

Use Case Library

ACCESSIBILITY

SECURITY

PRIVACY

ANALYTICS & MARTECH

PAGE OPTIMIZATION

CONTENT

MOBILE

Introduction

ObservePoint is the world's most comprehensive web scanner, providing enterprises with scalable, automated monitoring of the pages, technologies, tags, and cookies that make up your digital experiences. ObservePoint helps you trust your analytics data, look for privacy compliance gaps, and see the best return on the tech you've already invested in.

The use cases here are key questions ObservePoint can answer today. It's particularly useful if you'd like to share the benefits you're seeing with other departments in your organization.

Reach out if you'd like to [schedule a demo!](#)

ACCESSIBILITY

Do my web pages comply with WCAG accessibility standards for:

- EAA
- ADA
- Section 508

WCAG issues:

- How many are critical?
- How many are serious?
- Which issues should I fix first for maximum impact?
- Which pages/domains/HTML elements are they on?
- What is a simplified summary of the failure?
- What is the recommended solution?

Colors:

- Is there enough contrast?
- Are elements relying solely on color for meaning?

Text:

- Are they discernible on buttons and links?
- Are there text descriptions for images, icons, buttons, and multimedia controls?

What accessibility issues do I need to check manually?

What's my accessibility score? Has it improved over the last 30, 90, 365 days?

SECURITY

Is my Content Security Policy (CSP) blocking any of my critical tags?

Do any of my pages have broken CSPs that allow unapproved tags to load?

Which JavaScript files have changed recently?

Do any of my pages load JavaScript that I know has vulnerabilities?

PRIVACY

Is my Consent Management Platform (CMP) correctly honoring user consent:

- Does my CMP correctly block cookies and tags based on the user's consent?
- For visitors from different geolocations?
- Across all subdomains?

GDPR:

- Does my website correctly defer trackers until visitors give consent?
- Does my website send visitor data to countries outside of the European Economic Area?

US Department of Justice: Does my website send visitor data to any "countries of concern"?

CCPA: Does my website correctly honor the Global Privacy Control signal?

Are there any CMP console errors across all my pages?

Are these present on all pages? Are links broken?

- Privacy policy
- "Do Not Sell/Share" link
- Cookie consent banner tag

Is the consent banner loading at the correct time relative to page load?

Network requests are going to which:

- Countries?
- Regions?
- Domains?

Is data being sent to countries other than the country where the visitor is located?

Which technologies are collecting visitor geolocation?

New or unapproved cookies and tags:

- Where are they showing up?
- What technology is initiating them? How do I remove them?
- How are unapproved tags & cookies trending? How much risk have I reduced in the past 30, 90, 365 days?
- Which pages across all my websites have a specific tag or cookie?

Overall cookie properties:

- Which technologies are using cookies on my websites?
- On what pages?
- Empty SameSite value?
- HTTPOnly value is false?
- Too big?
- What vendors are placing 3rd-party cookies on my visitors?

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ObservePoint

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ANALYTICS & MARTECH

How many unique technologies are running on my website?

- Should any not be there?
- Are any slowing down the user experience?

Are appropriate analytics tags:

- Present?
- Delayed?
- Broken?
- Duplicated?

Are there any tags with unapproved characters e.g. non-ASCII?

Which pages have advertising technology?

Which pages are missing my remarketing tags?

Are all clickable elements on all pages firing tags as expected?

Is event tracking happening when and where it should?

- Checkouts
- Booking flows
- Lead captures

Do I have a tag manager on every page (TMS)?

Do I have any tags loading outside a TMS?

Do I have any piggyback tags?

Is my Adobe Experience Platform (server-side) implementation working?

Is the data layer:

- Present on every page?
- Populated with correct data?
- Mapping correctly to analytics?
- Sending correct data to other technologies?

What variables are being populated by my analytics platform?

Are specific values within a variable consistent throughout a user journey?

- Visitor ID
- Referrer ID
- Profile ID

Do redirects break campaign tracking?

Which pages am I running A/B tests on?

Did all my pages get migrated to our new analytics system?

ANALYTICS & MARTECH (CONT.)

Do any of my pages have legacy technologies?

Can I detect broken tags in staging/pre-production?

Are my video analytics firing correctly while visitors watch videos?

PAGE OPTIMIZATION

Are any pages broken or giving 404 notices?

Page speed:

- How many pages are loading slowly?
- What are my web vitals (TTFB, FCP, LCP, CLS)?
- How do my web vitals compare to Google's benchmarks?

Are there any heavy images, CSS, or JS?

What impact do my tags have on web vitals?

Any broken tags?

Links:

- Broken?
- Missing?
- Otherwise inaccessible external content?

Any broken videos?

Broken, slow, untracked campaign landing pages?

How does my page performance affect SEO?

CONTENT

Where are all the pages with a specific word or phrase?

MOBILE

What technologies are loading and what data is being collected in my mobile apps?