

Discovery



- I don't know what I don't know. Where should I start?
- How do I get a clear view of what is happening on my most important pages?

Technology Governance



- How many unique technologies are running on my website? Do I know what each technology is and who is responsible for it?
- Are all "primary" tags present on every page?
- What percent of my pages do/don't have a specific tag present on them?
- Are there technologies present on my website that should not be there?
- Do I have any tags firing more than once on any given page, potentially inflating measurement?
- Are there any broken tags on my website?
- Is my data layer present on every page? Is the correct data loading in that data layer?

Cookie Governance



- How many unique cookies are being set on my website? Do I know why each cookie is on my site?
- Are there any cookies being set on my website that are Non-Secure?
- Are there any cookies being set on my website that have an empty SameSite value?
- Are there any cookies being set on my website that are excessively large in size?
- What percentage of the cookies being set on my website are third-party (vs first-party) cookies?

Analytics Validation



- Are the appropriate analytics tags present and properly firing on every page?
- Is data being passed to the appropriate destination(s)? (Ex: report suites, properties, etc.)
- What variables are being populated by my analytics platform?
- Is my data layer mapping correctly to my analytics?
- Is event tracking happening when and where it should be? (Ex: checkouts, booking flows, lead capture, etc.)
- Are specific values within a variable consistent throughout a user journey? (Ex: visitor ID, referrer ID, profile ID, etc.)

Privacy Validation



- Is my Privacy Policy link present on all pages?
- Is a "Do Not Sell/Share" link present on all pages?
- Is a Cookie Consent banner tag present on all pages?
- Does my CMP effectively block/allow specific cookies and tags for all possible user-specified consent preferences?
- Where are new and/or unapproved cookies and technologies showing up on my website?
- Are there any network requests coming from countries/regions or specific domains that I should not be sending data to?

Landing Page Validation



- Are any of my marketing campaign landing pages broken?
- Do my landing pages load quickly?
- Do my campaign links go through redirects? If so, do the redirects strip tracking parameters or alter tracking code formatting?
- Are the correct analytics and/or MarTech tags present on marketing campaign landing pages?
- Are campaign tracking codes being passed to the correct variables in my analytics and/or MarTech platforms?

Site Experience



- Do I have any links to 404 Errors or otherwise broken pages on my website?
- Does my website link out to any broken, missing, or inaccessible external content?
- What pages on my website are performing slower than acceptable thresholds?
- What pages on my website contain specific elements?
- Do I have any broken tags on my website?
- Are all purchase flows functioning as expected?

Additional Tech Categories



- Testing & Personalization
- Content Management
- Voice of Customer
- Email Marketing
- Validation of additional technology categories

What's on your website?
Find out with a Sample Website Audit.

1. Enter your website domain and email address.
2. We'll scan 100 pages and email the report to you!



ObservePoint