

XEN | Attribution Audit

Score: A = Green (Complete), B = Orange (Not finished), C = Red (Not started)

Priority: 1 = Priority this quarter, 2 = Priority next quarter, 3 = Not a priority

[Client]	Score (A, B, C)	Priority (1, 2, 3)
Date:		
Overview ☐ Overall digital strategy document updated for the year (AMR) ☐ XEN Discovery Framework prepared ☐ Business goals documented (AMR) ☐ Digital marketing goals documented		
Step 1 (Setup Tools)		
Google Search Console (GSC) ☐ Setup Profile (and verify) ☐ Add XML Sitemap		
Google Analytics (GA) ☐ Setup Account ☐ GA4 property added as well ☐ Setup Goals ☐ Connect GA with GSC		
Pixels ☐ Setup Facebook pixel ☐ Setup LinkedIn insights tag ☐ Setup Twitter pixel ☐ Setup Pinterest tag ☐ Privacy Policy updated for cookie consent (check Privacy Policy for opt out links, if not add from this template)		
Google Ads (GAds) ☐ Link with Google Analytics (GA) ☐ Check Google Ads auto tracking utm into GA		

☐ Import GA goals as conversions into Google Ads		
Google My Business (GMB) ☐ Google My Business listing(s) claimed and verified		
HubSpot ☐ Add platforms integrated ☐ Social channels integrated ☐ Google Search Console (GSC) integrated ☐ Cookie consent pop-ups turned off (in AU, NZ) ☐ Email tracking settings turned on		
Google Tag Manager (GTM) ☐ Google Analytics added as tags (GA and GA4) ☐ Pixels added as tags ☐ HubSpot script added (if not using WordPress or HubSpot CMS)		
Step 2 (Review)		
Google Analytics ☐ Acquisition > Channels ☐ Review Direct traffic proportion ☐ Conversions > Goals ☐ Conversions > Ecommerce		
HubSpot ☐ Traffic Analytics ☐ Ads ☐ Lists and Views created (Original Source, Latest Source) ☐ Custom Reports		
Step 3 (Highlight Issues)		
Google Analytics (GA) ☐ Engagement metrics (bounce rate, time on site) ☐ Direct traffic ☐ Social traffic ☐ Email traffic ☐ Compare paid with other Google Ads ☐ Compare organic with Google Search Console (GSC) ☐ Compare with HubSpot reports		

Step 4 (Fix Issues)

Direct traffic issues

- ☐ Email tracking (utm parameters)
- ☐ Email signatures
- ☐ Social updates
- ☐ Staff bookmarks
- ☐ Exclude internal IPs
- ☐ Paid traffic linking

Paid Social issues

- ☐ Check utm tracking on social posts
- ☐ Check social headers (eg Facebook Shop Catalogs)

Shopify / ecommerce issues

- ☐ Transfer utm tracking via GTM between sites
- ☐ Sync landing site properties to HubSpot

General tracking

- ☐ Check cookie consent popups

Step 5 (Updated Review)

Review reports ('after' version of Step 2)

Google Analytics

- ☐ Acquisition > Channels
- ☐ Review Direct traffic proportion
- ☐ Conversions > Goals
- ☐ Conversions > Ecommerce

HubSpot

- ☐ Traffic Analytics
- ☐ Ads
- ☐ Lists and Views created (Original Source, Latest Source)
- ☐ Custom Reports

Step 6 (Dashboards)

Once the data is reliable, create dashboards for internal reporting

Attribution Reports

- ☐ HubSpot Reports > Attribution
- ☐ HubSpot Reports > Custom reports

Dashboards

- ☐ Add traffic and attribution reports
- ☐ Add Schedule email sends of dashboards