

5-Point Web Analytics Audit

Every time you update your site.

You invest a lot in Web Analytics—hours of labor and hard dollars.
But changes to your site often result in broken tracking and inaccurate data.

Your Checklist to Test Web Analytics



1. Does my Web Analytics tag fire?

If your tag doesn't fire, you'll lose irretrievable visitor data.



2. Do I see any duplicate tags?

Duplicate tags inflate analytics data and cost you extra for each server call.



3. How quickly do my tags load?

Slow loading tags can affect the quality of analytics data and total page load time.



4. Does the tracking include the right variables?

Missing variables result in incomplete data and inaccurate insights.



5. Are the variable values present and in the right format?

If variable data is missing or in the incorrect format, accuracy will suffer.

What's the Best Way to Test?

Developer Tools

- ✗ Highly manual
- ✗ Prone to human error

ObservePoint Debugger

- ✓ Good for spot debugging
- ✗ Manual

Auditing Solution

- ✓ Fully automated
- ✓ Highly reliable
- ✓ Scalable

Ask your ObservePoint rep or [set up a free account](#) to automatically audit your implementation.