15-MINUTE GOOGLE ANALYTICS HEALTH CHECK

Good marketing decisions start with good marketing data. Unfortunately, bad or insufficient data is far too common.

This quick health check will help you evaluate the data your Google Analytics account is providing—and hopefully spark some ideas of how to better collect the data you care about.

1. Conversion/Revenue Gut Check

Conversion data is likely the #1 metric that you'll care about—so getting that as close to perfect as possible is essential.

Go to **`Acquisitions > All Traffic > Channels`** and look at the top-row numbers for your conversions (you may need to select goal(s) from the "Conversions" dropdown at the top of the table).

Based on the number of conversions shown by Google Analytics, how close to reality does that number seem? Better yet, pair it with third-party data, if available (count of lead emails received, sales data from your ecommerce platform, etc.).

Note: Some variance between "real" data and Google Analytics data is normal, but the numbers should be "comfortably" close.

Questions to Ask

- If your conversion data is significantly different from your gut expectation or third-party data, what might be the cause for this?
    - Likely culprits are issues with the Google Analytics code implementation. Working with your developer/technical team can help resolve these issues.
- Does this conversion data give you the information you need? Are there other data points you could or should be tracking?

2. Top Referral Sources

Go to **`Acquisitions > All Traffic > Referrals`**. Then, list the top 10 referral sources over the last year in the table below.

1.	6.
2.	7.
3.	8.
4.	9.
5.	10.

Questions to Ask

- Is your own site showing up? That's considered a self-referral and generally shouldn't happen.

- Are the sites that show up sites you want traffic coming from?

- Are there sites you want or expect to be getting traffic from that aren't showing up?

- Does this list present any marketing or partnership opportunities?

3. High-Level Channel Analysis

Channels represent groupings of traffic that can help you evaluate what high-level marketing efforts are bringing traffic to your site—and driving conversions.

First, fill in the left-hand column for each question for what you **expect the answer to be**.

Question	Expected Answer	Actual Answer
Which channel has **the most sessions**?		
Which channel has **the most total conversions**?		
Which channel has **the highest conversion rate**?		

ROCKET CLICKS

Now, go to Go to **`Acquisitions > All Traffic > Channels`** and answer the same questions based on *real data* in the right-hand column.

Questions to Ask

- How well did your expectations match up with reality?

- Did any other pieces of data stand out to you while looking at the channels?

4. Common Data Quality Issues

Answer the following questions:

1. Is the "Direct" channel one of the leading conversion drivers? If so, is it **SIGNIFICANTLY** higher than any other channel?

    a. If yes, you may have implementation issues with your Google Analytics code preventing it from properly attributing conversions to the correct channels.

2. Is the "Referral" channel driving more leads than any other channel?

    a. If so, is the leading referrer a tool your site uses during the conversion process? You may have a cross-domain tracking issue that's preventing other channels from getting their deserved credit.

3. Is your bounce rate incredibly low (less than 10%)?

    a. If so, you are likely firing the Google Analytics code multiple times, which can artificially decrease your bounce rate and inflate pageviews.