CHECKLIST · MARKETING

Five Google Analytics reports worth checking once a month

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- [ ] **Set a monthly date.** Check Google Analytics a few days into each month, because Google says data processing can take 24 to 48 hours.
- [ ] **Turn on Compare in the date picker.** Choose the previous period, or the previous year if your trade is seasonal.
- [ ] **Mark your enquiry actions as key events.** Ask whoever built your site which events exist for form submissions, bookings and phone taps, and have someone with the Marketer role or above mark them as key events in Admin.
- [ ] **Open Traffic acquisition.** Note which channels rose or fell and which bring visits without key events.
- [ ] **Open the Landing page report.** List the pages with many sessions and no key events, and pick one to improve this month.
- [ ] **Open Pages and screens.** Confirm your services, pricing and contact pages are among the most viewed.
- [ ] **Link Search Console and publish its reports.** After linking, find the Search Console collection in the Library and publish it so the Queries report appears in the menu.
- [ ] **Compare key events with real enquiries.** If the Analytics total is far from what your inbox and phone show, ask your web developer to check the tracking.

General information only, not legal, tax or financial advice. Check the full story and its sources before acting.