










<h3>Discovery</h3>  <ul style="list-style-type: none"> <li><input type="checkbox"/> I don't know what I don't know. Where should I start?</li> <li><input type="checkbox"/> How do I get a clear view of what is happening on my most important pages?</li> </ul>	<h3>Technology Governance</h3>  <ul style="list-style-type: none"> <li><input type="checkbox"/> How many unique technologies are running on my website? Do I know what each technology is and who is responsible for it?</li> <li><input type="checkbox"/> Are all "primary" tags present on every page?</li> <li><input type="checkbox"/> What percent of my pages do/don't have a specific tag present on them?</li> <li><input type="checkbox"/> Are there technologies present on my website that should not be there?</li> <li><input type="checkbox"/> Do I have any tags firing more than once on any given page, potentially inflating measurement?</li> <li><input type="checkbox"/> Are there any broken tags on my website?</li> <li><input type="checkbox"/> Is my data layer present on every page? Is the correct data loading in that data layer?</li> </ul>	<h3>Cookie Governance</h3>  <ul style="list-style-type: none"> <li><input type="checkbox"/> How many unique cookies are being set on my website? Do I know why each cookie is on my site?</li> <li><input type="checkbox"/> Are there any cookies being set on my website that are Non-Secure?</li> <li><input type="checkbox"/> Are there any cookies being set on my website that have an empty SameSite value?</li> <li><input type="checkbox"/> Are there any cookies being set on my website that are excessively large in size?</li> <li><input type="checkbox"/> What percentage of the cookies being set on my website are third-party (vs first-party) cookies?</li> </ul>	<h3>Analytics Validation</h3>  <ul style="list-style-type: none"> <li><input type="checkbox"/> Are the appropriate analytics tags present and properly firing on every page?</li> <li><input type="checkbox"/> Is data being passed to the appropriate destination(s)? (Ex: report suites, properties, etc.)</li> <li><input type="checkbox"/> What variables are being populated by my analytics platform?</li> <li><input type="checkbox"/> Is my data layer mapping correctly to my analytics?</li> <li><input type="checkbox"/> Is event tracking happening when and where it should be? (Ex: checkouts, booking flows, lead capture, etc.)</li> <li><input type="checkbox"/> Are specific values within a variable consistent through out a user journey? (Ex: visitor ID, referrer ID, profile ID, etc.)</li> </ul>
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<h3>Privacy Validation</h3>  <ul style="list-style-type: none"> <li><input type="checkbox"/> Is my Privacy Policy link present on all pages?</li> <li><input type="checkbox"/> Is a "Do Not Sell/Share" link present on all pages?</li> <li><input type="checkbox"/> Is a Cookie Consent banner tag present on all pages?</li> <li><input type="checkbox"/> Does my CMP effectively block/allow specific cookies and tags for all possible user-specified consent preferences?</li> <li><input type="checkbox"/> Where are new and/or unapproved cookies and technologies showing up on my website?</li> <li><input type="checkbox"/> Are there any network requests coming from countries/regions or specific domains that I should not be sending data to?</li> </ul>	<h3>Landing Page Validation</h3>  <ul style="list-style-type: none"> <li><input type="checkbox"/> Are any of my marketing campaign landing pages broken?</li> <li><input type="checkbox"/> Do my landing pages load quickly?</li> <li><input type="checkbox"/> Do my campaign links go through redirects? If so, do the redirects strip tracking parameters or alter tracking code formatting?</li> <li><input type="checkbox"/> Are the correct analytics and/or MarTech tags present on marketing campaign landing pages?</li> <li><input type="checkbox"/> Are campaign tracking codes being passed to the correct variables in my analytics and/or MarTech platforms?</li> </ul>	<h3>Site Experience</h3>  <ul style="list-style-type: none"> <li><input type="checkbox"/> Do I have any links to 404 Errors or otherwise broken pages on my website?</li> <li><input type="checkbox"/> Does my website link out to any broken, missing, or inaccessible external content?</li> <li><input type="checkbox"/> What pages on my website are performing slower than acceptable thresholds?</li> <li><input type="checkbox"/> What pages on my website contain specific elements?</li> <li><input type="checkbox"/> Do I have any broken &lt;img&gt; tags on my website?</li> <li><input type="checkbox"/> Are all purchase flows functioning as expected?</li> </ul>	<h3>Additional Tech Categories</h3>  <ul style="list-style-type: none"> <li><input type="checkbox"/> Testing &amp; Personalization</li> <li><input type="checkbox"/> Content Management</li> <li><input type="checkbox"/> Voice of Customer</li> <li><input type="checkbox"/> Email Marketing</li> <li><input type="checkbox"/> Validation of additional technology categories</li> </ul>
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# KPIs by Content Type

<h3>BLOG POSTS/ ARTICLES</h3>  <ul style="list-style-type: none"> <li>Website traffic</li> <li>Unique visitors</li> <li>New vs. returning visitors</li> <li>Time on site</li> <li>Avg. time on page</li> <li>Bounce rate</li> <li>Exit rate</li> <li>Page views</li> <li>Page views per visit</li> <li>Traffic sources</li> <li>Geographic trends</li> <li>Mobile Visitors</li> <li>Desktop Visitors</li> <li>Visit per channel</li> </ul>	<h3>EMAIL</h3>  <ul style="list-style-type: none"> <li>Open rate</li> <li>Conversion rate</li> <li>Opt-out rate</li> <li>Subscribers</li> <li>Churn rate</li> <li>Click-through rate</li> <li>Delivery rate</li> </ul>	<h3>SOCIAL MEDIA</h3>  <ul style="list-style-type: none"> <li>Amplification rate</li> <li>Applause rate</li> <li>Followers/Fans</li> <li>Conversion rate</li> <li>Landing page conversion rate</li> <li>Return on engagement</li> <li>Post reach</li> </ul>	<h3>VIDEOS</h3>  <ul style="list-style-type: none"> <li>Views</li> <li>Unique viewers</li> <li>Average view duration</li> <li>Subscribes</li> <li>Impressions click-through rate</li> <li>Youtube CTA click-throughs</li> <li>Shares</li> <li>Comments</li> <li>Traffic sources</li> </ul>	<h3>PODCASTS</h3>  <ul style="list-style-type: none"> <li>Subscribers</li> <li>Backlinks</li> <li>Downloads</li> <li>Social Shares</li> <li>Reviews/ratings</li> </ul>	<h3>PPC CAMPAIGNS</h3>  <ul style="list-style-type: none"> <li>Cost per click</li> <li>Click-through rate</li> <li>Ad position</li> <li>Conversions</li> <li>Conversion rate</li> <li>Cost per conversion</li> <li>Cost per sale</li> <li>Return on ad spend</li> <li>Wasted spend</li> <li>Impressions</li> <li>Quality Score</li> <li>Total spend</li> </ul>
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What's on your website?  
Find out with a Sample Website Audit.

1. Enter your website domain and email address.
2. We'll scan 100 pages and email the report to you!

