

PROJECT PRICING

GA4 AUDIT (5-8 HOURS)

PRICE RANGE:

MINIMUM: \$425 (5 HOURS)

MAXIMUM: \$680 (8 HOURS)

DESCRIPTION

The GA4 Audit ensures your Google Analytics 4 setup is optimized for accurate and effective data collection.

Here's what we cover:

- **PROPERTY STRUCTURE AND SETTINGS REVIEW:**
 - Examination of the GA4 property structure and settings for adherence to Google's recommendations, including time zone, currency, and attribution settings.
 - Configuration of user permissions and test environments.
- **DATA STREAM CONFIGURATION AND INSTALLATION:**
 - Verification of Google Tag Manager and GA4 installation across all pages.
 - Configuration of cross-domain tracking, internal and developer traffic filtering, and data redaction settings.
 - Assessment of data stream settings to ensure optimal performance and security.
- **DATA COLLECTION AND RETENTION SETTINGS:**
 - Evaluation of data retention policies and Google Signals settings.
 - Adjustment of settings for granular data collection, including location and device data.
- **EVENT AND CONVERSION TRACKING:**
 - Review and configuration of Enhanced Measurement settings, event tracking, and conversion settings.
 - Setup of custom dimensions and metrics, ensuring all tracking adheres to GA4 conventions.
- **ECOMMERCE TRACKING:**
 - Comprehensive review of ecommerce tracking, to ensure all data layers are correctly pushed and adhere to GA4 standards.



- **INTEGRATIONS AND PRIVACY SETTINGS:**
 - Connection and configuration of integrations like Google Search Console and Google Ads.
 - Review of privacy settings, ensuring compliance with consent requirements and personalization settings.
 - **REPORTING AND DATA QUALITY:**
 - Creation and customization of GA4 reports to enhance decision-making.
 - Ensuring high data quality and minimal unassigned traffic, with checks on custom channel configurations and UTM parameters.
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TAGGING STRATEGY (5-8 HOURS)

PRICE RANGE:

MINIMUM: \$425 (5 HOURS)

MAXIMUM: \$680 (8 HOURS)

DESCRIPTION

Develop a comprehensive tagging strategy to capture the right data for your business needs.

Here's what we cover:

- **DISCOVERY AND REQUIREMENTS GATHERING:**
 - Collaborate to understand key business objectives and data capture needs.
- **TAGGING PLAN DEVELOPMENT:**
 - Identify critical tracking events, user interactions, and data points essential for analytics.
 - Create a detailed plan outlining what to track, how to track it, and the expected data flow.
- **COMPLIANCE AND BEST PRACTICES:**
 - Ensure that the tagging strategy adheres to privacy regulations and best practices in data collection.
- **DOCUMENTATION:**
 - Provide detailed documentation outlining the tagging architecture, data layers, and implementation guidelines.



TAGGING IMPLEMENTATION (10-15+ HOURS)

PRICE RANGE:

MINIMUM: \$850 (10 HOURS)

MAXIMUM: MAY EXCEED 15 HOURS DEPENDING ON COMPLEXITY

DESCRIPTION

Execute the tagging strategy with precision to ensure accurate data collection.

Here's what we cover:

- **SETUP OF TAG MANAGEMENT SYSTEM:**
 - Configure and deploy tags through platforms like Google Tag Manager.
- **IMPLEMENTATION OF TRACKING TAGS:**
 - Install tags for all identified events and interactions across the website.
- **VALIDATION AND TESTING:**
 - Conduct thorough testing to ensure tags are firing correctly and data is being collected accurately.
- **TROUBLESHOOTING AND ADJUSTMENTS:**
 - Identify and fix any issues arising from the tagging setup.
- **CUSTOM CONFIGURATIONS:**
 - Implement complex tagging solutions for dynamic or unique site elements, ensuring robust data collection.

DATA ANALYSIS (5-10 HOURS)

PRICE RANGE:

MINIMUM: \$425 (5 HOURS)

MAXIMUM: \$850 (10 HOURS)

DESCRIPTION

Analyze collected data to provide actionable insights and drive business improvements.

Here's what we cover:

- **DATA REVIEW AND CLEANING:**
 - Examine data for accuracy and consistency, performing necessary clean-up processes.
- **ANALYTICAL REPORTING:**
 - Develop comprehensive reports highlighting key metrics, trends, and insights.



- **ADVANCED ANALYSIS TECHNIQUES:**
 - Use statistical methods and modeling to uncover deeper insights.
 - **DATA VISUALIZATION:**
 - Create visual representations of data to better understand complex relationships and patterns.
 - **RECOMMENDATIONS AND STRATEGY:**
 - Provide strategic recommendations based on data findings to enhance business decisions.
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LOOKER DASHBOARDING (5-10 HOURS)

PRICE RANGE:

MINIMUM: \$425 (5 HOURS)

MAXIMUM: \$850 (10 HOURS)

DESCRIPTION

Design and develop customized dashboards in Looker Studio to visualize and interact with your data effectively.

Here's what we cover:

- **REQUIREMENTS ANALYSIS:**
 - Collaborate to determine key metrics and insights needed from the dashboard.
 - **DASHBOARD DESIGN:**
 - Design a user-friendly and informative dashboard layout.
 - **DEVELOPMENT AND CUSTOMIZATION:**
 - Develop the dashboard with custom visualizations that cater to specific business needs.
 - **INTEGRATION OF DATA SOURCES:**
 - Ensure seamless data integration from various sources to Looker.
 - **TESTING AND ITERATION:**
 - Conduct user testing to refine the dashboard and enhance usability.
 - **TRAINING AND DOCUMENTATION:**
 - Provide training for users on how to use the dashboard effectively and provide documentation for ongoing support.
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