



## TRUST THE ACCURACY OF YOUR GOOGLE ANALYTICS DATA

One thing that we can all agree upon is that change is the only constant in the digital world. Keeping up to date with product releases, your website, and your user behavior is critical. Tracking data accurately through change can be a challenge, but it's necessary. Whether your organization leverages Google Analytics as the main analytics platform, or you use Google Analytics as a backup to another analytics tool, it's important to ensure that your collected data is as clean as possible.

Here are 8 reasons why you need to audit your current set up every year to ensure that the data that you are collecting is reliable and accurate:

## 1

**SITE CHANGES THROUGHOUT THE YEAR**

The content on your site changes regularly, whether through smaller content additions or larger site or content changes that should be collected from an Event standpoint.

Similarly, the way that the user flows through or navigates the site can also change when there are changes to the navigation or elsewhere on the site. Ensuring that your Analytics is set up correctly to anticipate the potential changes and correctly capture those data points is vital to tracking performance accurately.

## 2

**SHIFTS IN BUSINESS STRATEGY**

Many businesses need to be agile and stand ready to shift and meet the consumer where they are, like when businesses go from brick-and-mortar interactions to conducting business online. When large changes like this happen, new features are sometimes required on the site, for example, an online store through which users can purchase gift cards or merchandise.

As a result, these quick shifts may not be completely accounted for in your analytics measurement plan. Ideally, the new strategies and corresponding KPIs would be reflected in your analytics to ensure that your business is properly measuring the results and determining if it is working or if further improvements or shifts are needed.

## 3

**ADDED DOMAINS OR MICROSITES**

When organizations launch a new product or run an integrated marketing campaign involving traditional media, new vanity domains or standalone microsites are often built with content to support the product or service launch.

Sometimes, these microsites or vanity URLs are used for more than one channel. When this happens, source data can be lost if tracking is not set up properly. This underlines the importance of ensuring tracking is set up properly to help make the most of your media dollars and properly attribute visits and conversions to their respective channels.

## 4

**REGULATORY COMPLIANCE**

Privacy compliance is at the top of most organizations' minds as users become more and more concerned about how their data is stored and utilized. Privacy compliance is critical for many large organizations and can have a tremendous financial impact if they are not followed.

Unfortunately, accidental collection of personally identifiable information (PII) in Google Analytics account is often missed or ignored. An audit can bring to light many issues that should be addressed as they pertain to these regulations.

# 5

## EXTERNAL EVENTS

External black swan events like COVID-19 can have a negative impact on your data. For example, if your employees are now working from home and there are no filters attached to your reporting Views to exclude internal IP addresses (now external since they are at home), it could be artificially skewing your data.

Having your analytics team audit your data safeguards every year can help you identify and proactively address potential data accuracy issues.

# 6

## INTERNAL RESOURCES

Your internal resources are an important factor in long term data accuracy. Turnover of key analytics stakeholders, lack of experience, or sheer lack of time to safeguard data, are reasons to stay on top of your analytics regularly.

Many organizations depend on Google Analytics data for critical business decisions. Ensuring the cleanliness and accuracy of the data is crucial to inform key business decisions.

# 7

## BACKUP ANALYTICS

Some companies may use different analytics platforms as backups to their primary analytics tool, often neglecting or leaving the backup property unattended over the years, leading to gaps or inaccuracies in the data.

Conducting an audit on backup properties should remain a priority for the company. It helps to ensure that things like filters are set up properly and that compliance needs are still met should you have to make a data platform change.

# 8

## NEW FEATURE RELEASES FROM GOOGLE

Google releases updates to the interface and internal reporting features on an ongoing basis. However, their latest release of Google Analytics 4 is the biggest change Google has made since Universal Analytics, and the need to migrate is approaching soon. Implementing this newest product is important to ensure your organization can start collecting data in a new property in tandem with your current Universal Analytics property.

## FOUND SEARCH MARKETING ADVANTAGE

Are you in need of a Google Analytics Audit, or just want to ensure that your data is being collected properly? Our smooth audit process ensures that these questions are answered and that your team has the recommendations to fix them. If you don't have the knowledge or help internally, fear not, because we engage with our valued clients on an ongoing basis, as well, so that you can have that expertise at the ready.

Contact us or check out our other analytics services offered at [foundsm.com/analytics](https://foundsm.com/analytics).