

Google Analytics Service Questionnaire

This is just a short questionnaire to get you thinking around your Google Analytics setup and what you would like to achieve or monitor. This form will help to direct the focus of our consultation discussion.

Please answer the questions with as much information that you have and if some of these need to be discussed for a better understanding just place “for discussion” as your answer

How is your website constructed?

(i.e. WordPress, Joomla, HTML, .ASP)

Do you have any specification documents from your developer?

Do you have a Google Analytics account and the code on your website?

Do you have any goals or filters set?

Filters =

Chatham (include City)

IP Address (Exclude my IP)

Goals =

Contact form success (destination) – Goal ID 1 / Goal Set 1 (On)

Do you have any custom reports or custom dashboards created?

What is the goal(s) of your website?

(Fill in contact form, download white paper, watch video, view more than 3 pages)

What are the steps to the goal?

(i.e. Home page>Service page>Contact us page = 3 step goal)

Have you thought of a value for your visitors?
(Can you assign a monetary value to your visitors?)

Have you excluded any data?
(i.e. your own IP address)

Do you need to monitor for SEO?

Do you need to monitor for Social Media?

Do you need to monitor for website improvement?

Do you need to monitor to improve the visitor experience?

Do you have a Google AdWords campaign running for the website?

Do you plan on monitoring any other third party software?
(i.e. Facebook Pixel or Hotjar)

Details of Google My Business listing:
(What categories is business listed in, phone number, opening hours. Please also copy and paste the business description)

Other Things To Consider When Planning

Consider your measurement plan:

- Define your measurement (what does success look like and what information will tell you it has been achieved)
- Document your technical infrastructure (services; i.e. hosting, equipment & personnel)
- Create your implementation Plan (who is going to do things & when)
- Implement
- Maintain & Refine

This process should be cyclical and evolving. The whole point of measurement is to understand; are we making good business decisions. Then figuring out how to make changes moving forwards.

As business owners we generally want to know 3 things:

- How do visitors find my website? (Is the marketing working?)
- Am I creating effective content? (Are they reading and engaging with our website?)
- How does this impact my bottom line? (Is there a return on investment?)

5 Step Measurement Planning:

- Document the business objectives
- Identify strategies and tactics
- Choose Key Performance Indicators (KPIs)
- Choose segments (split the data into relevant chunks)
- Choose targets for each KPI