# 5-Point Web Analytics Audit
## Every time you update your site.

You invest a lot in Web Analytics—hours of labor and hard dollars.

But changes to your site often result in broken tracking and inaccurate data.

## Your Checklist to Test Web Analytics

1. **Does my Web Analytics tag fire?**
   If your tag doesn't fire, you'll lose irretrievable visitor data.

2. **Do I see any duplicate tags?**
   Duplicate tags inflate analytics data and cost you extra for each server call.

3. **How quickly do my tags load?**
   Slow loading tags can affect the quality of analytics data and total page load time.

4. **Does the tracking include the right variables?**
   Missing variables result in incomplete data and inaccurate insights.

5. **Are the variable values present and in the right format?**
   If variable data is missing or in the incorrect format, accuracy will suffer.

## What's the Best Way to Test?

| Developer Tools | Tag Debugger | Auditing Solution |
| --- | --- | --- |
| ❌ Highly manual | ✅ Good for spot debugging | ✅ Fully automated |
| ❌ Prone to human error | ❌ Manual | ✅ Highly reliable |
| | | ✅ Scalable |

Ask your ObservePoint rep or visit http://www.observepoint.com/feature-requests/audits to see how you can automatically audit your implementation.

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