

Google Analytics Data Quality Audit Summary

www.example.com

Report Date	24-Jan-2020	GA Account	AWM (123456789)
Audit Date Range	25-Dec-2019 - 23-Jan-2020	GA Property	VD DEMO (UA-1234567-1)
Auditor	Brian Clifton	GA Profile / View	All Site Data (987654321)

	Weight	Status	Score
Core Principals			
Account Structure & Access	1.0	!	5
Deployment & Coverage	1.0	✓	10
Data Validity	1.0	✓	10
Error Page Tracking	0.5	✓	2.5
Privacy & Compliance			
PII Compliance	2.0	✓	40
Privacy & Consent Compliance	1.0	✗	0
Cookie Report	1.0	✓	10
Marketing & Engagement			
Google Ads Tracking	1.0	✗	0
Visitor Segmentation / Labels	1.0	✓	10
Campaign Tracking	1.0	!	5
Site Search Tracking	1.0	✓	10
File Download Tracking	1.0	✓	10
Outbound Link Tracking	1.0	✓	10
Cross Domain Tracking	1.0	✗	0
Event Setup	1.0	✓	10
Goal Setup	1.0	✓	10
E-commerce Tracking			
Transaction Tracking	2.0	✗	0

Quality Index (out of 100)

67.6

The higher your Quality Index score the better your overall data quality. Less than 50.0 means the data is too poor for analysis. Check monthly and aim to be consistently above 70.0