

How to: Audit Your Google Analytics Installation

Your site seems to be working perfectly and you're trying to track the results in Google Analytics. But something is missing. You think you're receiving visits to pages that aren't showing up in Analytics. Perhaps leads or sales are coming in without being tracked. Or maybe you aren't seeing any data in Analytics at all. These problems can be frustrating and difficult to diagnose.

In this expert guide, we cover everything you need to know about auditing the installation of the Google Analytics (GA) tracking code on your website and your GA configuration. We also provide some simple tips for solving common issues that we've seen in the past.

We'll start with the basics of confirming the GA tracking code on your website in Part 1, then and then move into a deeper review of Google Analytics in Parts 2 and 3.

For easy reference, we've arranged this Table of Contents by the symptom you're trying to solve:

Part I – Basic Google Analytics Tracking Code Check

- **Symptoms:** I'm not seeing any data in GA. I'm not sure where to find the code.
 - 1) Is the Code Installed?2
 - 2) Is the Account Number Correct?3
 - 3) Are There Any Other Codes on the Page?3

Part II – Full Site Audit for GA Tracking Code

- **Symptoms:** My data seems low. I'm missing pages from my GA reports. My results have unexpectedly changed.
 - 4) Does the Total Number of Pages Match Expectations?4
 - 5) How Does Your Site Map Compare to GA's All Pages View?5
 - 6) How Has My Data Changed Over Time?5
 - 7) How Do I Quickly Audit Pages Directly?6

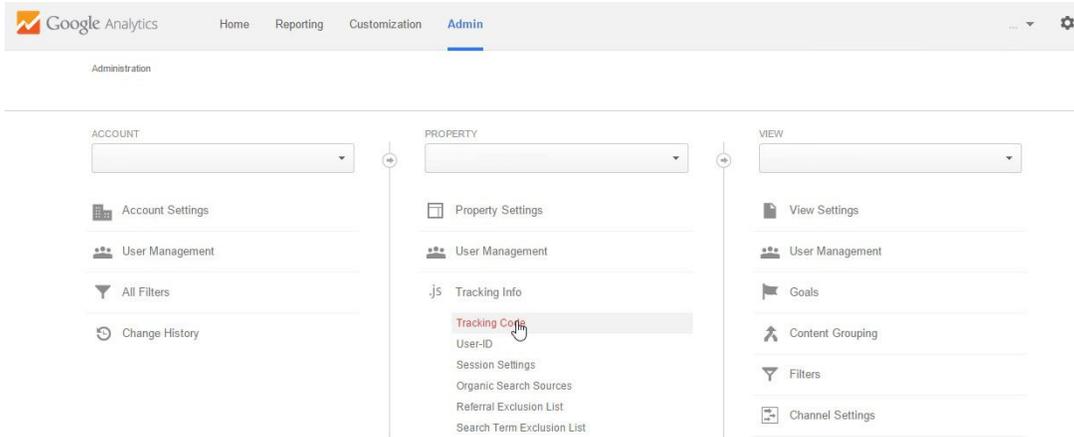
Part III – Advanced Considerations

- **Symptoms:** My goal tracking isn't working. I still need help.
 - 8) Is Any Traffic Being Blocked?8
 - 9) Are My Leads Being Tracked in Analytics?9
 - 10) What Else Should I Be Considering? What If I Need Help?9

Please note, these instructions were written from the perspective of a Windows user on Chrome, and all screenshots are shown from this perspective. We attempt to provide the Mac equivalent to keyboard and mouse shortcuts, but you will find some differences in the exact commands between browsers and operating systems. I.e., a "right-click" in Windows is typically represented by a "control-click" on a Mac.

Part I – Basic Google Analytics Tracking Code Check

The first thing to check is GA tracking code itself. You can locate the code in GA in the middle column of your GA Admin menu, *as shown below*.



It will look roughly like this when installed on your website:

```

<!--GOOGLE ANALYTICS-->
<script>
  (function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
    (i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
    m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
  })(window,document,'script','//www.google-analytics.com/analytics.js','ga');

  ga('create', 'UA-1234567-1', 'auto');
  ga('send', 'pageview');

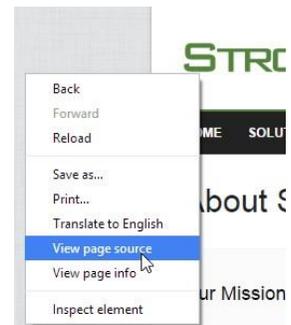
</script>

```

This code must be placed on your site for your traffic to be “tracked” in GA. The code is typically placed in the header or footer as part of the universal template in order to make it easy to apply to all your pages at the same time. Therefore, before doing anything else, you need to confirm that this tracking code has been correctly installed on the homepage.

1) Is the Code Installed?

Go to the page, right-click (*control-click on Mac*) on the background of your homepage and “View Page Source,” *as shown in the screenshot on your right*. Run a “Find on Page” (i.e., *Ctrl-F on Windows, Command-F on Mac*) for the text “UA-” and see what comes up, *as shown below from a Chrome Search*.



It’s common to find that the code has been installed but is associated with the wrong UA number. If you don’t find any code at all, then you’ll need to go back to the site and get it reinstalled.

```

53 <!--GA Universal Script-->
54 <script>
55   (function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
56     (i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new
57     Date();a=s.createElement(o),
58     m=s.getElementsByTagName(o)
59     [0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
60   })(window,document,'script','//www.google-analytics.com/analytics.js','ga');
61   ga('create', 'UA-1234567-0', 'auto');
62   ga('send', 'pageview');
63
64 </script>

```

2) Is the Account Number Correct?

Next, we'll make sure that the Account number associated with your code (a.k.a., "UA number") matches the Account ID shown in your GA account.

To do this, return to Google Analytics and copy the account number. You can find it within the tracking code, *as shown in the very first screenshot in this guide*. You can also find it at the top of the screen or in your view selection menu. Copy the first seven digits of the number. For example, if the number is: "UA-1234567-8," just copy the "1234567".

Return to the homepage source and paste the number into the search box to find it again and confirm that it matches. If the numbers don't match, you'll need to fix this by updating the code on your pages with the most recent code from Analytics. Find the code following the steps described at the top of Part I.

3) Are There Any Other Codes on the Page?

Finally, search for the words "analytics," "tracking," "logging," "yahoo," "remarketing," and "google" and check for any other analytics codes associated with the page. You may find an outdated Yahoo Analytics account, old remarketing code or other tracking tools.

For example, in the screenshot on your right you can see a "LeadFormix" tracking code and a "Hubspot" logging code, both of which are marketing automation tools that may or may not still be relevant for this site. If you aren't sure which tools should be installed on your site, check with your web developer or marketing manager.

If you find old or unused codes and you're sure they are no longer useful, you should work with your web developer to have them removed. This will improve page load times and reduce the likelihood of conflicts with your GA code. Be very careful when trying to edit the code yourself, and don't make changes unless you're sure you can undo them. Always keep a backup of what the original code looked like so that you can restore it if something goes wrong.

```
<!-- LeadFormix -->
<a href = "http://www.leadformix.com" title =
  onclick = "window.open(this.h
<script type = "text/javascript">var
<!--
  bf_action_name = '';
  bf_idsite = ;
  bf_url = pkBaseUrl + 'bf/bf.php';
  (function() {
    var lf = document.createElement
    lf.type = 'text/javascript';
    lf.async = true;
    lf.src = pkBaseUrl + 'bf/lf
    var s = document.getElementsB
    s.appendChild(lf);
  })();//--></script>

</a>

<!-- HubSpot Logging Code -->
<script type="text/javascript" language="java
var hs_portalid= ;
var hs_salog_version = "2.00";
var hs_ppa = " .hubspot.com";
document.write(unescape("%3Cscript src=' + d
</script>
```

Part II – Full Site Audit for GA Tracking Code

Once you've confirmed the basic installation, things get more interesting. You should next do a basic check on some GA metrics and review the rest of your pages to confirm that the code is installed everywhere on your site.

Let's start by comparing the total number of pages being tracked in GA with the total number of pages on your site.

4) Does the Total Number of Pages Match Expectations?

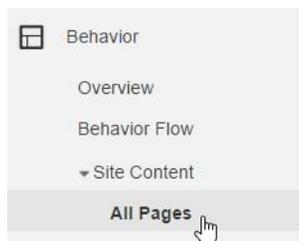
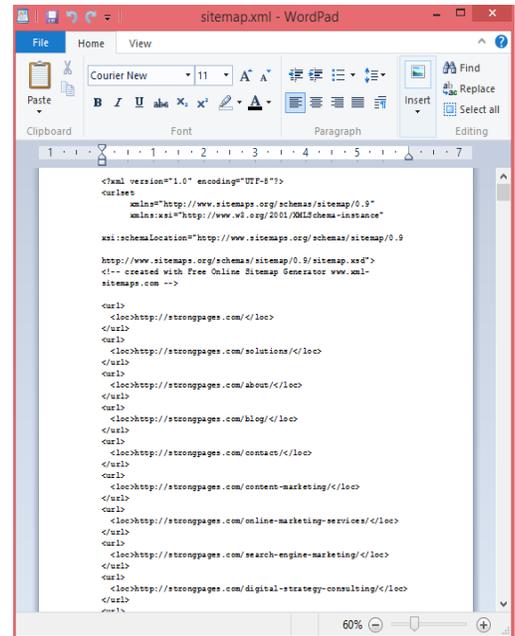
To start, you'll need the total number of pages on your site. Hopefully, you have a "Site Map" for your domain that you can copy into a spreadsheet. If not, it's easy to run a "site crawl" to create one. A site crawl creates an index of all the (trackable) pages linked to your site.

To create a sitemap, use a crawl tool like the one provided by xml-sitemaps.com. It will quickly index your site and generate a site map. This free site map generator is limited to only 500 pages, but you can pay for an unlimited crawl if you need more than that. The tool will generate an "xml" document which you can open in a text editor. *You can see an example of such a sitemap.xml file in the screenshot on your right.*

If you have Google Webmaster Tools for your site, you can create a free site map with the "Fetch as Google" tool described in this link: <https://support.google.com/webmasters/answer/6066467?hl=en>. Simply follow the instructions in the Google reference material. We also recommend "Screaming Frog SEO Spider," which is highly reviewed throughout the industry.

You can also get a URL list from your site's Content Management System (CMS). All CMS's are different, but from the navigation menu, you can probably find a link to something like "All Pages" or "My Pages". The total number of pages should be shown, either at the top or the bottom of the list. Be careful to distinguish between the "Published" pages and the "Total". You want the number of pages that have been "published," which means they are "live" on the web.

Ask your web developer if you need help here.



Next, go into Google Analytics and check out the total number of pages being tracked in GA. To do this, bring up "All Pages" (*Behavior / Site Content / All Pages*) in GA, *as shown on your left.*

In the bottom-right corner, you'll find the total number of pages being tracked, *as shown on the right.* In this case, there are 4,950 pages:



If there are supposed to be 20,000 pages on your site, but only 5000 are showing up in GA, this is a strong indication that you're missing the code from some pages.

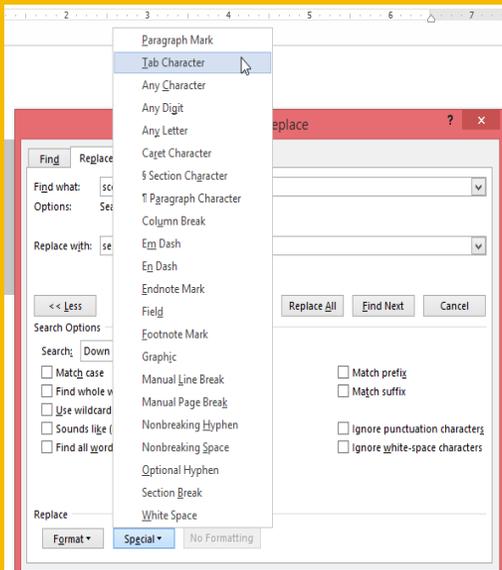
5) How Does Your Site Map Compare to GA's All Pages View?

To gain a more complete picture and determine which pages are missing, you should next compare the list of URLs in the Site Map or CMS export to the "All Pages" view in Google Analytics.

To do this, copy all the URLs listed on your site map into a spreadsheet. *There's a simple example of a text-based site map in the screenshot on your right:*



FORMATTING TIPS

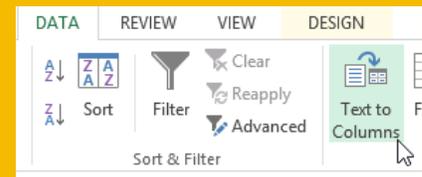


Formatting Your URL List: Depending on the format of your site map or URL list, you may run into some trouble getting the list of URLs in a spreadsheet-ready format. We've found the best method of dealing with unruly sitemaps is to paste the list as text into your document editing software. Then, run a "Find-Replace" operation to switch out certain text (i.e., *recurring characters, paragraph marks or other unique marks*) for *paragraph marks and/or tab characters*.

To do this in Windows on MS Word, hit *Ctrl-H* to open the Find-Replace dialog, expand the "More >>" button in the bottom left, and check out the "Special" characters you can use in this operation. *You can see this in the image on your left.* With this trick, you can usually get your list into a format that will copy smoothly into your spreadsheet.

For example, if you used the sitemap generator from xml-sitemaps.com, you should find-replace (roughly): `</loc> ^p </url>` `^p <url> ^p <loc>` in exchange for `^p` to create a trimmed URL list.

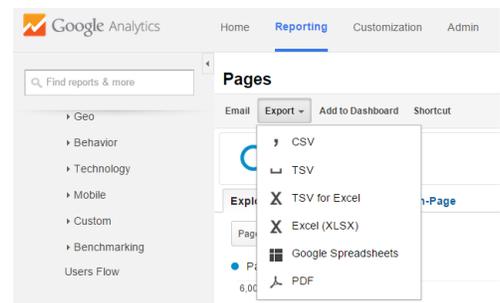
Removing Duplicates: If you have duplicate list entries with unique tracking extensions, try using the "text to columns" feature in MS Excel, with "?" as a "Delimited" value. Then you can group the resulting list using "Subtotals," copy the shortened list as text into a new tab, and Find-Replace the word "Totals" from the deduplicated list of URLs.



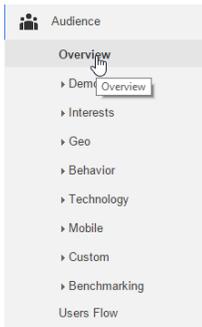
Once you have a list of all the URLs on your website isolated in a spreadsheet column, you should sort the list alphabetically, and bring up Google Analytics. In GA, return to the "All Pages" view. In the bottom right corner, change "Show Rows" to the largest number available that includes all of your pages. If you have more than the 5,000 page limit, select 5,000, and you can export the full list in chunks.

Next, export the list to a CSV file, *as shown on your right.* Open the CSV file as a spreadsheet and copy the data onto a new tab in your original spreadsheet. Remove duplicates and do the text tricks above to get the data in a useable format.

Sort the URL column alphabetically, and copy-paste this column into the spreadsheet on your first tab in the column next to the original list of URLs. You'll find that you now have an easy-to-scan list of URLs, which you can use to visually compare and identify gaps in your tracking net.



6) How Has My Data Changed Over Time?



While you're in the "All Pages" section of GA, you should adjust the date range (*upper-right-corner of the screen, as shown on your right*) and see how the numbers have changed over time.



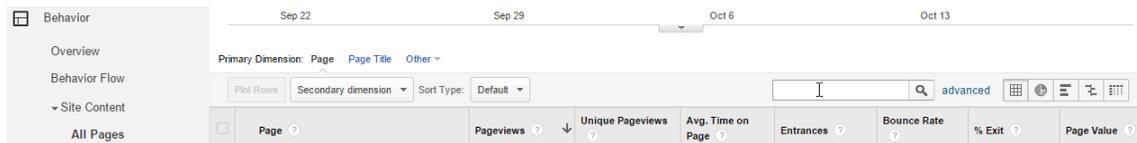
Select a variety of different date ranges, and compare the total number of pages for each time period. For instance, try two 30-day date ranges that are exactly 1 year apart.

In the GA Reporting menu, click over to the "Audience Overview," *as shown on the left*, and make a note of how some of your other top metrics have changed over time. Pay close attention to "all sessions," "page views," "average time on page," and "bounce rate".

You might find that you were previously tracking some pages that are no longer showing up, or that a large chunk of your visitors disappeared between the two time periods that you're examining. If this is the case, try using the graph to visually represent how each metric has changed over time.

Returning to the "All Pages" view, you can dig deeper into the performance of each page. If there is a specific page (or group of pages) that you suspect is responsible for a dip in traffic, try creating a "text filter" on "All Pages" to locate the culprit in the list of pages and isolate its performance on the graph.

Create this filter by entering a text string that is unique to the URL in question into the search box located at the top of the graph next to the magnifying glass icon, *as shown in the screenshot below*. For instance, if you are concerned about your "Thank You" pages, and these pages all share a URL that includes the word "thank," add a text filter for the word "thank" to isolate these pages in the tables and graph.

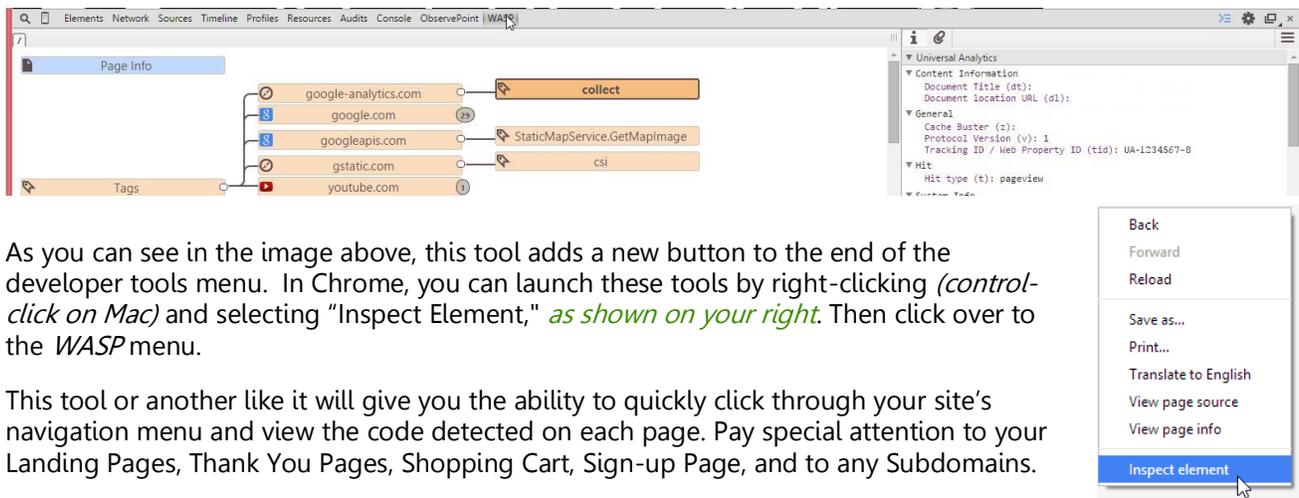


Once you've used this method to isolate the problem to a specific page or group of pages, work with your web developer to identify the reason these pages don't have the same code as the rest of your site, and update the GA code on these pages.

7) How Do I Quickly Audit Pages Directly?

You've determined that the code is missing from some of your pages, and you want to quickly check all of them. The best way to do this is with a "Browser Extension" that can identify tracking codes on pages you visit and display them in a live dialog alongside the page.

To find a suitable extension for your browser, search for "analytics tag tracking" extensions available for your browser and try one out. We've tried a few of these tools, and are currently using the "WASP.inspector: Analytics Solution Profiler," *shown in the screenshot at the top of the next page*.



As you can see in the image above, this tool adds a new button to the end of the developer tools menu. In Chrome, you can launch these tools by right-clicking (*control-click on Mac*) and selecting "Inspect Element," *as shown on your right*. Then click over to the *WASP* menu.

This tool or another like it will give you the ability to quickly click through your site's navigation menu and view the code detected on each page. Pay special attention to your Landing Pages, Thank You Pages, Shopping Cart, Sign-up Page, and to any Subdomains.

Part III – Advanced Considerations

8) Is Any Traffic Being Blocked or Excluded?

“Filters” are used in Google Analytics to exclude or block traffic that you don’t want to track. At this point, you’ve confirmed the code has been placed on all the pages, and yet you’re still missing some expected traffic in GA.

It’s possible that there’s a Filter preventing traffic from showing up Analytics. This is particularly common in accounts that have been around a long time, or that have been inherited from another account manager.

To determine if there are any Filters on your account, use the “Admin” menu in GA. Click on “All Filters” for your Account, *as shown below*. In our example, there are four total filters, including three unmarked filters labeled “Filter 1,” “2,” and “3” and one called “Filter Internal Traffic” which was probably intended to exclude traffic from the local IP address of this business.

Filter Name	Filter Type	
Filter 1	Exclude	delete
Filter 2	Exclude	delete
Filter 3	Advanced	delete
Filter Internal Traffic	Exclude	delete

You should also look at the “Filters” listed under the specific GA view that you’re using, *shown below*.

Exploring these filters will show you which IP addresses are excluded (i.e., aren’t being tracked). If the missing traffic was coming from internal users, it is likely that someone previously set-up a filter to exclude traffic from your workplace, or perhaps even from your entire city.

If you have complete control over the account and don’t recognize the filters, go ahead and remove them to get a clear view of all your traffic. To remove the filters, click on the red “delete” button on the right of each listed filter.

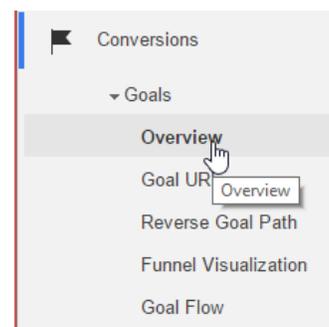
If you share access to this GA account with someone else who may have set up the filters, you should check with them before deleting filters. If you know that you need some filters, but still want to audit them, click on each filter name and make a list of the IP addresses displayed on the subsequent page, *as shown in the screenshot on your right*. Compare this list to the IP addresses you want to block.

9) Are My Leads Being Tracked in Analytics?

Leads are “tracked” as “Goal Conversions” in GA. To enable this tracking, you first need to set up goals. We’ll leave a full review of Goals and Events for a future guide. However, no GA audit would be complete without taking a look at the basics of these goals.

The first thing to check is the Goals Overview in GA to see if you have them set up and which Goals are missing traffic. *See the screenshot on your right.*

Next, you’ll want to go to the Goal set-up under the GA Admin menu and note the configuration of each goal. Then test your on-site conversion process for these goals to see if you can generate one manually.



10) What Else Should I Be Considering? What If I Need Help?

The items on the preceding pages are only a small portion of the things you need to consider when using GA to track your digital marketing efforts. We’ll wrap up this guide with a list of some of the other questions you should try to answer when working to audit your GA installation.

- Are you using the new “Universal” version of Google Analytics?
- Have you tried running a Channel and Geography Breakdown and comparing this data over time?
- If you have a sub-domain, did you see these pages in the export from GA?
- Do all of your Goals have a Funnel Path associated with them?
- If you’re using Google AdWords, have you successfully linked it to your Analytics account on both ends?
- Have you updated your Universal Analytics code to enable Remarketing via GA?

Analytics is complicated! If you’re still lost or you’re not sure what we’re talking about with the above questions, or if you just need help, reach out to us today at <http://strongpages.com/contact/> for a free consultation on your digital marketing program.

In the meantime, here’s a link to Google’s developer guide to troubleshooting your analytics installation: <https://developers.google.com/analytics/resources/articles/gaTrackingTroubleshooting>

In our next guide, we’ll look into analyzing the ROI and value of each of your marketing channels.

About Strongpages

Strongpages is a leading digital marketing agency with a deep history of developing digital strategy and managing successful online marketing programs. Strongpages has generated significant results for our client’s brands – ranging from startups to the world’s largest retailers. We’re dedicated to helping businesses of all kinds leverage this mission-critical channel to fuel their business in the digital age.

Our expert resources represent leaders in strategy, search technology and online marketing, combined with hands-on leadership expertise that helps translate program data into actionable business intelligence. This unique combination gives clients unparalleled results – improving targeted, qualified lead flow to your sales funnel and driving immediate deal opportunities and revenue growth.

Learn more at <http://strongpages.com>.