Google Analytics Setup

& CONFIGURATION CHECKLIST

Higher Education Marketing

DATA-DRIVEN STUDENT RECRUITMENT SOLUTIONS

For online recruitment professionals, using Google Analytics effectively can make all the difference in improving online lead generation and properly tracking the ROI of your institution's campaigns. Using Google's advanced customizable reporting tools, recruiters can gain invaluable insights into how prospective students interact with them online, what content their targeted personas prefer, and much more.

Whether you are looking to track lead generation on your website, PPC conversions, inbound links, or any other key metric, Google Analytics can provide you with measurable data reporting that will help you refine and improve your digital marketing strategy.

Want to track your online recruitment activities more effectively?

Use this checklist to make sure you're getting the most out of **Google Analytics**.

Optimizing Your School's Account Setup

	YES	NO
1. Have you created a Google Account for your institution?	☐	☐
2. Do you apply a tracking code to all pages of your school's website?	☐	☐
3. Have you configured the site search tracking parameters for your website?	☐	☐
4. Have you enabled demographic and interest data reporting in your Google Account settings?	☐	☐
5. Have you enabled benchmarking?	☐	☐
6. Is your school's Google Analytics account linked with your Webmaster tools and Google AdWords accounts?	☐	☐
7. Have you assigned user permissions for everyone that needs access to your institution's analytics?	☐	☐

Using Filters for More Insightful Reports

	YES	NO
1. Have you set up both filtered and unfiltered views for your data reports?	☐	☐
2. Have you created an IP address filter to exclude all internal traffic on your institution's website?	☐	☐

3. Has your institution determined any other custom views it needs to create in order to track your analytics goals effectively? ☐ ☐

Creating Measurable Goals for Your Institution's Website

	YES	NO

1. Have you set up goals on your account to track important metrics in your lead generation strategy? ☐ ☐

2. Do you assign goal values to your high priority metrics? ☐ ☐

3. Have you configured goal funnels to provide more in-depth data about your conversions? ☐ ☐

4. Have you set up event tracking and configured it to track actions such as links, PDF views, flash elements, video plays, and livechat on your school's web pages? ☐ ☐

5. Have you implemented ecommerce tracking to provide analytics reporting for any ecommerce activity on your institution's website? ☐ ☐

Improving Your Recruitment Campaign Tracking

1. Do you use the URL builder to track your recruitment campaigns in Google Analytics? ☐ ☐

2. Do you use email link tracking to track your institution's email marketing campaigns? ☐ ☐

3. Have you added tags to the URLs of your web pages in order to track inbound links to your website? ☐ ☐

4. Do you use consistent naming for your recruitment campaigns to enable easier tracking? ☐ ☐

5. Have you enabled auto tagging in AdWords in order to track PPC ad performance in Google Analytics? ☐ ☐

Ensuring Effective Analysis & Reporting

1. Have you created custom segments in order to analyze key campaign data in your reports? ☐ ☐

2. Have you created custom dashboards for a better overview of your recruitment campaigns? ☐ ☐

3. Do you create and schedule custom reports in order to track your results in relation to key metrics and specific campaigns? ☐ ☐

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