



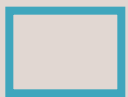
**FIREFLY**  
PARTNERS

## GOOGLE ANALYTICS IMPLEMENTATION CHECKLIST

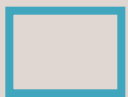
### GET THE DATA YOU NEED TO MAKE SMART DECISIONS



ENSURE TRACKING IS CODE FIRING ON ALL PAGES



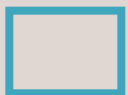
SET UP CROSS DOMAIN TRACKING



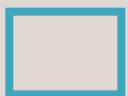
CREATE MULTIPLE VIEWS



TURN ON INTERNAL TRAFFIC FILTER



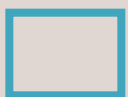
CONFIGURE eCOMMERCE TRACKING



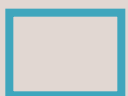
ESTABLISH GOALS FOR CTAs



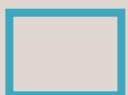
ENABLE AUDIENCE AND DEMOGRAPHIC REPORTING



ENABLE SITE SEARCH TRACKING



TURN ON BOT FILTER



LINK TO SEARCH CONSOLE, ADS, AND OPTIMIZE