Google Analytics Audit

One-on-one session to answer specific questions and give you solid next steps to better marketing and web analytics.

When we work together on an audit, we identify your biggest challenges and opportunities in your online work and spend some time looking for answers in your Google Analytics data. I give you specific ways to improve your use of this powerful tool to help you in your decision making.

You will end up with a clear sense of what your web data is telling you and clear next steps to improve both your online results and your use of web analytics. This audit serves as a starting point to making decisions about your online marketing based on data, not guesswork.

What a Google Analytics Audit includes:

There are five parts to an audit session:

1. You complete a brief survey in which you to describe a few of your most pressing web challenges, goals and questions about your online work.

2. I access your web analytics results with a focus on helping you with your specific challenges. I spend several hours looking through your website traffic and other sources of online data and taking notes on your visitors behaviour. I also look for opportunities to improve your online results.

3. I spend a few more hours checking through your Google Analytics installation and configuration, taking note of ways you could get better insights by changing your setup. I also make any quick configuration changes to your analytics account that will help you get more actionable and accurate data.

4. We have an hour-long conversation or meeting to discuss the findings. I will make sure you understand the findings and recommendations and that you are clear on next steps.

5. I send you a document outlining the main recommendations from our discussion. It will include both clear instructions on now to improve your Google Analytics setup and next steps on how to improve your online results.

This is a good fit for you if:

- You have particular questions about your online marketing, including content marketing, search engine optimization, email marketing or online advertising.
- You are already using Google Analytics and have at least two months of data.
- You suspect that you could be tracking better data in your Google Analytics account.
- You are puzzled about particular data or patterns in your Google Analytics results.

Cost

This audit session costs $2000 USD plus applicable taxes. An invoice for one third of the total cost will be issued at the start of the project, and final invoice issued after all documentation is shared.

Eric Squair

Eric Squair is a web analytics consultant based in Toronto, Canada. Eric has over ten years experience in online communications, working with Greenpeace Canada, Amnesty International, the Make Poverty History campaign and national and local election campaigns. He is qualified in analytics from Google, and a member of the Digital Analytics association.

For the past several years Eric has helped organizations better understand and utilize the insights from Google Analytics and other sources of online data in order to improve their websites, social media and email efforts.