

Meridian Outdoor Co.

GA4 Analytics Audit Report

Meridian Outdoor Co. — GA4 · Date range: 30 days · Generated 24 February 2026

78/100 HEALTH SCORE	C LETTER GRADE	GREEN STATUS	40 CHECKS RUN
17 PASSED	17 WARNINGS	3 FAILED	3 INFO

MODULES AUDITED

03. Event Tracking Quality Grade C · 79/100	04. Configuration & Customization Grade D · 65/100
05. Account & Property Setup Grade C · 77/100	06. Data Integrity & Accuracy Grade D · 67/100
07. Privacy & Compliance Grade B · 80/100	08. Data Streams & Collection Grade A · 95/100
09. Reporting & Exploration Grade A · 90/100	

EXECUTIVE SUMMARY

Overall health assessment and scoring methodology

HEALTH SCORE

78/100

LETTER GRADE

C

RAG STATUS

GREEN

Assessment: **Needs Attention** · No critical issues

How scoring works

Each check receives a score based on its status and severity. **PASS** and **INFO** results receive full points. **WARN** results incur partial deductions — 50% for HIGH severity, 25% for MEDIUM, 10% for LOW. **FAIL** results receive full deductions scaled by severity weight. Module scores are combined into a weighted overall score, with higher weighting on modules that most directly affect data quality and business outcomes.

Module	Weight	Rationale
Event Tracking Quality	20%	Foundation of all GA4 data — errors here corrupt everything downstream
Data Integrity & Accuracy	18%	Spam, duplicates and (not set) directly undermine report reliability
Privacy & Compliance	15%	Legal and ToS risk; Consent Mode affects conversion modelling
Configuration & Customization	15%	UTM gaps, bad filters and referral issues distort attribution
Account & Property Setup	12%	Critical foundational settings including data retention
Data Streams & Collection	12%	Duplicate streams and broken tags affect all data collection
Reporting & Exploration	8%	Conversion events and funnel completeness affect decisions

Grade scale

Grade	Score range	Meaning
A	90–100	Well-configured with no significant issues.
B	80–89	Good setup — minor issues should be addressed.
C	70–79	Several issues affecting data quality or coverage.
D	60–69	Multiple significant problems needing prompt attention.
F	0–59	Critical issues — data reliability is compromised.

MODULE SCORE BREAKDOWN

Performance across all seven audit areas

03. Event Tracking Quality

 79%
 Are your events firing correctly and consistently?

2 PASS 1 WARN 1 FAIL

Grade C
 Weight 18%
79/100

04. Configuration & Customization

 65%
 Is the property configured to collect the right data?

1 PASS 4 WARN 1 FAIL

Grade D
 Weight 13%
65/100

05. Account & Property Setup

 77%
 Are the foundational property settings correct?

3 PASS 3 WARN 1 FAIL

Grade C
 Weight 11%
77/100

06. Data Integrity & Accuracy

 67%
 Can you trust the numbers you're seeing?

1 PASS 5 WARN 0 FAIL

Grade D
 Weight 16%
67/100

07. Privacy & Compliance

 80%
 Is sensitive data handled safely and legally?

2 PASS 2 WARN 0 FAIL

Grade B
 Weight 13%
80/100

08. Data Streams & Collection

 95%
 Is data flowing in cleanly from all the right places?

4 PASS 1 WARN 0 FAIL

Grade A
 Weight 11%
95/100

09. Reporting & Exploration

 90%
 Are your reports telling the full business story?

4 PASS 1 WARN 0 FAIL

Grade A
 Weight 8%
90/100

PRIORITY ACTION PLAN

All FAIL and HIGH-severity WARN results — address these first

The items below are all critical findings across all modules, ordered by module. Each includes a specific action to remediate the issue. FAIL results should be addressed immediately; HIGH-severity warnings should be scheduled within the current sprint.

1	FAIL HIGH Event Tracking Quality	<p>Recommended Event Naming</p> <p>4 events violate GA4 snake_case naming conventions: • addToCart (should be add_to_cart) • ViewProduct (should be view_item) • Newsletter-Signup (should be newsletter_signup) • SizeGuideOpen (should be size_guide_open) Note: GA4 treats these as separate events from the standard names — conversion data may be split.</p> <p><i>Action: Rename all non-compliant events in GTM to use lowercase snake_case. Update any conversion event toggles in GA4 Admin to match the corrected names.</i></p>
2	WARN HIGH Configuration & Customization	<p>Internal Traffic Filter</p> <p>No active internal traffic filter detected. Suspicious hostnames in traffic: • staging.meridianoutdoor.com — 3.2% of sessions (294 sessions) • localhost — 0.1% of sessions (9 sessions) Internal and staging traffic is polluting production metrics.</p> <p><i>Action: Create an internal traffic filter in GA4 to exclude office IP addresses and staging domains.</i></p>
3	FAIL HIGH Configuration & Customization	<p>UTM Consistency</p> <p>4 UTM issues detected: • Non-standard mediums: ['EMAIL', 'Paid_Social', 'CPA', 'Display_Ads'] • Mixed case sources: ['Klaviyo', 'Meta', 'Google'] • 47 paid sessions missing utm_campaign name • utm_content values inconsistent across email campaigns</p> <p><i>Action: Standardise all UTM parameters to lowercase snake_case. Create a shared UTM builder template for the marketing team.</i></p>
4	FAIL HIGH Account & Property Setup	<p>Data Retention</p> <p>Data retention is set to 2 months — the dangerous GA4 default. This means all event-level data older than 60 days is being permanently and silently deleted. Year-over-year comparisons, 90-day remarketing audiences, and cohort analysis beyond 2 months are all impossible.</p> <p><i>Action: Increase data retention to 14 months immediately: GA4 Admin → Data Settings → Data Retention → Event data retention → 14 months → Save.</i></p>
5	WARN HIGH Data Integrity & Accuracy	<p>Spam & Bot Traffic</p> <p>2 traffic sources with suspicious patterns (<1% engagement rate or 0s average session duration): Source / Medium Sessions Eng. Rate ----- semalt.com / referral 340 0.0% buttons-for-website.com / referral 210 0.0%</p> <p><i>Action: Create a GA4 Data Filter to exclude these sources. Enable 'Filter out known bots and spiders' in GA4 Admin → Data Settings → Data Filters.</i></p>

6 WARN HIGH Data Integrity & Accuracy

Hostname Verification

2 suspicious hostname(s) detected: Hostname Sessions % of Total -----
 staging.meridianoutdoor.com 294 3.2% localhost 9 0.1%

Action: Exclude staging and localhost hostnames via GA4 data filters or GTM trigger conditions.

7 WARN HIGH Data Integrity & Accuracy

(not set) Dimension Analysis

2 dimensions with elevated (not set) rates: Dimension (not set) Rate Threshold Status -----
 ----- Landing Page 41.3% 5% CRITICAL Session Source 3.8% 5% OK

Action: Landing Page (not set) at 41.3% is critical — this indicates a large volume of sessions where the landing page is not captured, likely due to a GTM tag firing issue or redirect stripping parameters.

8 WARN HIGH Privacy & Compliance

Consent Mode v2

No consent-related events detected (consent_update, consent_default) in the last 30 days. No signals from a CMP detected in the event stream. This property receives traffic from the EU and UK. Consent Mode v2 is required for Google Ads conversion modelling since March 2024.

Action: Implement Consent Mode v2 in GTM before all other tags. Use a CMP (OneTrust, Cookiebot, CookieYes) to manage user consent signals.

9 WARN HIGH Privacy & Compliance

Cross-Domain & Cookie Config

Multiple root domains detected in traffic: • meridianoutdoor.com (primary — 91,240 sessions) • checkout.meridianoutdoor.com (subdomain — ok, same domain) • paypal.com (payment processor — needs exclusion) • shop.meridianoutdoor.com (separate subdomain with separate cookie) shop.meridianoutdoor.com is on a different subdomain and will create a new session when users navigate from the main site to the shop — breaking cross-domain attribution.

Action: Configure cross-domain tracking to include shop.meridianoutdoor.com as a linked domain so sessions are not split at the subdomain boundary.

10 WARN HIGH Reporting & Exploration

E-commerce Funnel

E-commerce funnel is incomplete. Missing: add_payment_info event. Event Count Drop-off -----
 ----- view_item 38,420 — add_to_cart 9,180 76.1% begin_checkout 4,230 53.9% add_payment_info 0
 MISSING purchase 1,840 — Without add_payment_info, you cannot identify if cart abandonment happens at the payment entry step.

Action: Implement add_payment_info event on the payment details step of the checkout flow.

See the final page of this report for a complete prioritised remediation checklist — all findings grouped into Do Now, Do Soon, and Plan In tiers with specific action steps for each.

MODULE 03 **Event Tracking Quality** 79/100

Are your events firing correctly and consistently? Grade C - Weight 18%

What this module checks

Event tracking is the foundation of everything in GA4. Every conversion, funnel step, and engagement metric depends on events being named correctly, firing at the right time, and carrying the right parameters. This module audits your full event inventory for naming convention violations, duplicate firing patterns, stale events with no recent hits, conversion event configuration, e-commerce parameter completeness, and parameter naming compliance.

Checks included

- Custom events inventory & zero-hit detection
- GA4 naming convention compliance (snake_case)
- Duplicate event firing pattern detection
- Conversion events configuration status
- Purchase event parameter completeness
- Parameter naming conventions

Why it matters

Poorly named or misfiring events corrupt every downstream report. A single duplicate tag can inflate session counts by 2x overnight. Missing e-commerce parameters mean revenue data is silently incomplete.

Findings below 2 passed · 1 warnings · 1 failed

INFO
INFO

Custom Events Inventory

18 custom events tracked in the last 30 days. 0 with 0 hits, 2 with <10 hits. Event Name Count (30d) Description Status

purchase	1,840	Transaction completed — revenue recorded	✓
add_to_cart	9,180	User added a product to their cart	✓
begin_checkout	4,230	User initiated the checkout process	✓
view_item	38,420	User viewed a product detail page	✓
product_search	12,680	User performed an on-site search	✓
wishlist_add	3,240	User added item to wishlist	✓
newsletter_signup	892	User signed up for email list	✓
size_guide_open	441	User opened the size guide modal	✓
review_submit	38	User submitted a product review	■ Low
video_play	12	User played a product video	■ Low

→ **Action:** Low-volume events (<10 hits): review_submit (38), video_play (12). Verify these are firing intentionally.

FAIL
HIGH

Recommended Event Naming

4 events violate GA4 snake_case naming conventions: • addToCart (should be add_to_cart) • ViewProduct (should be view_item) • Newsletter-Signup (should be newsletter_signup) • SizeGuideOpen (should be size_guide_open) Note: GA4 treats these as separate events from the standard names — conversion data may be split.

→ **Action:** Rename all non-compliant events in GTM to use lowercase snake_case. Update any conversion event toggles in GA4 Admin to match the corrected names.

WARN
MEDIUM

Duplicate Event Detection

2 events firing >3x per session on average: Event Name Avg per session ----- page_view 8.4 product_search 4.2 page_view at 8.4 per session is abnormally high and suggests double-firing.

→ **Action:** Investigate page_view for double-firing. Check GTM for multiple GA4 config tags or duplicate All Pages triggers. product_search at 4.2 may be legitimate if users search multiple times.

INFO

INFO

Conversion Events Configuration

Key conversion-type events found: purchase, begin_checkout, newsletter_signup. Not present as conversion events: generate_lead, sign_up, form_submit.

→ **Action:** Consider marking wishlist_add and review_submit as micro-conversion events to track engagement beyond pure purchase intent.

PASS

LOW

Purchase Event Parameters

1,840 purchase events found. All required parameters present: transaction_id ✓, value ✓, currency ✓, items[] ✓. Average order value: \$94.20. Currency: USD.

PASS

LOW

Event Parameter Naming

All event parameter names follow snake_case convention. No violations detected across 18 custom events.

MODULE 04 **Configuration & Customization** 65/100

Is the property configured to collect the right data? Grade D - Weight 13%

What this module checks

GA4 offers 50 custom dimension slots, audience builder tools, traffic filters, and channel groupings — but only when configured correctly. This module checks quota usage and orphaned dimensions, audience health and membership settings, whether internal office traffic is excluded, whether payment processors are leaking into referral sources, and whether UTM parameters are applied consistently across all channels.

Checks included

- Custom dimensions & metrics quota usage
- Audience health (count, membership duration, quota)
- Internal traffic filter status & activation
- Payment processor referral exclusion check
- Channel grouping & Unassigned traffic volume
- UTM parameter consistency & non-standard mediums

Why it matters

Without internal traffic filters, your own team's visits inflate every metric. Missing referral exclusions break conversion attribution for paid campaigns. High Unassigned channel traffic means marketing ROI simply cannot be reported.

Findings below 1 passed · 4 warnings · 1 failed

PASS
LOW

Custom Dimensions & Metrics Quota

Custom dimensions: 11/50 (22% used). Custom metrics: 2/50 (4% used). Display Name Parameter Scope Description

Product Category	product_category	Event	Top-level product category
User Segment	user_segment	User RFM-based segment label	Size Selected
Size Selected	size_selected	Event	Clothing size chosen
Colour Selected	colour_selected	Event	Product colour chosen
Wishlist Count	wishlist_count	User	Items in wishlist
Search Term	search_term_clean	Event	Sanitised search query

WARN
LOW

Audience Health

8 audiences configured. 2 issues detected: • 'Recent Visitors' has 1-day membership duration — likely misconfigured. • 'Cart Abandoners 30d' has not refreshed in 45 days.

→ **Action:** Check Recent Visitors audience definition — 1-day duration is rarely intentional. Verify Cart Abandoners is still receiving traffic.

WARN
HIGH

Internal Traffic Filter

No active internal traffic filter detected. Suspicious hostnames in traffic: • staging.meridianoutdoor.com — 3.2% of sessions (294 sessions) • localhost — 0.1% of sessions (9 sessions) Internal and staging traffic is polluting production metrics.

→ **Action:** Create an internal traffic filter in GA4 to exclude office IP addresses and staging domains.

WARN
MEDIUM

Referral Exclusions

Payment processor referral traffic detected: • paypal.com — 84 sessions starting a new session after payment • stripe.com — 12 sessions These are causing post-payment redirects to create new sessions, breaking conversion attribution.

→ **Action:** Add paypal.com and stripe.com to GA4 referral exclusions to prevent checkout flow from creating new sessions.

WARN

MEDIUM

Channel Grouping

'Unassigned' channel is 7.1% of sessions (6,820 sessions) — elevated above the 5% warning threshold.

→ **Action:** Investigate top sources landing in Unassigned and add UTM parameters to untagged campaign links.

FAIL

HIGH

UTM Consistency

4 UTM issues detected: • Non-standard mediums: ['EMAIL', 'Paid_Social', 'CPA', 'Display_Ads'] • Mixed case sources: ['Klaviyo', 'Meta', 'Google'] • 47 paid sessions missing utm_campaign name • utm_content values inconsistent across email campaigns

→ **Action:** Standardise all UTM parameters to lowercase snake_case. Create a shared UTM builder template for the marketing team.

MODULE 05 Account & Property Setup

77/100

Are the foundational property settings correct?

Grade C - Weight 11%

What this module checks

The basics matter more than most teams realise. A property set to 2-month data retention silently deletes historical data every 60 days with no warning. A wrong timezone means day boundaries don't align with business hours. Missing Google Ads links prevent conversion data from flowing back to campaigns. This module audits every foundational setting that most implementations overlook during initial setup.

Why it matters

The 2-month data retention default is the most common costly GA4 mistake. Once historical data is deleted it cannot be recovered — ever. This single change takes 30 seconds and should happen on implementation day one.

Checks included

- Timezone and currency configuration
- Data retention settings (GA4 default is only 2 months)
- User permissions audit (admin & editor role review)
- Google Signals activation status
- Industry category configuration
- Google Ads account linkage
- Attribution model (Data-Driven vs Last Click)

■ Findings below 3 passed · 3 warnings · 1 failed

PASS

LOW

Timezone & Currency

Timezone: America/Chicago. Currency: USD. Both match the business's primary operating region.

FAIL

HIGH

Data Retention

Data retention is set to 2 months — the dangerous GA4 default. This means all event-level data older than 60 days is being permanently and silently deleted. Year-over-year comparisons, 90-day remarketing audiences, and cohort analysis beyond 2 months are all impossible.

→ **Action:** Increase data retention to 14 months immediately: GA4 Admin → Data Settings → Data Retention → Event data retention → 14 months → Save.

WARN

LOW

User Permissions

4 users have Administrator access: • sarah.chen@meridianoutdoor.com • dev-agency@externalpartner.com • james.k@meridianoutdoor.com • analytics-backup@gmail.com 2 concerns: external agency has Administrator (should be Editor), personal Gmail account has admin access.

→ **Action:** Downgrade dev-agency@externalpartner.com to Editor access. Remove or downgrade analytics-backup@gmail.com — personal Gmail accounts should not have admin access to production properties.

WARN

MEDIUM

Google Signals

Google Signals is disabled. Cross-device reporting and demographic data are unavailable.

→ **Action:** Enable Google Signals: GA4 Admin → Data Settings → Data Collection → Google Signals.

PASS

LOW

Industry Category

Industry category: Shopping. Correct for an e-commerce retailer.

PASS

LOW

Google Ads Links

2 Google Ads accounts linked. IDs: ['8841092340', '7723018491']. Conversion data is flowing to both accounts.

WARN

MEDIUM

Attribution Model

Attribution model is set to Last Click. Data-Driven Attribution (DDA) is available and recommended for accounts with sufficient conversion volume (this property qualifies with 1,840 purchases/month).

→ **Action:** *Switch to Data-Driven Attribution: GA4 Admin → Attribution Settings → Reporting attribution model → Data-driven.*

MODULE 06 Data Integrity & Accuracy 67/100

Can you trust the numbers you're seeing? Grade D - Weight 16%

What this module checks

Accurate data is only useful if you can trust it. Spam traffic, staging environments leaking into production data, duplicate pageview tags, and silent year-over-year anomalies can all make reports look plausible while being deeply wrong. This module cross-references traffic data against known spam patterns, checks for dev and staging hostnames, validates session-to-pageview ratios, analyses (not set) rates across dimensions, and flags significant year-over-year changes that may indicate tracking breaks.

Why it matters

A staging environment sending data to production is one of the most common silent data corruption issues in GA4. It inflates all metrics and makes every conversion rate look worse than reality. YoY drops above 30% almost always indicate a tracking break, not a genuine business decline.

Checks included

- Spam & bot traffic detection via engagement rate proxy
- Hostname verification — staging/dev environment leakage
- Session vs pageview ratio anomaly detection
- (not set) dimension analysis across key reporting fields
- Year-over-year traffic & conversion anomaly detection
- BigQuery raw export configuration status

■ Findings below 1 passed · 5 warnings · 0 failed

WARN
HIGH

Spam & Bot Traffic

2 traffic sources with suspicious patterns (<1% engagement rate or 0s average session duration): Source / Medium Sessions Eng. Rate -----

semalt.com / referral 340 0.0%	buttons-for-website.com / referral 210 0.0%
--------------------------------	---

→ **Action:** Create a GA4 Data Filter to exclude these sources. Enable 'Filter out known bots and spiders' in GA4 Admin → Data Settings → Data Filters.

WARN
HIGH

Hostname Verification

2 suspicious hostname(s) detected: Hostname Sessions % of Total -----

staging.meridianoutdoor.com 294 3.2%	localhost 9 0.1%
--------------------------------------	------------------

→ **Action:** Exclude staging and localhost hostnames via GA4 data filters or GTM trigger conditions.

PASS
LOW

Session / Pageview Ratio

Pages/session: 2.8. Total sessions: 94,780. Bounce rate: 44.2%. Healthy ratio for an e-commerce site — indicates multi-page browsing behaviour consistent with product discovery.

WARN
HIGH

(not set) Dimension Analysis

2 dimensions with elevated (not set) rates: Dimension (not set) Rate Threshold Status -----

Landing Page 41.3% 5% CRITICAL	Session Source 3.8% 5% OK
--------------------------------	---------------------------

→ **Action:** Landing Page (not set) at 41.3% is critical — this indicates a large volume of sessions where the landing page is not captured, likely due to a GTM tag firing issue or redirect stripping parameters.

WARN

MEDIUM

YoY Anomaly Check

3 metrics with >30% YoY change: • Sessions: +38.4% YoY (68,480 → 94,780) • Conversions: +62.1% YoY (1,135 → 1,840) • Revenue: +71.3% YoY (\$163,200 → \$279,648) All increases — likely reflects genuine business growth, but the conversion and revenue jump (+62–71%) outpaces session growth (+38%) significantly. Verify this reflects reality.

→ **Action:** Cross-reference with your e-commerce platform's revenue data for the same period to confirm the GA4 numbers are accurate.

WARN

MEDIUM

BigQuery Export

No BigQuery export configured. Raw event-level data is unavailable for custom SQL analysis.

→ **Action:** Enable BigQuery export for full data access and long-term retention beyond GA4's UI limits.

MODULE 07 Privacy & Compliance

80/100

Is sensitive data handled safely and legally?

Grade B - Weight 13%

What this module checks

Privacy compliance is no longer optional. Sending PII to GA4 violates Google's Terms of Service and potentially GDPR, CCPA, and other regional regulations. Consent Mode v2 is required for EEA traffic. Cross-domain tracking issues can expose session data incorrectly. This module scans page URLs and titles for PII patterns (email, phone, names), checks for consent signals, audits data redaction settings, reviews event names for sensitive keywords, and validates cross-domain cookie configuration.

Checks included

- Consent Mode v2 implementation signals
- PII detection in page URLs and page titles
- Data redaction settings per data stream
- GDPR/CCPA user deletion process capability
- Sensitive keywords detected in event names
- Cross-domain tracking & cookie configuration

Why it matters

PII in GA4 — even accidentally via URL parameters — is a ToS violation and a potential regulatory breach. Consent Mode v2 is required for EU clients since March 2024. Without it, GA4 cannot model conversions and campaign optimisation loses a significant portion of its signal.

■ Findings below 2 passed · 2 warnings · 0 failed

WARN

HIGH

Consent Mode v2

No consent-related events detected (consent_update, consent_default) in the last 30 days. No signals from a CMP detected in the event stream. This property receives traffic from the EU and UK. Consent Mode v2 is required for Google Ads conversion modelling since March 2024.

→ **Action:** Implement Consent Mode v2 in GTM before all other tags. Use a CMP (OneTrust, Cookiebot, CookieYes) to manage user consent signals.

PASS

LOW

PII in URLs / Titles

No obvious PII or sensitive parameters detected in page paths or titles. Email addresses, phone numbers, and name patterns were not found in the top 500 page paths.

INFO

MEDIUM

Data Redaction

1 web stream detected. Redaction settings cannot be fully verified via API — manual confirmation required. Stream: meridianoutdoor.com — GA4 (ID: 8841092340)

→ **Action:** Manually confirm form data redaction is enabled: GA4 Admin → Data Streams → [stream] → Configure tag settings → Advanced settings → Redact data.

PASS

LOW

Sensitive Data in Events

No sensitive keywords detected in event names. Event names do not contain: email, phone, ssn, password, credit, dob, address.

WARN

HIGH

Cross-Domain & Cookie Config

Multiple root domains detected in traffic: • meridianoutdoor.com (primary — 91,240 sessions) • checkout.meridianoutdoor.com (subdomain — ok, same domain) • paypal.com (payment processor — needs exclusion) • shop.meridianoutdoor.com (separate subdomain with separate cookie) shop.meridianoutdoor.com is on a different subdomain and will create a new session when users navigate from the main site to the shop — breaking cross-domain attribution.

→ **Action:** Configure cross-domain tracking to include shop.meridianoutdoor.com as a linked domain so sessions are not split at the subdomain boundary.

MODULE 08 **Data Streams & Collection** 95/100

Is data flowing in cleanly from all the right places? Grade A - Weight 11%

What this module checks

Data streams are the pipes through which GA4 receives all data. A duplicate web stream will immediately double all session counts with no obvious warning. Enhanced measurement events — scroll depth, outbound clicks, file downloads, video engagement — are free automatic insights that need enabling per stream. This module inventories all streams by type, checks enhanced measurement configuration, detects duplicate streams, monitors for stale data, validates cross-domain setup, and assesses overall tag health.

Checks included

- Data streams inventory (web, iOS, Android streams)
- Enhanced measurement settings per web stream
- Duplicate stream detection across domains
- Stale stream detection — no recent traffic signal
- Cross-domain configuration from the stream side
- Tag implementation health via events/session ratio

Why it matters

Duplicate streams are catastrophic and often invisible in standard reports. Every single metric becomes exactly double the real value. Enhanced measurement provides free scroll, outbound, and video tracking that most implementations simply leave disabled.

■ Findings below 4 passed · 1 warnings · 0 failed

PASS
LOW

Data Streams Inventory

2 streams configured: 1 web, 1 iOS. Stream Name Type Stream ID ----- meridianoutdoor.com — GA4 WEB 8841092340 Meridian Outdoor iOS App IOS 9923847162

WARN
MEDIUM

Enhanced Measurement

Enhanced measurement is partially configured on the web stream. Disabled events: • Video engagement — disabled • File downloads — disabled Enabled: Page views ✓, Scrolls ✓, Outbound clicks ✓, Site search ✓, Form interactions ✓

→ **Action:** Enable video engagement and file download tracking in GA4 Admin → Data Streams → Enhanced measurement.

PASS
LOW

Duplicate Streams

No duplicate web streams detected. Only one web stream is configured for meridianoutdoor.com.

PASS
LOW

Stale Streams

Active traffic detected on all streams. • Web: 22,480 sessions in last 7 days. • iOS: 1,840 sessions in last 7 days.

PASS
LOW

Tag Implementation Health

Sessions: 94,780. Events: 412,360. Pageviews: 265,400. Events/session: 4.35. Events-per-session ratio is healthy for an e-commerce site — indicates proper event tracking without excessive firing.

MODULE 09 **Reporting & Exploration** **90/100**

Are your reports telling the full business story? **Grade A - Weight 8%**

What this module checks

A perfectly instrumented property is only valuable if the reporting layer reflects business reality. Conversion events with zero recorded data suggest misfiring tags. An incomplete e-commerce funnel means you cannot identify where customers drop off in checkout. Missing lead generation events mean there is no way to connect marketing spend to pipeline outcomes. This module audits conversion event health, e-commerce funnel completeness, lead gen event coverage, key dimension data quality, and week-on-week trend patterns.

Checks included

- Conversion events health (configured vs recording data)
- E-commerce funnel completeness (view_item through purchase)
- Lead gen event coverage (generate_lead, form_submit)
- Key reporting dimension quality & (not set) rates
- Week-over-week traffic trend anomaly detection
- Annotations & change documentation practices

Why it matters

A conversion event that is configured but recording zero data is a silent failure — paid campaigns optimise against nothing. An incomplete checkout funnel makes abandonment analysis impossible. For e-commerce and lead gen clients these checks directly affect revenue and pipeline reporting.

■ Findings below 4 passed · 1 warnings · 0 failed

PASS
LOW

Conversion Events Health

3 conversion events, all recording data: • purchase: 1,840 conversions (\$279,648 revenue) • begin_checkout: 4,230 conversions • newsletter_signup: 892 conversions

WARN
HIGH

E-commerce Funnel

E-commerce funnel is incomplete. Missing: add_payment_info event. Event Count Drop-off -----
view_item 38,420 — add_to_cart 9,180 76.1% begin_checkout 4,230 53.9% add_payment_info 0 MISSING purchase 1,840
— Without add_payment_info, you cannot identify if cart abandonment happens at the payment entry step.
→ **Action:** Implement add_payment_info event on the payment details step of the checkout flow.

PASS
LOW

Lead Gen Reporting

Lead gen events present: • newsletter_signup: 892 signups • wishlist_add: 3,240 adds (good micro-conversion proxy)

PASS
LOW

Reporting Dimensions

Key reporting dimensions have acceptable (not set) rates. • Session source/medium: 3.8% (not set) — acceptable • Device category: 0.0% (not set) • Country: 0.1% (not set)

PASS

LOW

Traffic Trend Health

Last 7 days vs prior 7 days: Sessions +4.2% (22,480 → 23,420). Conversions +8.1% (418 → 452). Revenue +11.4% (\$62,840 → \$69,980). No anomalies detected — consistent week-over-week growth.

ACTION ITEMS & NEXT STEPS

Prioritised remediation plan generated from audit findings

All findings from this audit have been categorised below into three action tiers. Work through them in order — critical items first. Each item references the module it came from so you can jump back to the full finding for context.

■ Do Now — Critical

3 items

Fix immediately. These issues are actively compromising data quality or compliance.



1 Recommended Event Naming

■ Effort: 1–2 hrs ■ Owner: GTM editor

Impact: Non-standard event names create duplicate events — 'addToCart' and 'add_to_cart' appear as two separate events in reports, splitting conversion credit and inflating event counts.

Action: Rename all non-compliant events in GTM to use lowercase snake_case. Update any conversion event toggles in GA4 Admin to match the corrected names.

Implementation steps:

1. In GTM, find each non-compliant event tag.
2. Update the event name field to the correct snake_case version.
3. In GA4 Admin → Events, disable the old event name and enable the corrected one as a conversion if applicable.
4. Test in GTM Preview and confirm in GA4 DebugView.
5. Publish the GTM container and monitor for 48 hours.

[Event Tracking Quality](#)



2 UTM Consistency

■ Effort: 2–3 hrs ■ Owner: Marketing team

Impact: 'EMAIL' and 'email' appear as two separate channels — splitting your email attribution in half. 'Paid_Social' doesn't map to GA4's default Social channel group, making paid social ROI invisible in channel reports.

Action: Standardise all UTM parameters to lowercase snake_case. Create a shared UTM builder template for the marketing team.

Implementation steps:

1. Export all unique source/medium combinations from GA4 Acquisition report.
2. Identify all non-standard values (uppercase, underscores in medium, inconsistent casing).
3. Create a UTM naming guide: all lowercase, use standard mediums (cpc, email, social, display, referral).
4. Update all live campaign URLs to use the corrected values.
5. Build a shared UTM builder spreadsheet and enforce its use for all future campaigns.
6. Historical data cannot be corrected — apply fixes going forward and note the change date.

[Configuration & Customization](#)



3 Data Retention

■ Effort: 5 min ■ Owner: Analytics team

Impact: With 2-month retention, year-over-year analysis requires Google Analytics 360 or BigQuery export. Once deleted, historical data cannot be recovered. This is the single most common and most costly default setting mistake in GA4.

Action: Increase data retention to 14 months immediately: GA4 Admin → Data Settings → Data Retention → Event data retention → 14 months → Save.

Implementation steps:

1. Go to GA4 Admin → Data Settings → Data Retention.
2. Set 'Event data retention' to 14 months.
3. Enable 'Reset user data on new activity' if you want user-level retention extended by activity.
4. Click Save.
5. Note the change date — data already deleted cannot be recovered.

[Account & Property Setup](#)

■ Do Soon — High Priority

7 items

Schedule within the next sprint. Significant impact on data reliability or attribution.



1 Internal Traffic Filter

■ Effort: 30 min ■ Owner: Analytics team / Developer

Impact: Staging traffic inflates session counts by ~3%, distorts conversion rates, and corrupts audience segments used for remarketing campaigns.

Action: Create an internal traffic filter in GA4 to exclude office IP addresses and staging domains.

Implementation steps:

1. Go to GA4 Admin → Data Streams → Configure tag settings → Define internal traffic.
2. Add your office IP address ranges.
3. In GA4 Admin → Data Filters, create a new Internal Traffic filter and set it to Active.
4. In GTM, add a trigger exception on your GA4 Config tag: exclude when hostname contains 'staging'.
5. Verify in GA4 Realtime that staging traffic no longer appears.

[Configuration & Customization](#)



2 Spam & Bot Traffic

■ Effort: 20–30 min ■ Owner: Analytics team

Impact: Bot traffic inflates session counts by ~550 sessions/month, reduces calculated engagement rate, and corrupts audience segments used for remarketing — bots get added to retargeting lists.

Action: Create a GA4 Data Filter to exclude these sources. Enable 'Filter out known bots and spiders' in GA4 Admin → Data Settings → Data Filters.

Implementation steps:

1. Go to GA4 Admin → Data Settings → Data Filters.
2. Create a filter → 'Developer traffic' type, exclude sessions from bot sources.
3. Alternatively create a custom filter for referral sources containing 'semalt' or 'buttons-for-website'.
4. Set filter to Active.
5. Re-run audit after 7 days to confirm bot traffic has dropped.

[Data Integrity & Accuracy](#)

3 Hostname Verification

■ Effort: 20–30 min ■ Owner: GTM editor / Analytics team

Impact: Staging traffic represents 3.3% of all sessions — inflating session counts, distorting conversion rates downward (staging sessions rarely convert), and corrupting funnel metrics.

Action: Exclude staging and localhost hostnames via GA4 data filters or GTM trigger conditions.

Implementation steps:

1. In GTM, open your GA4 Configuration tag.
2. Add a trigger exception: fire only when Page Hostname does not contain 'staging' or equal 'localhost'.
3. Alternatively in GA4 Admin → Data Filters, create a hostname exclusion filter.
4. Set the filter to Active after verifying in Testing mode.
5. Re-run audit after 48hrs to confirm staging sessions have dropped.

Data Integrity & Accuracy

4 (not set) Dimension Analysis

■ Effort: 1–2 hrs ■ Owner: Developer / GTM editor

Impact: With 41% of landing pages as (not set), landing page performance analysis is unreliable. You cannot identify which pages drive the most conversions or have the highest bounce rates.

Action: Landing Page (not set) at 41.3% is critical — this indicates a large volume of sessions where the landing page is not captured, likely due to a GTM tag firing issue or redirect stripping parameters.

Implementation steps:

1. In GA4 Explore, create a free-form report: Dimension = Landing page, filter to (not set).
2. Add Session source/medium as a secondary dimension to identify which traffic sources are affected.
3. Check if the issue is isolated to specific channels — often caused by redirects stripping UTM parameters.
4. In GTM, verify the page_view event fires after the page fully loads (not on DOM ready for SPAs).
5. For single-page apps, verify the GA4 Config tag uses 'History Change' trigger for virtual pageviews.

Data Integrity & Accuracy

5 Consent Mode v2

■ Effort: 2–4 hrs ■ Owner: GTM editor / Developer

Impact: Without Consent Mode v2, GA4 cannot model conversions for EU users who decline cookies. Google Ads loses conversion signal for ~30–40% of EU traffic, degrading Smart Bidding performance and making EU ROAS calculations unreliable.

Action: Implement Consent Mode v2 in GTM before all other tags. Use a CMP (OneTrust, Cookiebot, CookieYes) to manage user consent signals.

Implementation steps:

1. In GTM, create a Consent Initialisation — All Pages trigger.
2. Deploy your CMP tag on this trigger so it fires before any other tag.
3. In the CMP, configure gtag('consent','default',{analytics_storage:'denied', ad_storage:'denied'}) for new users.
4. For each analytics/ad tag, open Advanced Settings → Consent Settings and set required consent types.
5. Test: decline cookies, verify no GA4 or ad network requests fire in the Network tab.
6. Accept cookies and verify analytics tags fire correctly.

Privacy & Compliance

6 Cross-Domain & Cookie Config

■ Effort: 30–45 min ■ Owner: Developer / Analytics team

Impact: Users clicking from meridianoutdoor.com to shop.meridianoutdoor.com start a new session — making the main site appear to generate no conversions and the shop appear to generate all conversions from Direct traffic.

Action: Configure cross-domain tracking to include shop.meridianoutdoor.com as a linked domain so sessions are not split at the subdomain boundary.

Implementation steps:

1. Go to GA4 Admin → Data Streams → web stream → Configure tag settings → Configure your domains.
2. Add: meridianoutdoor.com and shop.meridianoutdoor.com.
3. In GTM, enable cross-domain measurement in the GA4 Config tag under Cross-domain linking.
4. Test: navigate from main site to shop — the `_gl` parameter should appear in the URL.
5. Verify in GA4 that sessions are no longer split at the subdomain boundary.

[Privacy & Compliance](#)

7 E-commerce Funnel

■ Effort: 1–2 hrs ■ Owner: Developer / GTM editor

Impact: Without `add_payment_info`, you cannot distinguish between users who abandon before payment vs after payment entry — a critical distinction for checkout optimisation. Payment step abandonment typically indicates price shock, trust issues, or UX friction.

Action: Implement `add_payment_info` event on the payment details step of the checkout flow.

Implementation steps:

1. Identify the payment details step in your checkout flow (where card info is entered).
2. In GTM, create a trigger for when this step loads (URL contains `/checkout/payment` or `dataLayer` event).
3. Add a GA4 event tag: event name 'add_payment_info', include currency and value parameters.
4. Test in GTM Preview by progressing through checkout to the payment step.
5. Verify the event appears in GA4 DebugView with the correct parameters.

[Reporting & Exploration](#)

■ Plan In — Medium / Low Priority

10 items

Add to your backlog. Improvements that will sharpen data quality over time.

1 Duplicate Event Detection

■ Effort: 30–45 min ■ Owner: GTM editor

Impact: A double-firing `page_view` tag inflates session counts, pageview metrics, and pages/session ratio — making every engagement metric unreliable.

Action: Investigate `page_view` for double-firing. Check GTM for multiple GA4 config tags or duplicate All Pages triggers. `product_search` at 4.2 may be legitimate if users search multiple times.

Implementation steps:

1. Open GTM Preview and navigate through 3–4 pages.
2. In the GTM debug panel count how many times `page_view` fires per page load.
3. If >1 , find and remove the duplicate GA4 Config tag or duplicate All Pages trigger.
4. Check GA4 DebugView to confirm `page_view` fires once per navigation after the fix.
5. Publish and monitor pages/session metric for normalisation.

[Event Tracking Quality](#)

2 Audience Health

■ Effort: 20 min ■ Owner: Analytics team

Impact: Misconfigured audiences feed into Google Ads remarketing — a 1-day window dramatically limits who can be retargeted, reducing remarketing efficiency.

Action: Check Recent Visitors audience definition — 1-day duration is rarely intentional. Verify Cart Abandoners is still receiving traffic.

Implementation steps:

1. Go to GA4 Admin → Audiences.
2. Open 'Recent Visitors' and check the membership duration setting.
3. Increase to 30 days if the intent is to retarget recent visitors.
4. Open 'Cart Abandoners 30d' and verify the trigger condition is still firing.
5. Check linked Google Ads campaigns to confirm audience is populating.

[Configuration & Customization](#)

3 Referral Exclusions

■ Effort: 15 min ■ Owner: Analytics team

Impact: PayPal and Stripe referrals break checkout attribution — purchases appear to come from 'paypal.com' rather than the original marketing source, corrupting ROAS calculations for every paid channel.

Action: Add paypal.com and stripe.com to GA4 referral exclusions to prevent checkout flow from creating new sessions.

Implementation steps:

1. Go to GA4 Admin → Data Streams → select your web stream.
2. Click Configure tag settings → List unwanted referrals.
3. Add: paypal.com, stripe.com, and any other payment processors used.
4. Save and wait 24 hours for the change to take effect.
5. Verify in GA4 Acquisition that paypal.com no longer appears as a top referral source.

[Configuration & Customization](#)

4 Channel Grouping

■ Effort: 1–2 hrs ■ Owner: Marketing team

Impact: 7.1% Unassigned traffic means marketing attribution is incomplete — budget decisions are being made without a full picture of which channels drive sessions.

Action: Investigate top sources landing in Unassigned and add UTM parameters to untagged campaign links.

Implementation steps:

1. In GA4 Acquisition report filter by Default channel group = Unassigned.
2. Add Session source/medium as a secondary dimension.
3. Identify which campaigns or links are missing UTM tags.
4. Update those links with proper utm_source, utm_medium, utm_campaign.
5. Consider adding custom channel rules for any non-standard mediums that should map to a known channel.

[Configuration & Customization](#)

5 User Permissions

■ Effort: 10 min ■ Owner: Analytics team lead

Impact: Excess admin privileges increase the risk of accidental misconfiguration. External parties with admin access can delete data streams, modify conversion events, or change retention settings without oversight.

Action: Downgrade dev-agency@externalpartner.com to Editor access. Remove or downgrade analytics-backup@gmail.com — personal Gmail accounts should not have admin access to production properties.

Implementation steps:

1. Go to GA4 Admin → Property Access Management.
2. Find dev-agency@externalpartner.com and change role from Administrator to Editor.
3. Find analytics-backup@gmail.com and remove access or downgrade to Viewer.
4. Document a quarterly access review process.
5. Consider using service accounts for any programmatic access rather than personal emails.

[Account & Property Setup](#)

6 Google Signals

■ Effort: 5 min ■ Owner: Analytics team

Impact: Without Google Signals, a user browsing on mobile and purchasing on desktop appears as 2 separate users. User counts are inflated, conversion paths are fragmented, and demographic reports are unavailable.

Action: Enable Google Signals: GA4 Admin → Data Settings → Data Collection → Google Signals.

Implementation steps:

1. Go to GA4 Admin → Data Settings → Data Collection.
2. Click 'Get started' under Google Signals data collection.
3. Review the data notice and click Activate.
4. Note: requires users to be signed into Google with Ads Personalisation enabled to affect data.
5. Allow 24–48 hours for cross-device data to begin appearing in reports.

[Account & Property Setup](#)

7 Attribution Model

■ Effort: 5 min ■ Owner: Analytics team

Impact: Last Click attribution gives 100% of conversion credit to the final touch point — undervaluing awareness channels like display, social, and email that influence the purchase decision earlier in the journey.

Action: Switch to Data-Driven Attribution: GA4 Admin → Attribution Settings → Reporting attribution model → Data-driven.

Implementation steps:

1. Go to GA4 Admin → Attribution Settings.
2. Under 'Reporting attribution model', select 'Data-driven'.
3. Click Save.
4. Note: DDA uses machine learning to distribute credit — historical reports will be recalculated retroactively in GA4 UI.
5. Communicate the change to stakeholders before switching to avoid confusion about channel performance shifts.

[Account & Property Setup](#)

8 YoY Anomaly Check

■ Effort: 1 hr ■ Owner: Analytics team

Impact: If revenue growth is overstated due to a tracking change (e.g. new purchase event added mid-year), Google Ads smart bidding will over-optimize and budget allocation decisions will be incorrect.

Action: Cross-reference with your e-commerce platform's revenue data for the same period to confirm the GA4 numbers are accurate.

Implementation steps:

1. Pull revenue from your Shopify/WooCommerce/platform for the same 30-day period last year vs this year.
2. Compare to GA4's reported revenue — a >5% discrepancy warrants investigation.
3. Check GA4 for any annotation-worthy changes around the growth inflection point.
4. In GTM, check if the purchase tag has been modified in the last 12 months.
5. If revenue is validated, document it as genuine growth to avoid future confusion.

Data Integrity & Accuracy

9 BigQuery Export

■ Effort: 30–45 min ■ Owner: Analytics team / Data engineer

Impact: Without BigQuery you cannot run custom SQL queries, join GA4 with CRM or ad spend data, build custom attribution models, or access data beyond GA4's 90-day Explore window.

Action: Enable BigQuery export for full data access and long-term retention beyond GA4's UI limits.

Implementation steps:

1. Go to GA4 Admin → Product Links → BigQuery Links → Link.
2. Select or create a Google Cloud project with BigQuery API enabled.
3. Choose data location (match your GCP region).
4. Enable Daily export at minimum; add Streaming if near-realtime data is needed.
5. Set up billing on the GCP project — first 10GB of queries per month is free.

Data Integrity & Accuracy

10 Enhanced Measurement

■ Effort: 10 min ■ Owner: Analytics team

Impact: Product videos and PDF lookbook downloads are valuable engagement signals for an outdoor retailer — disabling these means you're missing free tracking data that requires no additional GTM tags.

Action: Enable video engagement and file download tracking in GA4 Admin → Data Streams → Enhanced measurement.

Implementation steps:

1. Go to GA4 Admin → Data Streams → select web stream.
2. Click the pencil icon next to Enhanced measurement.
3. Toggle on 'Video engagement' and 'File downloads'.
4. Save.
5. Test by playing a product video and downloading a PDF — both should appear in GA4 DebugView within seconds.

Data Streams & Collection

This report was generated on 24 February 2026 covering 40 checks across 7 audit modules. Re-run the audit after remediating critical items to track improvement over time.