

## Data Quality Audit - Scorecard Summary

Aug 2015: ~112k visitors, 157k visits

ToS = 3:08, p/v = 3.75, bounce rate = 45%, Adwords spend = not linked to GA

Reporting since March 2011

N/A = Not applicable

	Weight	Status	Weighted Score
1. Google Analytics Account Setup & Governance	1.0	Yellow	5.0
2. GATC Deployment	1.0	Green	10.0
3. AdWords & WMT Data	1.0	Red	0.0
4. Site Search Tracking	1.0	Red	0.0
5. File Download Tracking	1.0	Red	0.0
6. Outbound Link Tracking	1.0	Red	0.0
7. Form Completion Tracking	1.0	Red	0.0
8. Video Tracking	N/A	-	-
9. Error Page Tracking	0.5	Red	0.0
10. Transaction Tracking	2.0	Red	0.0
11. Event Tracking (i.e. non-pageviews)	1.0	Red	0.0
12. Goal Setup	1.0	Red	0.0
13. Funnel Setup	1.0	Red	0.0
14. Visitor Labelling	1.0	Red	0.0
15. Campaign Tracking	1.0	Yellow	5.0
<b>Google Analytics Quality Score (out of 100)</b>			<b>13.8</b>

Ideally, your normalized score would be 100. That is, a 100% complete best practice implementation of Google Analytics. Whilst that should be the long-term aim, a **score of 50** is required before you attempt any in-depth analysis of your data.

## Audit Details

	Weight	Status	Weighted Score
<b>1. Google Analytics Account Setup &amp; Governance</b>	1.0		5.0
<ul style="list-style-type: none"> <li>• Rollup + 49 Profiles</li> <li>• Filters:                             <ul style="list-style-type: none"> <li>◦ Exclude pingdom.com monitor via domain</li> <li>◦ No filter to exclude staff or developers</li> </ul> </li> <li>• Other profiles use directory filters i.e. /private, /pro - is this valid?</li> <li>• No PII collected</li>   <li>• 14 Admins - high (Guava)</li> <li>• No use of annotations</li> <li>• No testing profiles</li> <li>• No backup profiles</li> </ul>			
<b>2. GATC Deployment</b>	1.0		10.0
<ul style="list-style-type: none"> <li>• Crawl results of 1000 random pages:                             <ul style="list-style-type: none"> <li>◦ 1 URL without GATC code</li> </ul> </li> <li>• GATC version:                             <ul style="list-style-type: none"> <li>◦ <b>async</b> ga.js with optimised placement at the top of the page within &lt;head&gt; section.</li> </ul> </li> <li>• Other WA tools found: none</li> </ul>			
<b>3. AdWords &amp; WMT Data</b>	1.0		0.0
<ul style="list-style-type: none"> <li>• Data import <i>not setup</i></li> <li>• All cost currencies set to USD \$</li> </ul>			
<b>4. Site Search Tracking</b>	1.0		0.0
<ul style="list-style-type: none"> <li>• Double pageview counting on results page (_trackPageview + virtual pv)</li> <li>• Query parameter =k</li> <li>• Find a Dealer - separate search?</li> </ul>			
<b>5. File Download Tracking</b>	1.0		0.0
<ul style="list-style-type: none"> <li>• Not tracked</li> <li>• Google.se shows 4,790 results for PDF files; 27 DOC(X), 9 XLS(X)</li> </ul>			

<b>6. Outbound Link Tracking</b>	1.0		0.0
<ul style="list-style-type: none"> <li>• Not tracked</li> <li>• Contact email links - not tracked</li> <li>• Dealer/Retailer Locator - website links not tracked</li> <li>• Social plugins - not tracked</li> <li>• Links to www.lindabgroup.com, www.lindabfonderna.se not tracked</li> </ul>			
<b>7. Form Completion Tracking</b>	1.0		0.0
<ul style="list-style-type: none"> <li>• Form completions are not tracked as the form submitted URL does not change</li> <li>• It is not possible to differentiate between a form view and a form submission</li> </ul>			
<b>8. Video Tracking</b>	N/A	-	-
<b>9. Error Page Tracking</b>	0.5		0.0
<ul style="list-style-type: none"> <li>• Not tracked</li> </ul>			
<b>10. Transaction Tracking</b>	2.0		0.0
<ul style="list-style-type: none"> <li>• Not tracked</li> <li>• Sub-domain used (eshop.lindab.com). Also affects #2</li> </ul>			
<b>11. Event Tracking (i.e. non-pageviews)</b>	1.0		0.0
<ul style="list-style-type: none"> <li>• Some event tracking for '/ro/pro' though very low volume (total = 60).</li> <li>• Required others: <ul style="list-style-type: none"> <li>- Home page banner interactions</li> <li>- Social shares (Dela)</li> <li>- Print page</li> </ul> </li> </ul>			

<b>12.Goal Setup</b>	1.0		0.0
No Goals configured  Potentials: <ul style="list-style-type: none"> <li>• Transaction completion (pro area)</li> <li>• Contact requests (forms)</li> <li>• Dealer locator usage (searches and click-throughs)</li> <li>• PDF downloads</li> <li>• Social "likes" or follows</li> <li>• Email contact clicks</li> </ul>			
<b>13.Funnel Setup</b>	1.0		0.0
<ul style="list-style-type: none"> <li>• Not setup</li> </ul>			
<b>14.Visitor Labelling</b>	1.0		0.0
14. Visitor Labelling <ul style="list-style-type: none"> <li>• Not setup</li> <li>• Potential labels: <ul style="list-style-type: none"> <li>o Logged in e.g. extranet, shop</li> <li>o Customer, prospect</li> <li>o Engagement level e.g. a "downloader", a "contacter" etc.</li> </ul> </li> </ul>			
<b>15.Campaign Tracking</b>	1.0		5.0
<ul style="list-style-type: none"> <li>• Some in place - mainly email</li> <li>• Appears low volume (email visits = 605, 0.38% of total)</li> </ul>			
<b>Normalised score (out of 100)</b>			<b>13.8</b>