



company.com

Date of Report:

Analytics / Tag Manager / Audit

Notes

Google Tag Assistant Legacy

Tag Assistant is changing. [Learn more](#)

Result of Tag Analysis

6 In total

1. Global site tag (gtag.js)
AW-460904306

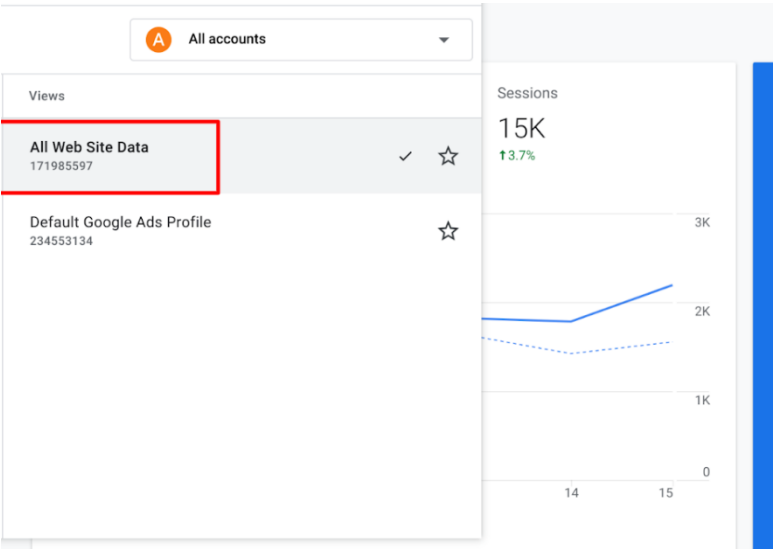
2. Global site tag (gtag.js)
UA-116128249-1

3. Google Ads Remarketing Tag
460904306

4. Google Analytics
UA-116128249-1

5. Google Analytics
UA-116128249-4

- UA-116128249-1 was used for this analysis
- The *All Website Data* view was used for this analysis



- No other views were analyzed
- ----- is the GTM account used in the analysis

[REDACTED]

Container Name ↑	Container Type	Container ID
[REDACTED]	Web	GTM-KF9TN3B

- Data as of January 2022 to January 2023 was evaluated

Executive Summary

- ☐ Analytics - Ecommerce tracking should be installed on the Domain
- ☐ Analytics - Site Migration should be completed
- ☐ Analytics - GA4 should be installed on the Domain
- ☐ Analytics - Bot Filtering should be activated
- ☐ Analytics - Site Speed
- ☐ Analytics - Link AdWords
- ☐ Analytics - Cross device should be Activated
- ☐ Analytics - Goals Need to be updated and reassessed.
- ☐ Analytics Remarketing lists - Each domain should have as many lists as possible
- ☐ Analytics - Segments should be used to target traffic patterns and used to attribute conversion.
- ☐ Analytics - Channel Data should be evaluated for conversions and Optimization.
- ☐ Analytics - Self-Referrals - ---- should be removed as a referrer
- ☐ Analytics - Campaign Traffic should be organized by Campaign Type (Name)
- ☐ Analytics - Site Search should be tracking to inform future Posts.
- ☐ Analytics - Custom Alerts should be created to track any issues with Analytics
- ☐ Google Tag Manager - All Events & Marketing Pixels (Analytics, Facebook, AdWords) should be firing from GTM.
- ☐ Google Tag Manager - Only some Engagement tracking on the site (who's clicking what).



Analytics

eCommerce Tracking

All accounts > HatLaunch

Default Google Ads Profile ▾

🔍 Try searching "Top channels by users"

This report requires ecommerce tracking to be set up for the view.

What is ecommerce tracking?

Ecommerce tracking is a snippet of code you can include on your site or app to collect transaction data like product sales, purchase amounts, and billing locations, and connect it to your Google Analytics account.

Why set up ecommerce tracking?

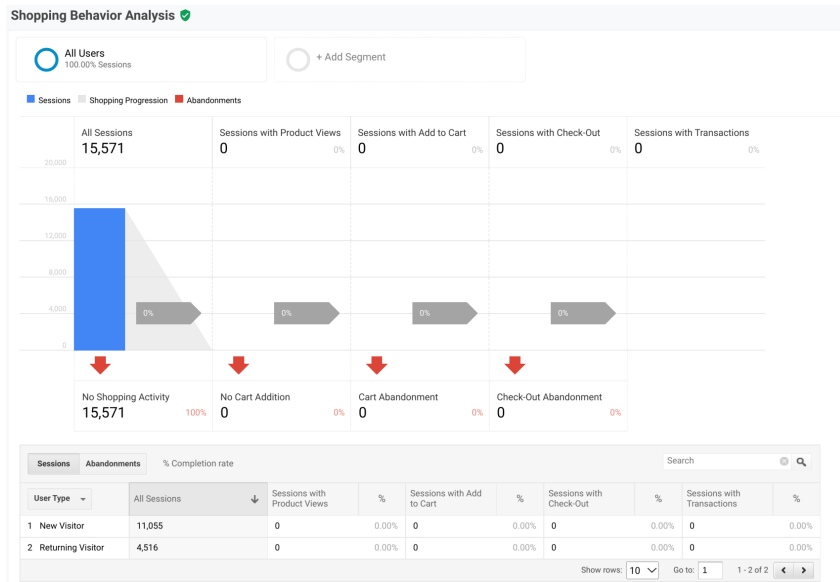
With ecommerce tracking, you can better understand the value of your digital business. Use the Ecommerce Reports to segment and analyze your data, and discover relationships between your marketing campaigns, user engagement, and transactions.

[Learn more](#)

Adding eCommerce tracking to your website can provide valuable insights into customer behavior and purchasing patterns, allowing you to optimize your online store and improve the customer experience. It can also help you measure the effectiveness of your marketing campaigns and make data-driven decisions about your product offerings and pricing. Overall, eCommerce tracking can help you better understand and serve your customers, leading to increased sales and revenue.

eCommerce tracking will also give you funnel data:

- Funnel Fallout (see image below)
- Cart Abandonment
- Conversion Rate
- Customer Lifetime Value
- Customer Acquisition Cost
- Average Order Value
- Repeat Purchase Rate



Migration Update

Because of the site migration - the setting for Analytics should be updated

View ID

171985597

View Name

All Web Site Data

Website's URL

http://

Time zone country or territory

United States

(GMT-06:00) Chicago Time

Default page ? optional

Exclude URL Query Parameters optional

Google Tag Manager (GTM) Installation

GTM is installed on this domain

- Many of the tags have been paused as we reassess why they were not firing.
- The two pixels firing are the analytics marketing and Engagement pixels.

Tags 🔍 [New](#)

<input type="checkbox"/> Name ↑	Type	Firing Triggers	Last Edited
<input type="checkbox"/> GA - Add to Cart	Google Ads Conversion Tracking	Add to Cart - Button Click	a month ago
<input type="checkbox"/> GA - Begin Checkout	Google Ads Conversion Tracking	Check out - Button Click Continue to payment - Button Click	a month ago
<input type="checkbox"/> GA - Conversion Linker	Conversion Linker	All Pages	a month ago
<input type="checkbox"/> GA - Purchase	Google Ads Conversion Tracking	Pay Now - Button Click	a month ago
<input type="checkbox"/> GA - Purchase 2	Google Ads Conversion Tracking	Bulk Successful Payment Pageview Single Successful Payment Pageview	a month ago
<input type="checkbox"/> GA- Engagement	Google Analytics: Universal Analytics	All Clicks	a month ago
<input type="checkbox"/> GA- Engagement - Order Now	Google Analytics: Universal Analytics	All Clicks	a month ago
<input type="checkbox"/> Marketing - Analytics	Google Analytics: Classic	All Pages	a month ago

GA4 Installation

Ga4 is not installed on this domain (see below)

- GA4 should start collecting traffic data ASAP, and update immediately after UA edits.

Navigated to <https://hatlaunch.com/>

▶	Page View	Google Analytics	UA-116128249-1
▶	dc	Google Analytics	UA-116128249-1

- I did find some marketing tags, however these are not coming from GTM

- Facebook, AdWords etc. Hotjar is coming from GTM

Navigated to <https://hatlaunch.com/>

▶	Other	Google Tag Manager	GTM-KF9TN3B
▶	Other	Hotjar	3285454
▶	Page View	Google Ads	AW-460904306
▶	Page View	Facebook Pixel	450717395469044
▶	Page View	Facebook Pixel	450717395469044

Connect AdWords account

Connecting your analytics account with your AdWords account allows you to view important data and metrics from your website, such as visitor behavior and conversion rates, within your AdWords account. This can provide valuable insights into the performance of your AdWords campaigns and help you make more informed decisions about how to optimize them. Additionally, linking your accounts allows you to track conversions and set up conversion tracking, which can help you measure the ROI of your AdWords spend and improve the ROI of your AdWords campaigns.

Abacus CPAs > Abacus CPAs
1 - Master View

Try searching "Compare bounce rate this week with last week"

Link your Google Ads and Analytics accounts

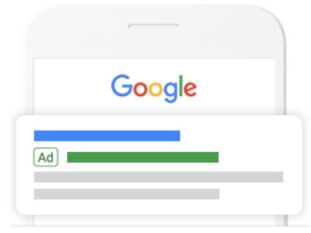
[Link your accounts](#)

Get access to the entire customer journey, from ad click to product purchase. Use this data to refine your Google Ads campaigns to grow your business.

When you link accounts, you can:

- See data from *Google Ads* reports in Analytics
- Import metrics and goals from Analytics into your Google Ads account
- Access enhanced remarketing capabilities
- See richer data in *Multi-Channel Funnels* reports

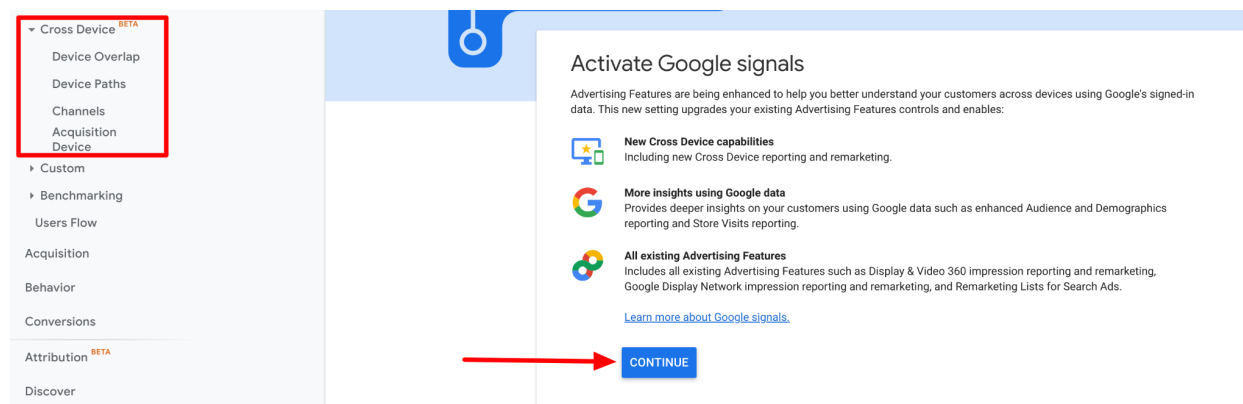
Turn your insights into results



[Try Google Ads](#)

Cross Device Reporting Activated

Activate Google signals to get Cross Device reports with data from users who turned on Ads Personalization.



- This will allow you to track Users when they visit your site on a Mobile Device and the return on Laptop or Desktop

Search Console

Connecting Google Search Console to Google Analytics allows you to view how important data on your website is performing in Google search results. This includes:

1. Data on the number of clicks in Search
2. Impressions in Search
3. Average click-through rate for your website's pages

It also gives information on the keywords people are using to find your site. Additionally, it allows you to see which queries are driving the most traffic to your site and how your site is performing for specific keywords. This data can be used to improve your website's search engine optimization (SEO) and overall performance.

Gold Mountain > www.goldmtn.com

1 - GoMo Corp Master ▾

 Try searching "Pageviews in last 30 days"


This report requires Search Console integration to be enabled.

Contact your Analytics administrator to connect a Search Console site.

What is Search Console?

Search Console is a free product that provides data and analytics to help improve your site's performance in Google search.

Enabling Search Console data within Analytics

Once you connect a site you own in Search Console to your Analytics property, its data becomes visible in your Search Engine Optimization reports. You can visit the Property Settings page in Analytics account management to change which of your Search Console sites' data you wish to show, and control which views on your Web Property have access to view the data.

How to use Search Console data within Analytics





Search Console provides data about what users see in Google search results before they decide to click to your site (or some other site). You can use this data to identify opportunities and prioritize development effort to increase the number of visitors to your site. Examples:

- Identify landing pages on your site that have good clickthrough rates (CTR), but have poor average positions in search results. These could be pages that people want to see, but have trouble finding.
- Identify search queries (keywords) for which your site has good average positions, but poor click through rates. These are queries for which your pages get attention and improved content could lead to more visitors.

- Search Console should be connected to analytics

User Permissions

All Users with permission to Analytics should be reviewed.

Account access management 4 rows		
Name ↑	Email	Roles and data restrictions ⓘ
 [Redacted Name]	[Redacted Email]	Administrator
 michael debeer	allthereanalytics@gmail.com	Administrator
 [Redacted Name]	[Redacted Email]	Administrator
 [Redacted Name]	[Redacted Email]	None (user has permissions on a lower level)

- Your Analytics account should have only ONE admin - this is to avoid duplicate segments, profiles etc.

- All Users no longer using Analytics should be removed or given one of the Roles below.

- ☒ Administrator
Full control of account. [Learn more](#)
- ☐ Editor
Edit all data and settings for account. Cannot manage users. [Learn more](#)
- ☐ Marketer
Edit audiences, conversions, attribution models, lookback windows, and events for account. Includes Analyst role. GA4 only. [Learn more](#)
- ☐ Analyst
Create and edit shared assets like dashboards and annotations for account. Includes Viewer role. [Learn more](#)
- ☐ Viewer
See report data and configuration settings for account. [Learn more](#)
- ☐ None
No role assigned. [Learn more](#)

Site Speed

There is no reason why the site loads so slowly on Safari

Browser	Avg. Page Load Time (sec)
1. Edge	3.02
2. Chrome	4.72
3. Safari	28.12

Especially when 32% of all traffic are using Safari

Browser ?	Users ?	N
	2,462 % of Total: 100.00% (2,462)	%
1. Chrome	1,360 (55.17%)	
2. Safari	807 (32.74%)	
3. Edge	112 (4.54%)	
4. Firefox	85 (3.45%)	

Bot Filtering

Google does a decent job of excluding known Bots - this has not been activated

Bot Filtering

☐ Exclude all hits from known bots and spiders

Even though they manually Filter out some Bot traffic

[justprofit.xyz - SPAM in Google Analytics | DIGMATO.com](#)

A fake traffic created by robots to make marketers to come to visit these websites. Damages key metrics like total Sessions, Users, Bounce Rate, Conversion rate.

Below is that filter.

Exclude traffic from the ISP domain that are equal to

ISP Domain

justprofit.xyz

☐ Case Sensitive

Filter to View Bindings

Available Views

All Website Data (Unfiltered)

Selected views

1 - GolMo Corp Master

Goals

Google Analytics goals are the bread and butter of a good digital measurement strategy, they help you measure how effective your efforts are in leading to your business objectives.

+ NEW GOAL		Import from Gallery		Search	
<input type="checkbox"/>	Goal	Id	Type	Past 7 day conversions	Recording
<input type="checkbox"/>	Checkout complete	Goal ID 1 / Goal Set 1	Destination	0	<input type="checkbox"/> OFF
Show rows 10 1 - 1 of 1 < >					

There is only one Goal firing - and it seems to be broken (see below)

1. I would recommend at least 5 Goals for engagement, add to Carts and purchases
2. I would also recommend a Purchase Funnel Goal
 - 2.1. Order Now Clicked
 - 2.2. Select -----s
 - 2.3. Artwork
 - 2.4. Checkout
 - 2.5. Thank you

Checkout Complete Goal is based a Page Event firing - those pages are firing and yet you have Zero Goal completions

Destination

Equals to ▾

☐ Case sensitive

For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Value optional
☐ OFF

Assign a monetary value to the conversion.

Funnel optional
☐ OFF

Specify a path you expect traffic to take towards the destination. Use it to analyze the entrance and exit points that impact your Goal.

Pageviews

30



Primary Dimension: Page Page Title Other ▾

Secondary dimension ▾ Sort Type: Default ▾

order/payment 🔍 advanced

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	15,867 % of Total: 1.14% (1,393,902)	15,153 % of Total: 1.42% (1,068,840)	00:04:07 Avg for View: 00:02:24 (70.95%)	4,075 % of Total: 0.66% (621,450)	76.65% Avg for View: 47.52% (61.32%)	72.01% Avg for View: 44.58% (61.52%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /order/payment?id=ca902e7b-1dc0-4c1a-8c79-3a13c14cefd9	36 (0.23%)	30 (0.20%)	00:12:09	29 (0.71%)	79.31%	80.56%	\$0.00 (0.00%)
2. /order/payment?id=39d3a966-9c49-4958-b6f9-dbb7e7bd138e	29 (0.18%)	26 (0.17%)	00:17:59	25 (0.61%)	88.00%	89.66%	\$0.00 (0.00%)
3. /order/payment?id=68659cad-5fae-415b-b031-0697054b433c	26 (0.16%)	22 (0.15%)	00:05:12	21 (0.52%)	76.19%	80.77%	\$0.00 (0.00%)
4. /order/payment?id=7a3cbbca-8a40-4d1c-a1f8-d56ee5125c0a	24 (0.15%)	22 (0.15%)	00:10:06	21 (0.52%)	85.71%	87.50%	\$0.00 (0.00%)
5. /order/payment?id=076b999f-4eb7-417b-9d30-8c8847a038c3	23 (0.14%)	21 (0.14%)	00:09:04	19 (0.47%)	84.21%	78.26%	\$0.00 (0.00%)
6. /order/payment?id=a99daa3f-b603-42b5-a248-ce2ac1033542	21 (0.13%)	15 (0.10%)	00:13:07	14 (0.34%)	64.29%	71.43%	\$0.00 (0.00%)
7. /order/payment?id=cceb45f3-d725-41f3-8f26-31c3f4e3c36e	21 (0.13%)	20 (0.13%)	00:00:08	19 (0.47%)	94.74%	90.48%	\$0.00 (0.00%)
8. /order/payment?id=fca8fca-4005-4481-918a-011bf3ccf131	20 (0.13%)	18 (0.12%)	00:09:49	18 (0.44%)	88.89%	90.00%	\$0.00 (0.00%)
9. /order/payment?id=70fe4162-11be-4dbd-9c8f-b76edb794c40	17 (0.11%)	17 (0.11%)	00:00:00	16 (0.39%)	100.00%	100.00%	\$0.00 (0.00%)
10. /order/payment?id=a67409bc-3fa0-45bc-bd17-f6df199d9ce0	17 (0.11%)	17 (0.11%)	00:00:08	15 (0.37%)	100.00%	88.24%	\$0.00 (0.00%)

- At the very least this goal should be corrected

Remarketing Audiences

The more remarketing lists are used in marketing efforts the higher the Conversion rate

Audiences

Create audiences to engage with your users through Google's Audience marketing integrations, like Remarketing Lists for Search Ads and Remarketing who return to your site with Google Optimize 360. [Learn More](#)

Create your first audience

✓

Audience source

Edit

View: All Web Site Data

2

Enable Remarketing

By enabling remarketing, Google will collect additional data about your traffic to enable [Display and Search Remarketing](#). When you enable this setting, you must adhere to the [Google Analytics Advertising Features Policy](#), including rules around sensitive categories.

We will create your first audience "All Users" for you.

Next step

Cancel

3

Audience destinations

- At present there are no Remarketing audiences.
- It is recommended, based on traffic numbers (there is enough traffic in this account) that you create as many audiences as possible.
 - An audience for each service, that way you can target anyone who added Cuffed Beanies but did not purchase them
 - Each audience should exclude anyone who completed a purchase

Site Segmentation

The purpose of segmentation is to better understand your visitors, and to obtain actionable data in order to improve your website or mobile app. In concrete terms, a segment enables you to filter your analyses based on certain elements (single or combined).

+ NEW SEGMENT		Import from Gallery	Search
Name			
There is no data for this view.			

There is no segmentation occurring in Analytics.

- To understand your customer journey each action should be a customer segment

- Clicked Order but did not make a purchase
- Left a product in cart
- Localization (country, city etc)
- Technology (device, browser etc)
- Website activity, such as: Specific pages visited Specific forms filled out

Marketing Channels

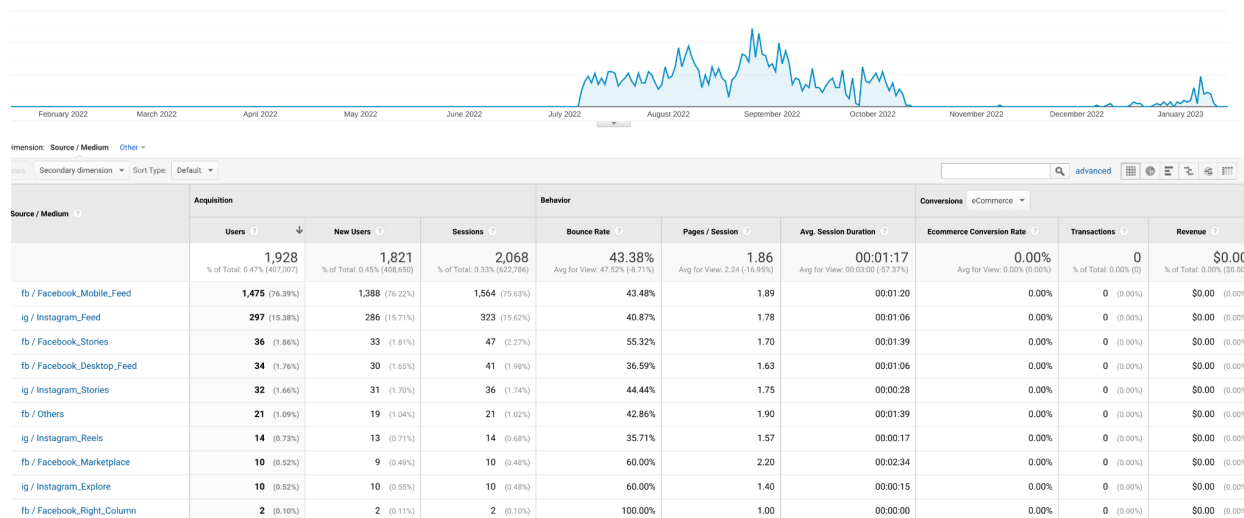
Once this data has been corrected - a Marketing Channel report should be created to track which channels are working and which are not (put more money behind the channels with the highest Return on Investment).

Source / Medium	Acquisition			Behavior			Conversions eCommerce		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	407,007 % of Total: 100.00% (407,007)	408,650 % of Total: 100.00% (408,650)	622,786 % of Total: 100.00% (622,786)	47.52% Avg for View: 47.52% (0.00%)	2.24 Avg for View: 2.24 (0.00%)	00:03:00 Avg for View: 00:03:00 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. google / cpc	140,865 (33.44%)	138,682 (33.94%)	203,968 (32.75%)	47.66%	1.90	00:02:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. fb / Facebook_Mobile_Feed	91,326 (21.68%)	89,119 (21.81%)	104,581 (16.79%)	45.39%	1.81	00:01:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. (direct) / (none)	56,183 (13.34%)	55,827 (13.66%)	146,711 (23.56%)	53.18%	3.10	00:06:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. ig / Instagram_Feed	31,606 (7.50%)	30,808 (7.54%)	35,945 (5.77%)	43.21%	1.79	00:01:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. tiktok / cpc	12,470 (2.96%)	12,448 (3.05%)	14,004 (2.25%)	42.81%	1.69	00:00:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. google / organic	10,215 (2.42%)	8,729 (2.14%)	21,964 (3.53%)	40.89%	2.58	00:03:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. l.facebook.com / referral	10,085 (2.39%)	9,017 (2.21%)	12,193 (1.96%)	23.68%	2.70	00:02:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. l.instagram.com / referral	9,484 (2.25%)	9,007 (2.20%)	10,259 (1.65%)	21.70%	2.17	00:01:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. ig / Instagram_Stories	8,917 (2.12%)	8,413 (2.06%)	10,237 (1.64%)	47.75%	1.74	00:01:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. google-ads / cpc	7,881 (1.87%)	7,878 (1.93%)	10,049 (1.61%)	84.63%	1.22	00:00:40	0.00%	0 (0.00%)	\$0.00 (0.00%)

- All Channels should be organized into
 - Social
 - Paid
 - Referrer
 - etc.
- All of these channels (especially paid) should be assessed for "Return On Investment" - this is difficult to do if there are no Goals or e-commerce data coming into the account

Campaign Traffic

From July to November there was traffic to the site from **Monster Agency® Interest Campaign Value.**



- These campaigns should be organized and analyzed by campaign (see Prospecting) below.
- They should be assessed once a month at least to check the effectiveness of these campaigns and where to optimize based on the data (keyword, device, GEO etc.).

Campaign	Source / Medium	Acquisition			Behavior			Conversions		
		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
		1,928 % of Total: 0.47% (407,007)	1,821 % of Total: 0.45% (408,650)	2,068 % of Total: 0.33% (622,786)	43.38% Avg for View: 47.52% (8.71%)	1.86 Avg for View: 2.24 (-16.95%)	00:01:17 Avg for View: 00:03:00 (-57.37%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
fb / Facebook_Mobile_Feed		1,475 (76.39%)	1,388 (76.22%)	1,554 (75.63%)	43.48%	1.89	00:01:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
ig / Instagram_Feed		297 (15.38%)	286 (15.71%)	323 (15.62%)	40.87%	1.78	00:01:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
fb / Facebook_Stories		36 (1.86%)	33 (1.81%)	47 (2.27%)	55.32%	1.70	00:01:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
fb / Facebook_Desktop_Feed		34 (1.76%)	30 (1.65%)	41 (1.98%)	36.59%	1.63	00:01:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
ig / Instagram_Stories		32 (1.66%)	31 (1.70%)	36 (1.74%)	44.44%	1.75	00:00:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
fb / Others		21 (1.09%)	19 (1.04%)	21 (1.02%)	42.86%	1.90	00:01:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
ig / Instagram_Reels		14 (0.73%)	13 (0.71%)	14 (0.68%)	35.71%	1.57	00:00:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
fb / Facebook_Marketplace		10 (0.52%)	9 (0.49%)	10 (0.48%)	60.00%	2.20	00:02:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
ig / Instagram_Explore		10 (0.52%)	10 (0.55%)	10 (0.48%)	60.00%	1.40	00:00:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
fb / Facebook_Right_Column		2 (0.10%)	2 (0.11%)	2 (0.10%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

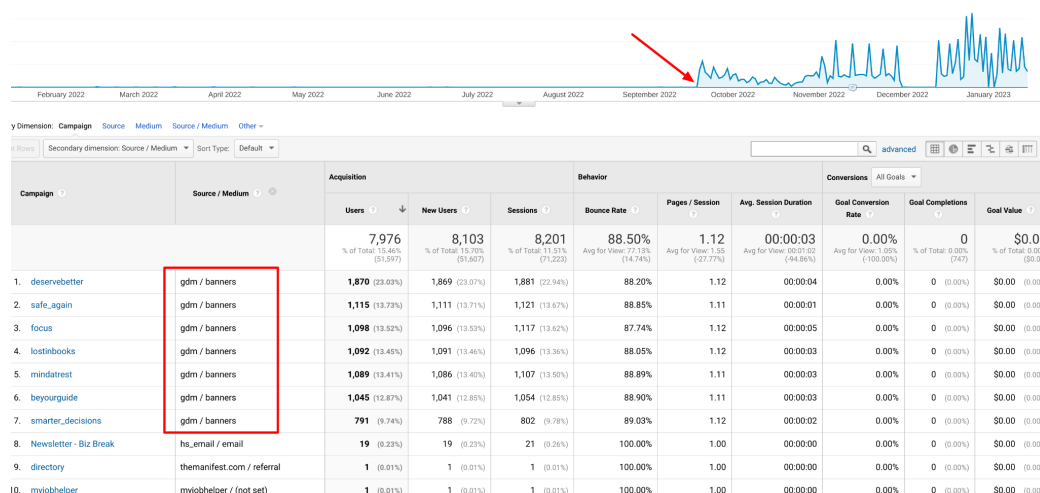
Campaign	Source / Medium	Acquisition			Behavior			Conversions		
		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
		312,415 % of Total: 76.76% (407,007)	307,658 % of Total: 75.29% (408,650)	403,435 % of Total: 64.78% (622,786)	46.53% Avg for View: 47.52% (-2.08%)	1.84 Avg for View: 2.24 (-17.60%)	00:01:39 Avg for View: 00:03:00 (-45.17%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. ZLM - General	google / cpc	3 (0.00%)	3 (0.00%)	3 (0.00%)	0.00%	1.00	00:00:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Zbafge	fb / Broad	1 (0.00%)	1 (0.00%)	1 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. televisioncampaignsgroup	mttn / television_prospecting	779 (0.24%)	694 (0.23%)	943 (0.23%)	79.32%	1.52	00:01:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. prospecting	tiktok / cpc	1 (0.00%)	0 (0.00%)	1 (0.00%)	0.00%	2.00	00:00:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. prospecting	copy_link / cpc	21 (0.01%)	21 (0.01%)	39 (0.01%)	71.79%	1.54	00:01:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. prospecting	tiktok / cpc	12,470 (3.85%)	12,448 (4.05%)	14,003 (3.47%)	42.81%	1.69	00:00:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Post: "The+Supply+Chain+issues+have+been+a+nightmare+to..."	fb / Facebook_Right_Column	6 (0.00%)	6 (0.00%)	6 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Post: "The Supply Chain issues have been a nightmare to..."	fb / Facebook_Desktop_Feed	23 (0.01%)	22 (0.01%)	32 (0.01%)	50.00%	2.12	00:03:57	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Post: "The Supply Chain issues have been a nightmare to..."	fb / Facebook_Mobile_Feed	119 (0.04%)	114 (0.04%)	123 (0.03%)	60.98%	1.59	00:00:36	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Post: "The Supply Chain issues have been a nightmare to..."	fb / Others	2 (0.00%)	2 (0.00%)	2 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
11. Post: "The Supply Chain issues have been a nightmare to..."	ig / Instagram_Explore	1 (0.00%)	1 (0.00%)	1 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
12. Post: "The Supply Chain issues have been a nightmare to..."	ig / Instagram_Feed	52 (0.02%)	51 (0.02%)	53 (0.01%)	81.13%	1.34	00:00:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
13. Post: "The Supply Chain issues have been a nightmare to..."	ig / Instagram_Stories	3 (0.00%)	3 (0.00%)	3 (0.00%)	66.67%	1.33	00:00:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
14. Monster+Agency+Creative+Test+07	fb / Facebook_Right_Column	16 (0.00%)	16 (0.01%)	16 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

Some campaigns are across different Channels - these should all be assessed and Analyzed to find which channel has the highest ROI

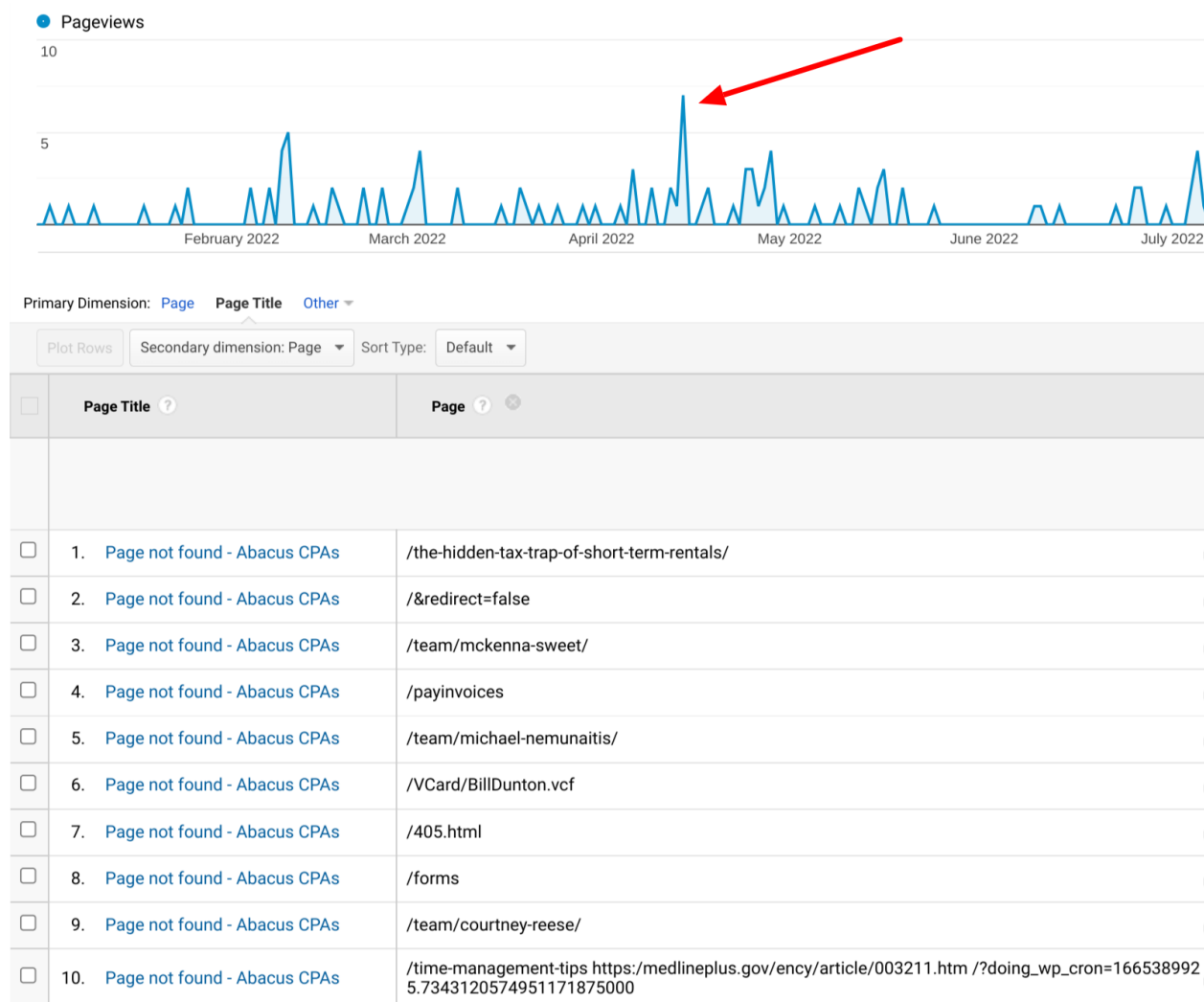
Monster Agency® Interest Campaign Value	fb / Facebook_Desktop_Feed	34 (0.01%)	30 (0.01%)	41 (0.01%)	36.59%	1.63	00:01:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
Monster Agency® Interest Campaign Value	fb / Facebook_Marketplace	10 (0.00%)	9 (0.00%)	10 (0.00%)	60.00%	2.20	00:02:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
Monster Agency® Interest Campaign Value	fb / Facebook_Mobile_Feed	1,475 (0.44%)	1,388 (0.45%)	1,564 (0.39%)	43.48%	1.89	00:01:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
Monster Agency® Interest Campaign Value	fb / Facebook_Right_Column	2 (0.00%)	2 (0.00%)	2 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
Monster Agency® Interest Campaign Value	fb / Facebook_Stories	36 (0.01%)	33 (0.01%)	47 (0.01%)	55.32%	1.70	00:01:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
Monster Agency® Interest Campaign Value	fb / Others	21 (0.01%)	19 (0.01%)	21 (0.01%)	42.86%	1.90	00:01:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
Monster Agency® Interest Campaign Value	ig / Instagram_Explore	10 (0.00%)	10 (0.00%)	10 (0.00%)	60.00%	1.40	00:00:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
Monster Agency® Interest Campaign Value	ig / Instagram_Feed	297 (0.09%)	286 (0.09%)	323 (0.08%)	40.87%	1.78	00:01:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
Monster Agency® Interest Campaign Value	ig / Instagram_Reels	14 (0.00%)	13 (0.00%)	14 (0.00%)	35.71%	1.57	00:00:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
Monster Agency® Interest Campaign Value	ig / Instagram_Stories	32 (0.01%)	31 (0.01%)	36 (0.01%)	44.44%	1.75	00:00:28	0.00%	0 (0.00%)	\$0.00 (0.00%)

As of September 18th 2022 there has been traffic to the site from a Banners Campaign.

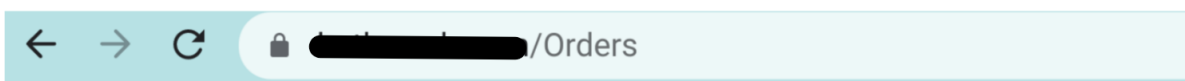
- These campaign names are below (I hope they make sense to someone). This traffic should be analyzed looking at each campaign goal and a report should be created to see which campaigns are working and which are no.:
 - deservebetter
 - safe_again
 - focus
 - lostinbooks
 - mindatrest
 - beyourguide
 - Smarter_decisions
- The data started September 19th and should be assessed once a month at least to check the effectiveness of these campaigns and where to optimize based on the data.



404 Pages



- 404 pages should be tracked in a report so that if a page goes down (see above) and the data shows a spike in Pages Not Found - the issue can be addressed quickly.



Server Error in '/' Application.

The resource cannot be found.

Description: HTTP 404. The resource you are looking for (or one of its dependencies) could have been

Requested URL: /Orders

Version Information: Microsoft .NET Framework Version:4.0.30319; ASP.NET Version:4.8.4110.0

Not all 404 errors are being tracked (see above).

- If your marketing team puts out an Ad sending people to “Orders” instead of Order - if they are being tracked - you can catch this very quickly
- If someone on Twitter with a million followers posts that they like your product but with the wrong URL - you would want to put a redirect into place asap.

Site Search

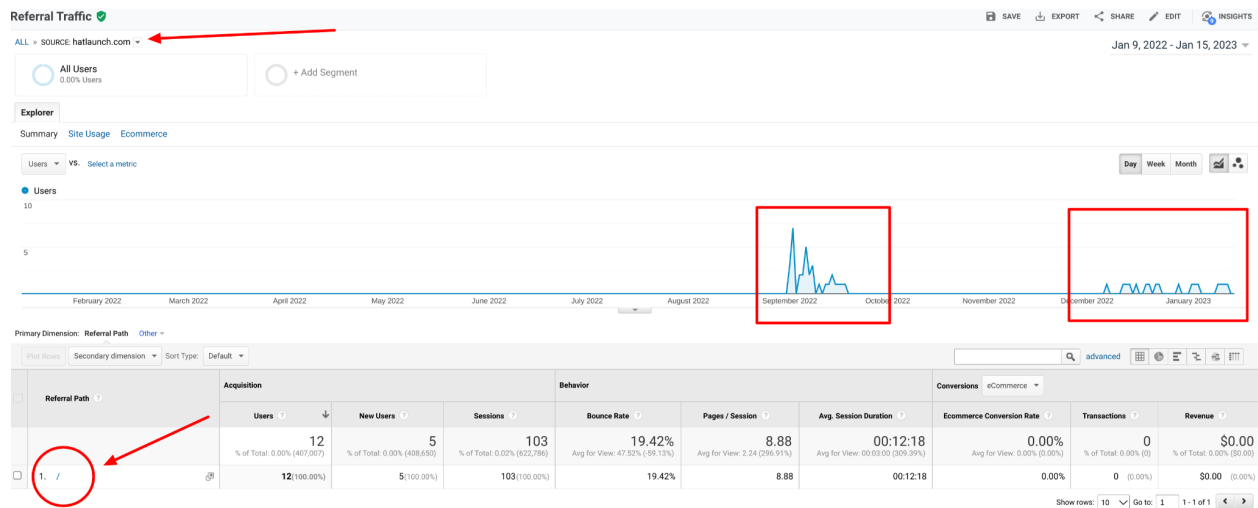
Having site Search on your site can be very powerful and give your visitors a power tool to aid UX.

Tracking what visitors on the site are searching for can guide what future Pages should be about. It can also indicate which Products visitors are having trouble finding.

- All searches can be tracked and analyzed based on site segmentation or audiences which search for particular keywords.

Traffic Issues

Referral Traffic



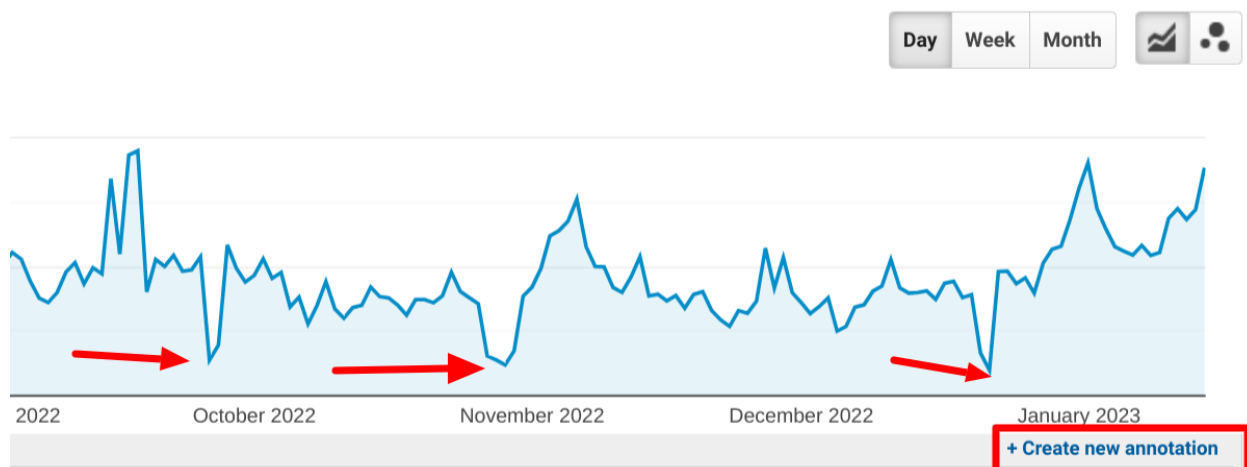
- Traffic is low, however it should be investigated as to why — is coming in as referrer traffic.

Geo Traffic

Your site seems to target US only - there is paid traffic coming in from other countries - these should be looked at - you don't want to pay for traffic that cannot convert, in fact it will have a negative impact on Conversion Rate and with such a high bounce rate - it seems they are not interested at all.

Country ?	Campaign ?	Users ?	New Users ?	Sessions ?	Bounce Rate ?
		2,962 % of Total: 0.73% (407,007)	2,770 % of Total: 0.68% (408,650)	4,035 % of Total: 0.65% (622,786)	66.28% Avg for View: 47.52% (39.49%)
1. Canada	MA_Performance Max	164 (5.40%)	158 (5.70%)	200 (4.96%)	81.00%
2. Nigeria	MA_Performance Max	135 (4.44%)	131 (4.73%)	216 (5.35%)	80.09%
3. Netherlands	MA - General	71 (2.34%)	62 (2.24%)	85 (2.11%)	63.53%
4. Ireland	Monster+Agency@+-+Interest+Campaign+7	55 (1.81%)	55 (1.99%)	55 (1.36%)	100.00%
5. Germany	MA_Performance Max	50 (1.65%)	46 (1.66%)	65 (1.61%)	89.23%
6. Mexico	Monster Agency® Dynamic Creative Test	49 (1.61%)	46 (1.66%)	50 (1.24%)	36.00%
7. Switzerland	MA_Performance Max	48 (1.58%)	46 (1.66%)	104 (2.58%)	87.50%
8. Belgium	MA_Performance Max	44 (1.45%)	41 (1.48%)	74 (1.83%)	90.54%
9. Austria	MA_Performance Max	41 (1.35%)	39 (1.41%)	83 (2.06%)	93.98%
10. Canada	MA - General	41 (1.35%)	36 (1.30%)	44 (1.09%)	34.09%
11. Mexico	MA - General	41 (1.35%)	39 (1.41%)	53 (1.31%)	50.94%
12. South Africa	MA_Performance Max	40 (1.32%)	40 (1.44%)	73 (1.81%)	76.71%
13. United Kingdom	MA_Performance Max	39 (1.28%)	28 (1.01%)	49 (1.21%)	81.63%
14. India	MA_Performance Max	39 (1.28%)	27 (0.97%)	112 (2.78%)	83.93%
15. Singapore	MA_Performance Max	39 (1.28%)	33 (1.19%)	60 (1.49%)	88.33%
16. France	Monster Agency® Dynamic Creative Test	36 (1.18%)	36 (1.30%)	59 (1.46%)	50.85%
17. France	MA_Performance Max	35 (1.15%)	27 (0.97%)	49 (1.21%)	75.51%
18. Israel	MA_Performance Max	35 (1.15%)	35 (1.26%)	40 (0.99%)	90.00%
19. Netherlands	MA_Performance Max	33 (1.09%)	30 (1.08%)	54 (1.34%)	83.33%
20. Puerto Rico	Monster Agency® Dynamic Creative Test	33 (1.09%)	32 (1.16%)	35 (0.87%)	62.86%
21. Iran	MA_Performance Max	32 (1.05%)	15 (0.54%)	65 (1.61%)	89.23%
22. Hungary	MA - General	31 (1.02%)	31 (1.12%)	41 (1.02%)	55.10%

Missing Data



- When data issues do happen - they should be investigated and then an annotation should be added to any reporting.
 - Most Reports need context - the best context is Year over Year and as you can see above that data will not be accurate three times four months.

Track Bounce Rate

Tracking bounce rate can indicate an issue on a page, an issue with the code on the page, an issue with your analytics or an issue with your Paid and Earned media (someone posts a link tour site with a message of “free puppies”)



Lastly - NOT marketing, but track your backend

You may find a lower conversion rate if you have issues on your backend and customers are having frustration and “Rage Clicking”.

[/Dashboard/BulkDigitizing](#)

[/Dashboard/ViewBulkOrders](#)

[/Dashboard/AdminPanel](#)

[/Dashboard/ShipBulkOrders](#)

[/Dashboard/PatchArtworkSetup](#)

[/Dashboard/BulkOrderProductionStatus](#)

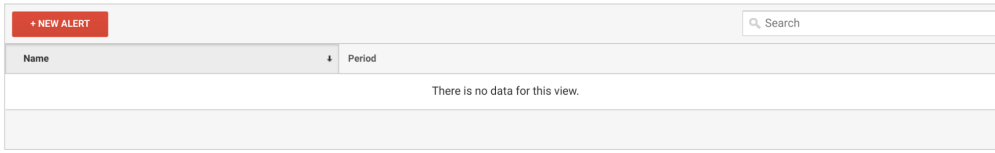
[/Dashboard/BulkSalesReport](#)

[/Sales/Dashboard](#)

[/Dashboard/BulkOrderProductionStatusHistory](#)

[/Dashboard/BulkOrderStitchOuts](#)

Custom Alerts



Name	Period
There is no data for this view.	

Based on the loss of traffic (above) Alerts should be set up in order to let you know as soon as an issue (loss of traffic) occurs. Some Alert examples

- **No Data (daily):** This will let you know if you had no visits on a particular day, a great way to let you know that something is wrong with the tracking on your site (or maybe your site itself is down).
- **General traffic:** Look for changes in your organic traffic, or your branded and non-branded organic traffic. You might want to know if the traffic to your site from people looking for your branded term has spiked. Maybe there is something going on in the news you need to get on top of with PR. Some Alerts **(Organic Traffic change) (Non-Branded Organic Traffic) (Referral Traffic change from Twitter or Facebook)**
- **Spike in Goal Completions:** You can configure an alert for a sharp increase in goal completions, which could mean a piece of content or an email is performing exceptionally well, or perhaps you received an important, highly-targeted mention from the press.
- **404 Pages: Track the number of 404 pages (Page Not Found):** If there is a broken link on your site taking visitors to a page that does not exist (**see "Orders" page above**)
- **Bounce rate spikes:** This represents the percentage of visitors who enter the site and then leave ("bounce") rather than continuing to view other pages within the same site. This could indicate that you are running a campaign with the wrong text.
- **Organic Session Decline Week-Over-Week:** Is your competitor doing something different to cause your Google Rank to decline? **Have your URLs changed?**
- **Social Media:** If someone shares your link and it goes viral, good or bad, you may want to know ASAP (could impact Paid Search).



Google Tag Manager (GTM)

Marketing Pixels

Navigated to https://hatlaunch.com/Order		
Other	Google Tag Manager	GTM-KF9TN3B
Other	Hotjar	3285454
Page View	Google Analytics	UA-116128249-1
dc	Google Analytics	UA-116128249-1
Page View	Google Ads	AW-460904306

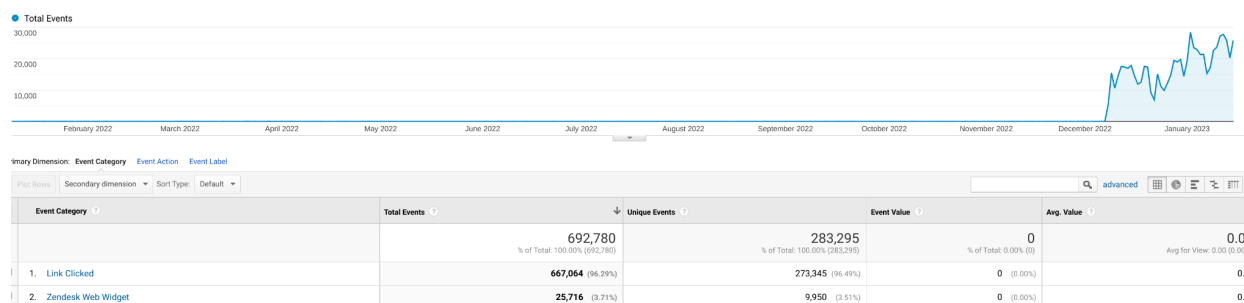
All these marketing Pixels *should* be firing from within GTM.

- Some other factors to consider:
 - Bing (yes I know ... but Conversion rates tend to be higher on Bing)
 - Facebook (Helps to find “look-a-like” audiences)
 - TikTok Pixel
 - Optimize Pixel for A/B Testing

Right now - none of these pixels come from GTM (see below)

Name ↑	Type	Firing Triggers	Last Edited
Outbound Link	Google Analytics: Universal Analytics	Outbound Link Trigger	4 years ago
Video Tracking	Google Analytics: Universal Analytics	Video Trigger	4 years ago

Event (Engagement) Tracking



As the Order Page is a SPA each part of the engagement should track as a page:

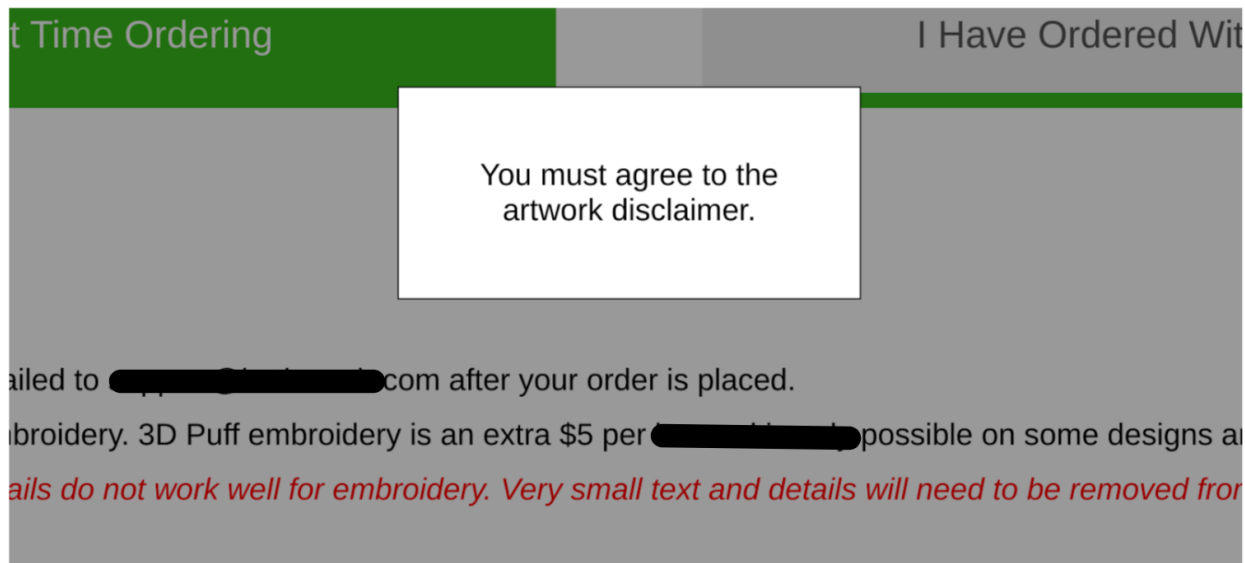
1. Order Page (load)
2. Select -----s (engagement)
3. Size Selection (engagement)
4. Artwork (engagement)
5. Contact (engagement)
6. Payment (engagement)
7. Thank you Page (page load)

Some other things you may want to track

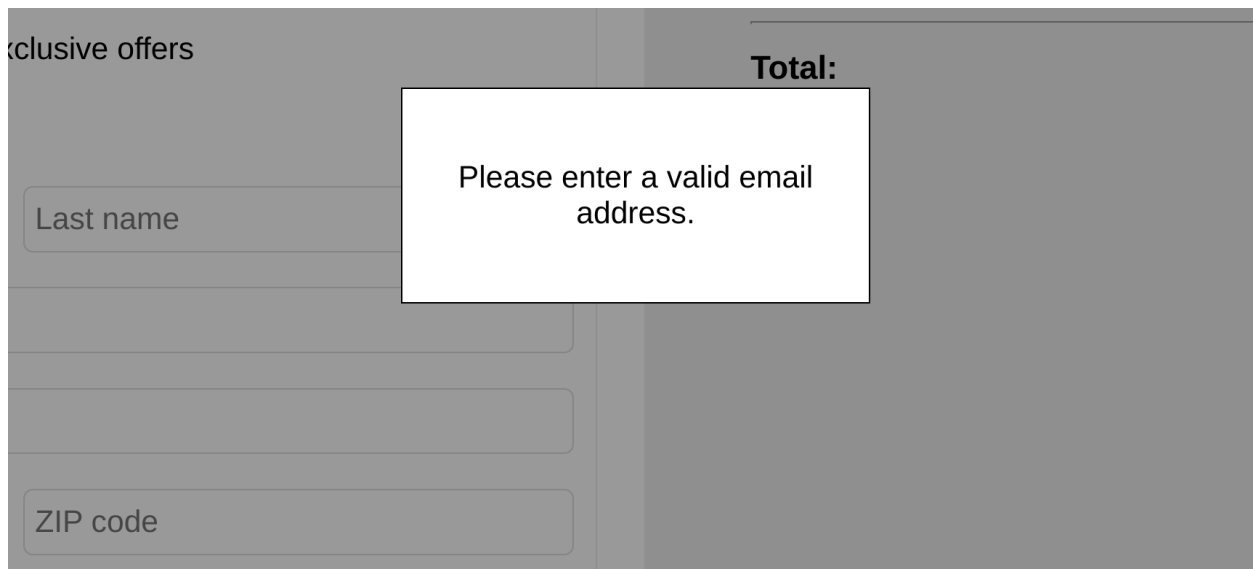
- Artwork (left, center, right)
- Colour (blue, pink etc.)
- All payment error messages

Look for errors:

- Look to see how often this error is clicked



- How often do people see these errors - change the error message to say "Please enter a valid email address" - see why below



- Track this error (I did not put an @ in the input box)

Exclusive offers

Total:

Please enter a valid email address.

Last name

ZIP code

Data Studio Setup

1. Make connection and import all views, segments, filters and goals
2. Connect Data Studio to:
 - a. Google Analytics
 - b. Adwords Data
 - c. Facebook Data
 - d. YouTube Data
 - e. CRM Data (mailchimp etc.)
3. Create Dashboard (below)

Website Dashboard Report - Data source Google Analytics OrthoArts External Traffic

1. PageViews
2. New/Returning Visitors
3. Device (what Device are they visiting the site on)
4. Bounce Rate (How many people only view one page)
5. Traffic Sources (where is the traffic coming from)
6. Consultation Forms Filled In (Completed) by channel
7. Consultation Forms Filled In (Not Completed)
8. Top Landing pages (#1 SEO need to know - what pages are ranked in Google and Google is sending traffic to)
9. Top Internal Links Clicked
10. Top External Links Clicked

3. Other Possible Dashboard recommendations:

Each dashboard can have between 8 and 80 metrics that are tracked..

3.1. Site Goal & Acquisition Dashboard (Goal completion based on referrer, Keyword, day of the week, channel like social or paid media)

Keyword ?	Acquisition			Behavior			Conversions
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	TBHI (Goal 1 Conversion Rate) ?
	26,504 % of Total: 9.72% (272,571)	26,397 % of Total: 9.87% (267,471)	29,574 % of Total: 6.26% (472,503)	76.18% Avg for View: 88.60% (-14.02%)	1.34 Avg for View: 1.16 (15.94%)	00:00:38 Avg for View: 00:00:28 (36.85%)	0.00% Avg for View: <0.01% (-100.00%)
1. +hosting +videos	4,253 (15.69%)	4,243 (16.07%)	4,480 (15.15%)	91.21%	1.11	00:00:09	0.00%
2. telemedecine	4,157 (15.33%)	4,063 (15.39%)	4,514 (15.26%)	68.74%	1.40	00:00:44	0.00%
3. +hipaa	2,943 (10.85%)	2,834 (10.74%)	3,390 (11.46%)	82.04%	1.27	00:00:34	0.00%
4. telemedicine in healthcare	1,860 (6.86%)	1,817 (6.88%)	1,973 (6.67%)	77.19%	1.34	00:00:37	0.00%
5. telemedicine services	1,529 (5.64%)	1,492 (5.65%)	1,621 (5.48%)	76.06%	1.36	00:00:41	0.00%
6. +telehealth +app	1,363 (5.03%)	1,346 (5.10%)	1,444 (4.88%)	66.55%	1.41	00:00:45	0.00%
7. telemedicine solutions	762 (2.81%)	724 (2.74%)	820 (2.77%)	61.46%	1.36	00:00:49	0.00%
8. +vsee	641 (2.36%)	624 (2.36%)	723 (2.44%)	71.51%	1.39	00:00:47	0.00%
9. +telehealth +video	454 (1.67%)	449 (1.70%)	477 (1.61%)	68.34%	1.40	00:00:28	0.00%
10. +private +video +sharing +platform	383 (1.41%)	381 (1.44%)	391 (1.32%)	90.28%	1.13	00:00:15	0.00%
11. telehealth conference	379 (1.40%)	369 (1.40%)	407 (1.38%)	65.36%	1.56	00:00:52	0.00%
12. +telehealth +services	361 (1.33%)	359 (1.36%)	385 (1.30%)	69.87%	1.41	00:00:47	0.00%
13. +video +teleconference	291 (1.07%)	277 (1.05%)	305 (1.03%)	82.95%	1.24	00:00:21	0.00%
14. hipaa compliant video conferencing	286 (1.05%)	281 (1.06%)	321 (1.09%)	72.59%	1.39	00:00:50	0.00%
15. +live +video +streaming +platform	280 (1.03%)	274 (1.04%)	293 (0.99%)	89.76%	1.12	00:00:14	0.00%
16. telemedicine platforms	278 (1.03%)	275 (1.04%)	302 (1.02%)	68.87%	1.50	00:00:50	0.00%
17. telehealth mental health	272 (1.00%)	260 (0.98%)	292 (0.99%)	70.55%	1.60	00:00:43	0.00%
18. +video +doctor	268 (0.99%)	266 (1.01%)	288 (0.97%)	77.43%	1.34	00:00:26	0.00%
19. telemedicine doctor	267 (0.98%)	256 (0.97%)	314 (1.06%)	60.19%	1.51	00:00:58	0.00%

3.2. Site Engagement Dashboard (where are visitors engaging with the site? A good example is that you have a “Contact us for a Consultation” button on many pages - which pages gets the highest Click-Through-Rate?)

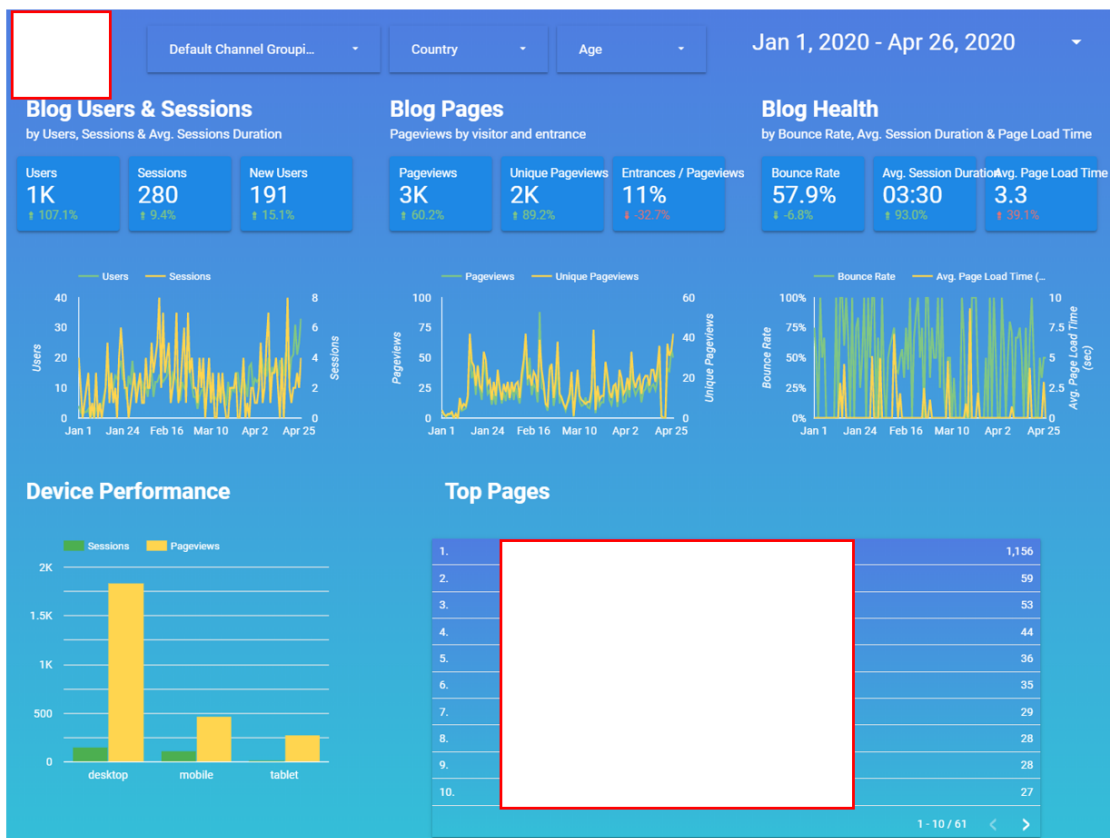
3.3. Mobile Dashboard

3.4. Social Dashboard

3.5. Blog Dashboard

3.6. Support Dashboard

Some Report Examples:



Social Media - By Region & Device Type

Jan 1, 2019 - Apr 26, 2020

Filters

Region

Device Category

Facebook

610

↓ -27.8%

Twitter

564

↓ -24.1%

Instagram

43

↑ 168.8%

LinkedIn

3K

↑ 24.5%

Visitors from Social Media

LinkedIn	3,262
Facebook	610
Twitter	564
YouTube	56
Instagram	42
Glassdoor	31
Hacker News	18
Pocket	10
Vkontakte	5
paper.li	1
Hacker News	1

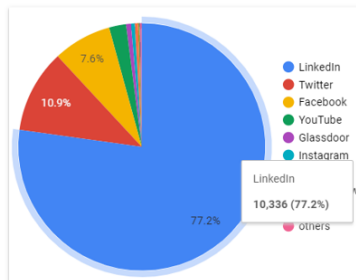
1 - 18 / 18

Time on Site

LinkedIn	161:26:48
Twitter	24:56:22
Facebook	12:00:13
YouTube	06:26:04
Pocket	01:16:14
Vkontakte	00:45:28
Glassdoor	00:39:18
Instagram	00:23:59
paper.li	00:19:22
Hacker News	00:08:40

1 - 18 / 18

Social Media Percentage



Goals Completed Coming from Social Media

Goal Completion Location	Goal Completions
/what-we-do/publishing-and-digital-media	4
/what-we-do/cloud	1
/what-we-do	1
/software/hyland	1
/software/directory?page=1&softwareTypes=&s...	1
/software/directory?page=1&softwareTypes=&s...	1

1 - 31 / 31

Top Pages Coming from Social Media

/	LinkedIn	4,791
/	Twitter	652
/careers	LinkedIn	343
/	Facebook	288
/blog/inc-5000-2019	LinkedIn	231
/blog/what-is-fednow	LinkedIn	211
/resources/report/2018-real-t...	LinkedIn	209
/resource-library	LinkedIn	191

1 - 100 / 657

Newsletter Report (Mailchimp)

Select date range

Emails sent

185,269

Emails delivered

183,409

Delivery rate

99.00%

Unique opens

28,813

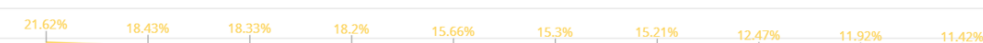
Unsubscribes

2,454

Delivery Rate



Open Rate



Unsubscribes



Date	Campaign name	Emails sent	Total opens	Open rate	Click rate	Unsubscribes	Unsubscription rate
Apr 23, 2020		19,106	4,170	15.3%	1.94%	44	0.23%
Apr 23, 2020		19,106	5,161	18.33%	2.45%	50	0.27%
Apr 16, 2020		17,075	5,058	18.43%	3.66%	42	0.25%
Apr 16, 2020		19,485	3,747	12.47%	2.71%	30	0.15%
Apr 9, 2020		17,122	5,390	18.2%	4.93%	31	0.18%
Apr 9, 2020		19,534	3,914	11.92%	3.2%	36	0.18%
Apr 2, 2020		17,210	4,139	15.66%	2.32%	27	0.16%
Apr 2, 2020		19,611	3,503	11.42%	1.96%	35	0.18%
Mar 30, 2020		19,704	5,224	15.21%	5.03%	32	0.16%

1 - 9 / 9

