Google Analytics Website Design Checklist

Use these eight considerations when planning your website to optimize data acquisition in Google Analytics.

❏ Build website on a primary root domain with subfolders rather than using sub-domains.

❏ Study your users and identify a global navigation structure that emphasizes *usability* over *current trend.*

    ❏ Avoid minimal navigation if it results in "pogo-sticking"

❏ Follow URL writing best practices: short, human readable, no dates.

❏ Get an SSL for your website.

❏ Use confirmation *pages* for form submissions.

❏ Design for clicks: video plays, content downloads, button and links (on or off site), expandable content (E.g., FAQ accordion).

    ❏ Implement Event tracking for these micro-conversion click events.

    ❏ Optionally set up some Events as Goals.

❏ Include Site Search functionality.

❏ Include a Privacy Policy to be in compliance with Google.