



Use this list to perform a health check of your organization's current Google Analytics implementation. Once you know more about how your account is set up, we can work with you to complete any missing steps.

✓	<b>TRACKING CODE IS FIRING ON ALL PAGES</b>
	<b>CROSS-DOMAIN TRACKING IS ENABLED</b>
	<b>MULTIPLE VIEWS ARE SET-UP (MASTER &amp; TESTING)</b>
	<b>INTERNAL TRAFFIC IS BEING FILTERED</b>
	<b>eCOMMERCE TRACKING IS CONFIGURED</b>
	<b>GOALS FOR CALLS-TO-ACTION ARE CREATED</b>
	<b>AUDIENCE &amp; DEMOGRAPHIC REPORTS ARE ENABLED</b>
	<b>SITE SEARCH TRACKING IS CONFIGURED</b>
	<b>BOT FILTERING IS TURNED ON</b>
	<b>LINKED TO SEARCH CONSOLE, ADS, &amp; OPTIMIZE</b>