

GOOGLE ANALYTICS CHECKLIST FOR FUNDRAISERS

Google Analytics can be a powerful tool for measuring the success of your fundraising efforts - if your GA account is setup correctly and collecting the right data, that is. Here's a handy checklist from the experts at Firefly Partners to audit your account and make sure your organization is set up for success!

	<h3>Implement Google Analytics Tracking Code on All Pages & Donation Forms</h3> <p>Audit your website and donation forms to ensure the Google Analytics tracking code is included in the header of your page code. Don't want to review a bunch of source code? Use the Real-Time tracking tool within Google Analytics to follow yourself around as you navigate your website.</p>
	<h3>Use eCommerce Tracking Code</h3> <p>You might not be selling t-shirts and koozies, but you should be using Google Analytics eCommerce tracking to capture all transaction data. You can also use product dimension to pass additional data like campaign or form name. Developer assistance may be required for configuration.</p>
	<h3>Enable Cross Domain Tracking</h3> <p>It's very common for your donation forms to be hosted on a separate domain than your website. If this is true for you, make sure you have cross domain tracking enabled within Google Analytics. You'll avoid overinflating your traffic data and cluttering traffic sources up with self-referrals.</p>
	<h3>Monitor the Acquisition Channels Report</h3> <p>Do you want to know which online marketing channel has the highest conversion rates or generates the most total revenue? Once you have eCommerce tracking enabled you'll be able to see revenue and conversion rates broken out by organic search, direct, paid search, social, referral, and email traffic.</p>
	<h3>Add UTM Tags to Fundraising Emails</h3> <p>It's important to remember that Google can't automatically identify traffic from email messages. To make sure links in your email are attributed to the email channel in your Google Analytics report, you'll need to start adding campaign tags to every link in your email messages.</p>
	<h3>Set Up Dashboards & Automated Reports</h3> <p>Make things easier on yourself and setup a custom dashboard to track your favorite metrics like Total Revenue by Channel or Average Conversion Rate by Device. Then automate to have the report automatically delivered to your inbox on a weekly or monthly basis.</p>