

Tracking Audit

We'll examine your tracking strategy and optimize your reports and dashboards.

[Find out more](#)

Why conduct a tracking audit?

We review your tracking strategy and implementation. This ensures that you **know exactly what customers are doing on your website and what they are looking for**. As tracking tools have evolved significantly in terms of technology and data protection, we optimize your setup in the right areas.

This is how the audit works

We **analyze the technical integration, the linking of Google products**, as well as target projects and reports. We take care of anything that can be implemented with little effort right away. Everything else is provided to you as a to-do list, which we go through together with a **clear overview and plan for the next steps**.

Requirements

You need a website with tracking enabled and access to Google Analytics and Tag Manager.

What we look at in the audit

- Tracking code for Google Analytics & GTM
- Property settings
- Google product connections (Ads, Search Console, AdSense, etc.)
- Demographic data & interests
- Data views: filters, settings, exclusions, URL parameters
- Traffic & content: anomalies, UTM setups, duplicate content
- Custom & e-commerce tracking

This is what you get

- comprehensive overview of all tracking measures
- Optimized reports & dashboards
- Reliable data for your marketing decisions

Your contact person



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