



Google Analytics setup

SERVICE OUTLINE

The primary focus of our Google Analytics implementation is to ensure high quality of data. Data enrichment (e.g. goals or custom dimensions) is an optional next step. Complete implementations allow for cross-device reporting along the entire marketing funnel.

Proper account structure and settings. Default page. Alerts

Linking with Google Ads and Google Search Console

Filters and exclusions: IP, bots, query parameters, payment gateways, self-referrals

Site search. Goals. Funnels. Content groupings

Advanced segments. User ID. Custom dimensions

Event tracking. Phone call tracking. Adjusted bounce rate and session length

ESSENTIAL 2 WEEKS



COMPLETE 3 WEEKS

