

## GA Setup Checklist

### High Priority

- Tracking code is on every page of the site
- Tracking code is up to date
  - Verify with [Google Tag Assistant Chrome plugin](#)
- Tracking code is in the correct location
- Advertising features are enabled
- Demographic tracking is enabled
- Account has an unfiltered master view
- Correct user access levels provided
- Account has a reporting view
- Reporting view filters known bot traffic
- Reporting view filters internal IP addresses
- Reporting view has custom spam filters

### Medium Priority

- Google Search Console is linked to GA
  - [Guide to Google Search Console](#)
- Google AdWords is linked to GA
- Annotations used for all major fluctuations
- Goals configured
  - [How to Set Up GA Goals for Nonprofits](#)
- Page speed is within targeted range
- In-site search is configured (if applicable)

### Lower Priority

- Dashboards created
  - [2017 Nonprofit Dashboard Bundle](#)
- Dashboards scheduled for email delivery
  - [How to Build GA Dashboards](#)
- Google Tag Manager is installed
  - [Guide to Google Tag Manager](#)
- Event tracking configured
  - [8 GA Events for Nonprofits to Track](#)