

Google Analytics Success Tracking Checklist

This document is intended for educational, informational purposes only and it is not intended to explain or detail everything needed to track your website analytics. Please do not use this checklist if you do not agree with this statement or the contents. Please consult an SEO expert for a more in-depth assessment of your business requirements.

Use this checklist to set up Google Analytics properly and track the metrics that matter most for small business growth. Work through one section at a time to build confidence and clarity.

1. Setup & Configuration

- Confirm Google Analytics is installed on every page of your website.
- Connect Google Analytics to Google Search Console.
- Set up GA4 events to track important actions (e.g., clicks, form submissions).
- Enable conversions for key business goals (e.g., booking confirmations, emails collected).

2. Audience Tracking

- Monitor total users, sessions, and returning visitors monthly.
- Review audience demographics and engagement behavior.
- Identify top-performing traffic sources (Google Search, referral links, social media, etc.).

3. Website Behavior

- Use the Pages Report to view which pages people visit most.
- Track bounce rate and time on page to identify problem areas.
- Review user flow to understand how visitors navigate.

4. Traffic Source Performance

- Identify which channels drive the highest conversions.
- Track campaign performance for email, ads, and social posts.
- Focus resources on the highest ROI channels.

5. Local Success Indicators

- Track traffic coming from local search via UTM links or source mediums.
- Measure engagement from Local Organic vs. Social Maps referrals.
- Compare new vs. returning local visitors monthly.

6. Conversion Optimization

- Test and adjust CTAs to improve engagement.
- Monitor conversion rate changes month-over-month.
- Use internal linking to move visitors toward contact or purchase pages.

For assistance with your business website application or questions regarding local small business consultancy, please reach out.

As a digital marketing consultant, I work with people who want to build and grow a business online, just like you.

For more digital marketing answers, tools, and consulting, reach me at
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Thank you!

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