your data beyond GA4 predefined metrics.</li></ul>





# Wil je deze punten direct op pakken?

Neem dan contact op via [stefan@stefangroen.com](mailto:stefan@stefangroen.com)  
en we zorgen ervoor dat alle punten worden  
opgelost.

