



Google Analytics Configuration Checklist

Updated 9/23/14

This checklist accompanies Video 2, Configuration, of our free online course: Effective Use Of Google Analytics. [Sign up here to get the full course.](#)

Setup	Instructions	Done
Make sure you own your Google Analytics account	If you don't own the account, suggest you start a new one from scratch and get as much of the historic reporting as you can.	<input type="checkbox"/>
Ensuring the most recent "Universal" tracking code is on every page	https://support.google.com/analytics/answer/2817075	<input type="checkbox"/>
Check profiles and properties	https://support.google.com/analytics/answer/1009618?hl=en	<input type="checkbox"/>
Grant access to users who want/need data	https://support.google.com/analytics/answer/1009702?hl=en	<input type="checkbox"/>
Give users correct permissions	https://support.google.com/analytics/answer/2884495?hl=en	<input type="checkbox"/>
Share Data With Other Sources	Instructions	Done
Integrating Google Webmaster Tools	https://support.google.com/analytics/answer/1142414?hl=en	<input type="checkbox"/>
Connect to Adwords, if applicable	https://support.google.com/analytics/answer/1033961?hl=en	<input type="checkbox"/>
Connect social media properties	https://support.google.com/analytics/answer/1683971?hl=en	<input type="checkbox"/>
Integrate with your email marketing program, if applicable	Research in your email marketing platform help documentation where to add your UA tracking number.	<input type="checkbox"/>
Settings	Instructions	Done
Turn on demographics tracking and interest reporting	https://support.google.com/analytics/answer/2819948?hl=en	<input type="checkbox"/>
Setup, edit, and share goals (most important)	https://support.google.com/analytics/answer/1032415?hl=en	<input type="checkbox"/>
Turn on site search, if your site has a search box	https://support.google.com/analytics/answer/1012264	<input type="checkbox"/>
Set default URL	https://support.google.com/analytics/answer/3467852?hl=en	<input type="checkbox"/>
Turn on industry benchmarking by anonymously sharing your data with Google	https://support.google.com/analytics/answer/1011397?hl=en	<input type="checkbox"/>
Turn on In Page Analytics	https://support.google.com/analytics/answer/2558811?hl=en	<input type="checkbox"/>



Enter dates of important events like press mentions, media events, etc	https://support.google.com/analytics/answer/2558811?hl=en	<input type="checkbox"/>
Implement campaign tracking with URL builder	https://support.google.com/analytics/answer/1033863?hl=en	<input type="checkbox"/>
Setup Automated Reporting	https://support.google.com/analytics/answer/1038573?hl=en	<input type="checkbox"/>
Setup Dashboards with data that's important to you	https://support.google.com/analytics/answer/1068216?hl=en	<input type="checkbox"/>
Advanced	Instructions	Done
Setup cross domain tracking for multiple domains	https://support.google.com/analytics/answer/1034342?hl=en	<input type="checkbox"/>
Google tag manager	https://support.google.com/analytics/topic/6062343?hl=en&ref_topic=2430414	<input type="checkbox"/>
Event tracking	https://support.google.com/analytics/answer/1033068?hl=en	<input type="checkbox"/>
eCommerce tracking	https://support.google.com/analytics/answer/1009612?hl=en	<input type="checkbox"/>
Setup goal funnels	https://support.google.com/analytics/answer/1116091?hl=en	<input type="checkbox"/>
Turn on enhanced link attribution	https://support.google.com/analytics/answer/2558867?hl=en	<input type="checkbox"/>
Integrate AdSense	https://support.google.com/analytics/answer/1012185?hl=en	<input type="checkbox"/>
Setup Segments	https://support.google.com/analytics/answer/3123951?hl=en	<input type="checkbox"/>
Setup custom alerts	https://support.google.com/analytics/answer/1033021?hl=en	<input type="checkbox"/>

Need Help With Implementing Your Google Analytics?

We offer [fixed price packages to implement and configure Google Analytics](#). We'll even tell you where your website's opportunity is and how to reach your online goals.