

# Google Analytics audit checklist

<b>Step:</b>	<b>Check</b>
Check your Tracking Code implementation	
Change your Property Name	
Set the default URL	
Turn on Enable Demographic and Interest Reports	
Choose Referral Exclusion List	
Select All Products	
Create your "Raw" View	
Create your "Test" View	
Create your "Master" View	
Set your Website's URL	
Make sure that Timezone and currency are set correctly	
Enable Bot Filtering	
Enable Site Search Tracking	
Set your Goals	
Set your Filters	
Check your Ecommerce settings	
Understand Realtime Reports	
Configure Audience Reports	
Configure Acquisition Reports	
Configure Behavior Reports	
Configure Conversions Reports	

source: [therectangles.com/google-analytics-audit](https://therectangles.com/google-analytics-audit)