



The first and foremost thing to ensure is that the Google Analytic tracking code exists on the client's site and is firing correctly. It should also be checked which version of Google Analytics is being used by the domain

Most accounts on Google Analytics are restricted to one view containing all data. We recommend having three duplicate views:

#### Reporting View

Excludes Internal Traffic and Spam and other changes that will be highlighted in the rest of the report.

#### Master View

Out of the Box Google Analytics. This account will have completely raw data No changes or customizations should be made to this account.

#### Test View

A testing account for future changes and tests/experiments.

Set the time zone to the correct region for the domain.

Recommended Action: Here, in this case, it's already set in Pacific Time (United States).

## Goals

Goals may vary from site to site. For tracking purposes, they should be defined in Google Analytics. A goal can be any task ranging from a user being redirected to a thank you page to making a complete purchase.

Recommended Action: Set the Goals on the basis of how the user completes the purchasing process or the products added to the cart. Set goals as per the