netz strategen

Tracking Audit

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

🔗 **netz.ly/audittracking**

Why a tracking audit?

We take a look at your tracking strategy and its implementation until now. This will ensure that you really have an **overview** of what your **customers are doing and searching** for on your website. The possibilities offered by tracking tools have evolved significantly in recent months - both technically and from a data protection perspective. This is exactly where we come in and optimize your setup.

How we proceed with the audit

We **analyze everything related to the tracking of the selected property**: from the technical tracking integration and the linking of Google products to target projects and reports.
What can be implemented with manageable effort is done directly by us as part of the audit. We summarize everything else in an **easy-to-understand to-do list**.
In a joint appointment, we look at the optimizations and the list and go through everything. After the meeting, you will have a good overview and a plan for the next steps.

Prerequisites

A website with tracking already activated should already be available. For all projects we need access to your Google Analytics account and Google Tag Manager.

What we look at in the audit

- Tracking code for Google Analytics and GTM
- Property Settings
- Google Product Connections (Ads, Search Console, Adsense etc.)
- Demographic data and interests of users
- Data views: Filters, settings, exclusions, URL parameters
- Traffic and content: anomalies, UTM campaign settings, duplicate content
- Custom and e-commerce tracking

What the tracking audit costs

The audit, including presentation of results and quick fixes, costs 2,500 euros plus VAT.

What you will get

- Comprehensive view of all tracking measures
- Optimization of your reports and dashboards
- Reliable data for your marketing decisions

Your contact person

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