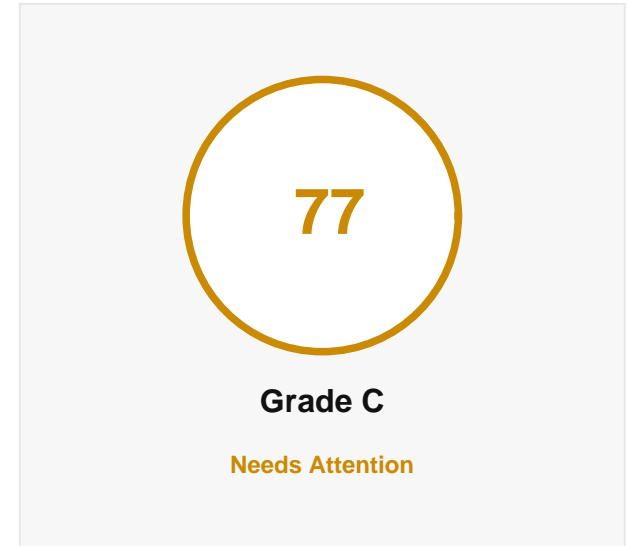


Thornfield Commerce

This property is not yet reliable enough for high-confidence decision-making.



77

Grade C

Needs Attention

AUDIT DATE
09 Apr 2026 - 09:16 UTC

MEASUREMENT ID
G-XXXXXXXXXX

WEBSITE
https://thornfield-commerce.example

PREPARED BY
Tag & Analytics Audit

CHECKS OVERVIEW



178

Passed

30

Failed

18

Warnings

77/100

Score


Module Health

Lowest-scoring modules first. Each card shows the pass/fail breakdown.

E-commerce Integrity

21 passed | 7 failed | 2 warnings

64




9 items need attention

UTM & Campaign Integrity

27 passed | 7 failed | 1 warnings

72




8 items need attention

Tag & Consent Validation

40 passed | 9 failed | 6 warnings

73




15 items need attention

Property Configuration

32 passed | 3 failed | 4 warnings

83




7 items need attention

Data Quality

58 passed | 4 failed | 5 warnings

87



9 items need attention

Audit Findings

30 failed checks and 18 warnings detected

EC-002 E-commerce Integrity | CRITICAL

FAILED

Purchase revenue is showing as zero in GA4

WHY IT MATTERS

This issue is materially weakening measurement quality or decision confidence. Revenue is being collected as transaction activity without usable monetary value, so commercial reporting and optimisation are materially unreliable.

RECOMMENDATION

Populate the purchase event value parameter with the order total and validate it in DebugView and a live GA4 revenue report after a test transaction.

Priority: Do Now

Timeline: Do now

EC-020 E-commerce Integrity | CRITICAL

FAILED

Product IDs are inconsistent across checkout funnel events

WHY IT MATTERS

This issue is materially weakening measurement quality or decision confidence. E-commerce controls determine whether revenue, product performance, and funnel reporting stay credible.

RECOMMENDATION

Review this control, correct the implementation gap, and re-run the audit to confirm the issue clears.

Priority: Do Now

Timeline: Do now

PC-009 Property Configuration | CRITICAL

FAILED

Automatic page view tracking is disabled

WHY IT MATTERS

This issue is materially weakening measurement quality or decision confidence. Core property settings influence whether reports and downstream integrations can be trusted.

RECOMMENDATION

Review this control, correct the implementation gap, and re-run the audit to confirm the issue clears.

Priority: Do Now

Timeline: Do now

TC-005 Tag & Consent Validation | CRITICAL

FAILED

page_view event is not firing on every page

WHY IT MATTERS

This issue is materially weakening measurement quality or decision confidence. Tag sequencing and consent controls influence both legal risk and data collection quality.

RECOMMENDATION

Review this control, correct the implementation gap, and re-run the audit to confirm the issue clears.

Priority: Do Now

Timeline: Do now

TC-012 Tag & Consent Validation | CRITICAL

FAILED

Consent defaults fire after the GA4 tag

WHY IT MATTERS

This issue is materially weakening measurement quality or decision confidence. Tag sequencing and consent controls influence both legal risk and data collection quality.

RECOMMENDATION

Review this control, correct the implementation gap, and re-run the audit to confirm the issue clears.

Priority: Do Now

Timeline: Do now

TC-018 Tag & Consent Validation | CRITICAL

FAILED

Analytics/advertising cookies are being set before consent is granted

WHY IT MATTERS

This issue is materially weakening measurement quality or decision confidence. Tag sequencing and consent controls influence both legal risk and data collection quality.

RECOMMENDATION

Review this control, correct the implementation gap, and re-run the audit to confirm the issue clears.

Priority: Do Now

Timeline: Do now

TC-021 Tag & Consent Validation | CRITICAL

FAILED

page_view events are missing the page_location parameter

WHY IT MATTERS

This issue is materially weakening measurement quality or decision confidence. Tag sequencing and consent controls influence both legal risk and data collection quality.

RECOMMENDATION

Review this control, correct the implementation gap, and re-run the audit to confirm the issue clears.

Priority: Do Now

Timeline: Do now

UC-001 UTM & Campaign Integrity | CRITICAL

FAILED

Your own domain is appearing as a referral source

WHY IT MATTERS

This issue is materially weakening measurement quality or decision confidence. Campaign tagging and acquisition hygiene directly affect attribution quality.

RECOMMENDATION

Review this control, correct the implementation gap, and re-run the audit to confirm the issue clears.

Priority: Do Now

Timeline: Do now

TC-015 Tag & Consent Validation | CRITICAL

WARNING

Consent Mode v2 ad_user_data parameter is missing

WHY IT MATTERS

Partial degradation is visible and should be remediated before the setup is treated as fully trustworthy. Tag sequencing and consent controls influence both legal risk and data collection quality.

RECOMMENDATION

Review this control, correct the implementation gap, and re-run the audit to confirm the issue clears.

Priority: Do Now

Timeline: Do now

TC-016 Tag & Consent Validation | CRITICAL

WARNING

Consent Mode v2 ad_personalization parameter is missing

WHY IT MATTERS

Partial degradation is visible and should be remediated before the setup is treated as fully trustworthy. Tag sequencing and consent controls influence both legal risk and data collection quality.

RECOMMENDATION

Review this control, correct the implementation gap, and re-run the audit to confirm the issue clears.

Priority: Do Now

Timeline: Do now

TC-042 Tag & Consent Validation | CRITICAL

WARNING

Tag firing order may cause early events to be dropped

WHY IT MATTERS

Partial degradation is visible and should be remediated before the setup is treated as fully trustworthy. Tag sequencing and consent controls influence both legal risk and data collection quality.

RECOMMENDATION

Review this control, correct the implementation gap, and re-run the audit to confirm the issue clears.

Priority: Do Now

Timeline: Do now

DQ-015 Data Quality | HIGH

FAILED

Key events are not recording any activity

WHY IT MATTERS

This issue is materially weakening measurement quality or decision confidence. Data-quality controls determine whether stakeholders can rely on the numbers in reporting.

RECOMMENDATION

Review this control, correct the implementation gap, and re-run the audit to confirm the issue clears.

Priority: Do Now

Timeline: Do now

DQ-021 Data Quality | HIGH

FAILED

Unexpected hostnames are sending data to this property

WHY IT MATTERS

This issue is materially weakening measurement quality or decision confidence. Data-quality controls determine whether stakeholders can rely on the numbers in reporting.

RECOMMENDATION

Review this control, correct the implementation gap, and re-run the audit to confirm the issue clears.

Priority: Do Now

Timeline: Do now

DQ-053 Data Quality | HIGH

FAILED

404 error pages are not being tracked

WHY IT MATTERS

This issue is materially weakening measurement quality or decision confidence. Data-quality controls determine whether stakeholders can rely on the numbers in reporting.

RECOMMENDATION

Review this control, correct the implementation gap, and re-run the audit to confirm the issue clears.

Priority: Do Now

Timeline: Do now

EC-004

E-commerce Integrity | HIGH

FAILED

E-commerce funnel events are missing

WHY IT MATTERS

This issue is materially weakening measurement quality or decision confidence. E-commerce controls determine whether revenue, product performance, and funnel reporting stay credible.

RECOMMENDATION

Review this control, correct the implementation gap, and re-run the audit to confirm the issue clears.

Priority: Do Now

Timeline: Do now

EC-007

E-commerce Integrity | HIGH

FAILED

Add to cart events are not being tracked

WHY IT MATTERS

This issue is materially weakening measurement quality or decision confidence. E-commerce controls determine whether revenue, product performance, and funnel reporting stay credible.

RECOMMENDATION

Review this control, correct the implementation gap, and re-run the audit to confirm the issue clears.

Priority: Do Now

Timeline: Do now

EC-008

E-commerce Integrity | HIGH

FAILED

Checkout initiation is not being tracked

WHY IT MATTERS

This issue is materially weakening measurement quality or decision confidence. E-commerce controls determine whether revenue, product performance, and funnel reporting stay credible.

RECOMMENDATION

Review this control, correct the implementation gap, and re-run the audit to confirm the issue clears.

Priority: Do Now

Timeline: Do now

EC-026

E-commerce Integrity | HIGH

FAILED

Revenue cannot be attributed to traffic sources

WHY IT MATTERS

This issue is materially weakening measurement quality or decision confidence. E-commerce controls determine whether revenue, product performance, and funnel reporting stay credible.

RECOMMENDATION

Review this control, correct the implementation gap, and re-run the audit to confirm the issue clears.

Priority: Do Now

Timeline: Do now

PC-027 Property Configuration | HIGH

FAILED

Users are being split into new sessions when crossing domains

WHY IT MATTERS

This issue is materially weakening measurement quality or decision confidence. Core property settings influence whether reports and downstream integrations can be trusted.

RECOMMENDATION

Review this control, correct the implementation gap, and re-run the audit to confirm the issue clears.

Priority: Do Now

Timeline: Do now

PC-028 Property Configuration | HIGH

FAILED

Payment gateway is creating false referral sessions

WHY IT MATTERS

This issue is materially weakening measurement quality or decision confidence. Core property settings influence whether reports and downstream integrations can be trusted.

RECOMMENDATION

Review this control, correct the implementation gap, and re-run the audit to confirm the issue clears.

Priority: Do Now

Timeline: Do now

TC-003 Tag & Consent Validation | HIGH

FAILED

Duplicate GA4 tags detected, all metrics are being double-counted

WHY IT MATTERS

This issue is materially weakening measurement quality or decision confidence. Tag sequencing and consent controls influence both legal risk and data collection quality.

RECOMMENDATION

Review this control, correct the implementation gap, and re-run the audit to confirm the issue clears.

Priority: Do Now

Timeline: Do now

TC-010 Tag & Consent Validation | HIGH

FAILED

No consent management platform detected during crawl

WHY IT MATTERS

This issue is materially weakening measurement quality or decision confidence. Tag sequencing and consent controls influence both legal risk and data collection quality.

RECOMMENDATION

Review this control, correct the implementation gap, and re-run the audit to confirm the issue clears.

Priority: Do Now

Timeline: Do now

TC-013 Tag & Consent Validation | HIGH

FAILED

ad_storage consent parameter is not configured

WHY IT MATTERS

This issue is materially weakening measurement quality or decision confidence. Tag sequencing and consent controls influence both legal risk and data collection quality.

RECOMMENDATION

Review this control, correct the implementation gap, and re-run the audit to confirm the issue clears.

Priority: Do Now

Timeline: Do now

TC-037 Tag & Consent Validation | HIGH

FAILED

dataLayer is missing the required e-commerce schema

WHY IT MATTERS

This issue is materially weakening measurement quality or decision confidence. Tag sequencing and consent controls influence both legal risk and data collection quality.

RECOMMENDATION

Review this control, correct the implementation gap, and re-run the audit to confirm the issue clears.

Priority: Do Now

Timeline: Do now

TC-044 Tag & Consent Validation | HIGH

FAILED

gtag.js is running alongside GTM, double-counting events

WHY IT MATTERS

This issue is materially weakening measurement quality or decision confidence. Tag sequencing and consent controls influence both legal risk and data collection quality.

RECOMMENDATION

Review this control, correct the implementation gap, and re-run the audit to confirm the issue clears.

Priority: Do Now

Timeline: Do now

UC-003 UTM & Campaign Integrity | HIGH

FAILED

Large volume of sessions have no traffic source recorded

WHY IT MATTERS

This issue is materially weakening measurement quality or decision confidence. Campaign tagging and acquisition hygiene directly affect attribution quality.

RECOMMENDATION

Review this control, correct the implementation gap, and re-run the audit to confirm the issue clears.

Priority: Do Now

Timeline: Do now

UC-008 UTM & Campaign Integrity | HIGH

FAILED

Paid traffic is not being attributed correctly

WHY IT MATTERS

This issue is materially weakening measurement quality or decision confidence. Campaign tagging and acquisition hygiene directly affect attribution quality.

RECOMMENDATION

Review this control, correct the implementation gap, and re-run the audit to confirm the issue clears.

Priority: Do Now

Timeline: Do now

UC-014 UTM & Campaign Integrity | HIGH

FAILED

UTM medium values do not align with GA4 channel grouping rules

WHY IT MATTERS

This issue is materially weakening measurement quality or decision confidence. Campaign tagging and acquisition hygiene directly affect attribution quality.

RECOMMENDATION

Review this control, correct the implementation gap, and re-run the audit to confirm the issue clears.

Priority: Do Now

Timeline: Do now

UC-020 UTM & Campaign Integrity | HIGH

FAILED

Google Ads clicks are not converting to GA4 sessions as expected

WHY IT MATTERS

This issue is materially weakening measurement quality or decision confidence. Campaign tagging and acquisition hygiene directly affect attribution quality.

RECOMMENDATION

Review this control, correct the implementation gap, and re-run the audit to confirm the issue clears.

Priority: Do Now

Timeline: Do now

UC-024 UTM & Campaign Integrity | HIGH

FAILED

Paid clicks are leaking into organic, distorting channel ROI

WHY IT MATTERS

This issue is materially weakening measurement quality or decision confidence. Campaign tagging and acquisition hygiene directly affect attribution quality.

RECOMMENDATION

Review this control, correct the implementation gap, and re-run the audit to confirm the issue clears.

Priority: Do Now

Timeline: Do now

DQ-004 Data Quality | HIGH

WARNING

Engagement rate is outside the expected range

WHY IT MATTERS

Partial degradation is visible and should be remediated before the setup is treated as fully trustworthy. Data-quality controls determine whether stakeholders can rely on the numbers in reporting.

RECOMMENDATION

Review this control, correct the implementation gap, and re-run the audit to confirm the issue clears.

Priority: Do Now

Timeline: Do now

DQ-016 Data Quality | HIGH

WARNING

session_start count does not match the session count

WHY IT MATTERS

Partial degradation is visible and should be remediated before the setup is treated as fully trustworthy. Data-quality controls determine whether stakeholders can rely on the numbers in reporting.

RECOMMENDATION

Review this control, correct the implementation gap, and re-run the audit to confirm the issue clears.

Priority: Do Now

Timeline: Do now

DQ-017 Data Quality | HIGH

WARNING

Daily session volume is highly unstable

WHY IT MATTERS

Partial degradation is visible and should be remediated before the setup is treated as fully trustworthy. Data-quality controls determine whether stakeholders can rely on the numbers in reporting.

RECOMMENDATION

Review this control, correct the implementation gap, and re-run the audit to confirm the issue clears.

Priority: Do Now

Timeline: Do now

DQ-024 Data Quality | HIGH

WARNING

Bot-like traffic patterns detected in your data

WHY IT MATTERS

Partial degradation is visible and should be remediated before the setup is treated as fully trustworthy. Data-quality controls determine whether stakeholders can rely on the numbers in reporting.

RECOMMENDATION

Review this control, correct the implementation gap, and re-run the audit to confirm the issue clears.

Priority: Do Now

Timeline: Do now

DQ-032 Data Quality | HIGH

WARNING

Staging or dev traffic is contaminating your production data

WHY IT MATTERS

Partial degradation is visible and should be remediated before the setup is treated as fully trustworthy. Data-quality controls determine whether stakeholders can rely on the numbers in reporting.

RECOMMENDATION

Review this control, correct the implementation gap, and re-run the audit to confirm the issue clears.

Priority: Do Now

Timeline: Do now

PC-018 Property Configuration | HIGH

WARNING

BigQuery export is not configured for this property

WHY IT MATTERS

Partial degradation is visible and should be remediated before the setup is treated as fully trustworthy. Core property settings influence whether reports and downstream integrations can be trusted.

RECOMMENDATION

Review this control, correct the implementation gap, and re-run the audit to confirm the issue clears.

Priority: Do Now

Timeline: Do now

PC-022

Property Configuration | HIGH

WARNING

Custom dimension quota is nearly full

WHY IT MATTERS

Partial degradation is visible and should be remediated before the setup is treated as fully trustworthy. Core property settings influence whether reports and downstream integrations can be trusted.

RECOMMENDATION

Review this control, correct the implementation gap, and re-run the audit to confirm the issue clears.

Priority: Do Now

Timeline: Do now

TC-006

Tag & Consent Validation | HIGH

WARNING

GTM installation has configuration issues

WHY IT MATTERS

Partial degradation is visible and should be remediated before the setup is treated as fully trustworthy. Tag sequencing and consent controls influence both legal risk and data collection quality.

RECOMMENDATION

Review this control, correct the implementation gap, and re-run the audit to confirm the issue clears.

Priority: Do Now

Timeline: Do now

TC-020

Tag & Consent Validation | HIGH

WARNING

dataLayer is not initialized before GTM loads, events may be lost

WHY IT MATTERS

Partial degradation is visible and should be remediated before the setup is treated as fully trustworthy. Tag sequencing and consent controls influence both legal risk and data collection quality.

RECOMMENDATION

Review this control, correct the implementation gap, and re-run the audit to confirm the issue clears.

Priority: Do Now

Timeline: Do now

UC-002

UTM & Campaign Integrity | HIGH

WARNING

Direct traffic is unusually high, pointing to attribution loss

WHY IT MATTERS

Partial degradation is visible and should be remediated before the setup is treated as fully trustworthy. Campaign tagging and acquisition hygiene directly affect attribution quality.

RECOMMENDATION

Review this control, correct the implementation gap, and re-run the audit to confirm the issue clears.

Priority: Do Now

Timeline: Do now

DQ-034 Data Quality | MEDIUM

FAILED

Conversion rate is outside any plausible range

WHY IT MATTERS

This issue is materially weakening measurement quality or decision confidence. Data-quality controls determine whether stakeholders can rely on the numbers in reporting.

RECOMMENDATION

Review this control, correct the implementation gap, and re-run the audit to confirm the issue clears.

Priority: Plan Next

Timeline: Plan next

EC-013 E-commerce Integrity | MEDIUM

FAILED

Checkout funnel drop-off rates look implausible

WHY IT MATTERS

This issue is materially weakening measurement quality or decision confidence. E-commerce controls determine whether revenue, product performance, and funnel reporting stay credible.

RECOMMENDATION

Review this control, correct the implementation gap, and re-run the audit to confirm the issue clears.

Priority: Plan Next

Timeline: Plan next

UC-005 UTM & Campaign Integrity | MEDIUM

FAILED

High traffic volume landing in Unassigned channel

WHY IT MATTERS

This issue is materially weakening measurement quality or decision confidence. Campaign tagging and acquisition hygiene directly affect attribution quality.

RECOMMENDATION

Review this control, correct the implementation gap, and re-run the audit to confirm the issue clears.

Priority: Plan Next

Timeline: Plan next

PC-025 Property Configuration | MEDIUM

WARNING

Search Console query-level data could not be confirmed

WHY IT MATTERS

Partial degradation is visible and should be remediated before the setup is treated as fully trustworthy. Core property settings influence whether reports and downstream integrations can be trusted.

RECOMMENDATION

Review this control, correct the implementation gap, and re-run the audit to confirm the issue clears.

Priority: Plan Next

Timeline: Plan next

EC-003 E-commerce Integrity | MEDIUM

WARNING

Average order value is outside the expected range

WHY IT MATTERS

Partial degradation is visible and should be remediated before the setup is treated as fully trustworthy. E-commerce controls determine whether revenue, product performance, and funnel reporting stay credible.

RECOMMENDATION

Review this control, correct the implementation gap, and re-run the audit to confirm the issue clears.

Priority: Plan Next

Timeline: Plan next

EC-011 E-commerce Integrity | MEDIUM

WARNING

Payment info step is not being tracked in the checkout funnel

WHY IT MATTERS

Partial degradation is visible and should be remediated before the setup is treated as fully trustworthy. E-commerce controls determine whether revenue, product performance, and funnel reporting stay credible.

RECOMMENDATION

Review this control, correct the implementation gap, and re-run the audit to confirm the issue clears.

Priority: Plan Next

Timeline: Plan next

PC-006

Property Configuration | MEDIUM

WARNING

Google Signals is off, cross-device reporting unavailable

WHY IT MATTERS

Partial degradation is visible and should be remediated before the setup is treated as fully trustworthy. Core property settings influence whether reports and downstream integrations can be trusted.

RECOMMENDATION

Remediate this area until the expected state is true: Google Signals is enabled for cross-device reporting.

Priority: Plan Next

Timeline: Plan next

TC-022

Tag & Consent Validation | MEDIUM

WARNING

page_view events are missing the page_title parameter

WHY IT MATTERS

Partial degradation is visible and should be remediated before the setup is treated as fully trustworthy. Tag sequencing and consent controls influence both legal risk and data collection quality.

RECOMMENDATION

Review this control, correct the implementation gap, and re-run the audit to confirm the issue clears.

Priority: Plan Next

Timeline: Plan next

Passed Controls

178 checks passed - these should be kept stable

Passed Checks

PASSED 1/9

Page 1 of 9

ID	Module	Check	Severity
DQ-038	Data Quality	Active user trend shows no significant unexplained decline	Medium
DQ-002	Data Quality	Active users were detected in this audit window	Critical
DQ-005	Data Quality	Average session duration looks normal	Medium
DQ-027	Data Quality	Browser distribution looks normal	Medium
DQ-067	Data Quality	Content engagement depth is shallow - most pages have low average engagement time	Low
DQ-039	Data Quality	Content grouping is configured	Low
DQ-029	Data Quality	Critical dimensions are populated for the large majority of sessions	Medium
DQ-044	Data Quality	Currency parameter is present on events that carry a value	Medium
DQ-033	Data Quality	Custom dimensions have healthy data fill rates	Medium
DQ-014	Data Quality	Custom event names use snake_case	Low
DQ-052	Data Quality	Custom metrics have healthy data fill rates	Medium
DQ-036	Data Quality	Debug mode events are appearing in your live production data	Medium
DQ-026	Data Quality	Device category breakdown looks normal	Low
DQ-037	Data Quality	Engaged sessions are present at a healthy level	Medium
DQ-040	Data Quality	Event counts remain within the expected range	Medium
DQ-043	Data Quality	Event value parameters contain non-numeric data	Medium
DQ-072	Data Quality	Event-to-session ratio is abnormal - possible over or under instrumentation	Medium
DQ-049	Data Quality	GA4 Realtime report shows no active users	Medium
DQ-059	Data Quality	GA4 collect requests fired during crawl but delivery could not be confirmed	Medium
DQ-071	Data Quality	GA4 data has a collection lag of more than 2 days	Medium
DQ-025	Data Quality	Geographic distribution of traffic looks plausible	Medium
DQ-070	Data Quality	Google Signals is enabled - data thresholding may be suppressing demographic reports	Low

Passed Checks

PASSED 2/9

Page 2 of 9

ID	Module	Check	Severity
DQ-047	Data Quality	Google Signals may increase thresholding risk in low-traffic reports	Medium
DQ-058	Data Quality	High-cardinality dimensions may exceed the GA4 UI comfort range	High
DQ-066	Data Quality	High-traffic landing pages have very high bounce rates - potential UX or tracking issue	Medium
DQ-035	Data Quality	Key event volume shows no spam-like pattern	High
DQ-055	Data Quality	Language data distribution looks normal	Low
DQ-068	Data Quality	Majority of sessions view only a single page - possible tracking or UX issue	Medium
DQ-008	Data Quality	Mobile traffic was detected in the property	Low
DQ-009	Data Quality	New versus returning user split looks normal	High
DQ-073	Data Quality	No material issue was detected for this control	High
DQ-030	Data Quality	No personal data was detected in page URLs	Critical
DQ-074	Data Quality	Organic Google search traffic was detected - Search Console integration may be missing	Medium
DQ-056	Data Quality	Page location parameter captures the full URL	Medium
DQ-031	Data Quality	Page paths are standardised without trailing-slash fragmentation	Medium
DQ-023	Data Quality	Pages have titles in GA4 data	Medium
DQ-007	Data Quality	Pages per session look normal	Medium
DQ-013	Data Quality	Reserved GA4 event names are being used as custom events	Medium
DQ-028	Data Quality	Screen resolution data shows expected variety	Medium
DQ-050	Data Quality	Session timeout may be worth reviewing for this site	Low
DQ-001	Data Quality	Sessions are being recorded in GA4	Critical
DQ-003	Data Quality	Sessions per user remain within the expected range	High
DQ-069	Data Quality	Significant proportion of pageviews have '(not set)' page titles	Medium
DQ-062	Data Quality	Statistically significant traffic anomalies detected (Z-score analysis)	High

Passed Checks

PASSED 3/9

Page 3 of 9

ID	Module	Check	Severity
DQ-061	Data Quality	Subdomain traffic is creating false new sessions	High
DQ-011	Data Quality	Too many unique event names, approaching the GA4 limit	High
DQ-010	Data Quality	Total event count is within the expected range	Medium
DQ-063	Data Quality	Traffic coefficient of variation is abnormally high - unstable day-to-day volume	Medium
DQ-019	Data Quality	Traffic dropped by more than 70%, likely a tracking failure	Critical
DQ-045	Data Quality	Traffic shows expected weekday and weekend variation	Medium
DQ-020	Data Quality	Traffic spike over 500% detected, likely bot or spam	High
DQ-065	Data Quality	Traffic trending down more than 15% week-over-week	High
DQ-042	Data Quality	User properties are configured in GA4	Low
DQ-060	Data Quality	Users remain in the same session when crossing domains	Critical
DQ-054	Data Quality	Virtual page views on your SPA are inconsistent	High
DQ-064	Data Quality	Weekend traffic pattern deviates significantly from weekday baseline	Low
DQ-018	Data Quality	Zero-traffic days found, indicating tracking outages	Critical
DQ-012	Data Quality	page_view remains the most frequent event as expected	Medium
EC-028	E-commerce Integrity	Average order value is showing unexpected instability	Medium
EC-024	E-commerce Integrity	Cart view events are being tracked	Medium
EC-005	E-commerce Integrity	Checkout funnel event counts decrease in the expected order	High
EC-017	E-commerce Integrity	Coupon codes are being tracked with purchase events	Low
EC-029	E-commerce Integrity	Duplicate purchase events are not inflating revenue data	Critical
EC-014	E-commerce Integrity	No negative revenue values were detected in transaction data	High
EC-019	E-commerce Integrity	Product brand data is present from item arrays	Low
EC-018	E-commerce Integrity	Product category data is present from item arrays	Medium

Passed Checks

PASSED 4/9

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ID	Module	Check	Severity
EC-009	E-commerce Integrity	Product listing view events are being tracked	Low
EC-021	E-commerce Integrity	Product names are inconsistent across funnel events	Medium
EC-023	E-commerce Integrity	Product selection events are being tracked	Low
EC-006	E-commerce Integrity	Product view events are being tracked	Medium
EC-034	E-commerce Integrity	Product/item data in GA4 is incomplete - missing key e-commerce fields	Medium
EC-001	E-commerce Integrity	Purchase events were recorded in the last 30 days	Critical
EC-033	E-commerce Integrity	Purchase volume is declining week-over-week - possible checkout or tracking issue	High
EC-010	E-commerce Integrity	Refunds are tracked in GA4	Medium
EC-031	E-commerce Integrity	Revenue is highly concentrated in a few transactions - risky for reporting accuracy	Medium
EC-015	E-commerce Integrity	Shipping revenue is being passed to GA4	Low
EC-016	E-commerce Integrity	Tax amounts are being tracked in transactions	Low
EC-027	E-commerce Integrity	Transaction values remain within a plausible range	High
EC-032	E-commerce Integrity	Zero-value (\$0) purchase transactions detected in production	High
PC-040	Property Configuration	Attribution model is set to last-click - may under-credit upper-funnel channels	Medium
PC-035	Property Configuration	Attribution model may not match your traffic acquisition profile	Medium
PC-024	Property Configuration	Attribution model settings have been reviewed	Medium
PC-023	Property Configuration	Audiences are configured in GA4	Medium
PC-031	Property Configuration	Audiences have longer membership duration than your data retention period	Medium
PC-042	Property Configuration	Conversion lookback window may not match your typical sales cycle	Low
PC-032	Property Configuration	Custom dimension names do not follow a consistent naming convention	Low
PC-021	Property Configuration	Custom dimensions are configured for business context	Low
PC-008	Property Configuration	Enhanced measurement is on, automatic event tracking disabled	High

Passed Checks

PASSED 5/9

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ID	Module	Check	Severity
PC-014	Property Configuration	File download events are enabled	Medium
PC-015	Property Configuration	Form interaction tracking is enabled	Medium
PC-017	Property Configuration	Google Ads is linked to this property	High
PC-003	Property Configuration	Industry category not set, benchmarking data unavailable	Low
PC-041	Property Configuration	Insufficient conversions for Data-Driven Attribution - falling back to last-click	Medium
PC-037	Property Configuration	Key event conversion rate exceeds 100% - firing on every pageview	Critical
PC-020	Property Configuration	Key event volume is within the expected range	Medium
PC-019	Property Configuration	Key events are defined in this property	Critical
PC-039	Property Configuration	Key events with zero conversions in the last 30 days	High
PC-016	Property Configuration	Measurement Protocol secrets are protected against spoofing	High
PC-033	Property Configuration	Measurement Protocol secrets may be stale or over-provisioned	Medium
PC-007	Property Configuration	No active web data stream found	Critical
PC-034	Property Configuration	No material issue was detected for this control	Critical
PC-011	Property Configuration	Outbound link clicks are being tracked	Medium
PC-036	Property Configuration	Property configuration maturity score is low	Medium
PC-002	Property Configuration	Reporting currency is configured, revenue figures are unreliable	High
PC-010	Property Configuration	Scroll depth events are being captured	Medium
PC-004	Property Configuration	Short data retention window is deleting your historical data	Critical
PC-012	Property Configuration	Site search queries are being recorded	Low
PC-001	Property Configuration	Timezone is set to the wrong location, skewing daily reports	High
PC-038	Property Configuration	Too many key events configured - dilutes Smart Bidding signal quality	High
PC-005	Property Configuration	User data reset setting may be distorting return visitor counts	Medium

Passed Checks

PASSED 6/9

Page 6 of 9

ID	Module	Check	Severity
PC-013	Property Configuration	Video engagement events are being tracked	Low
TC-014	Tag & Consent Validation	Analytics_storage consent parameter is configured	High
TC-025	Tag & Consent Validation	Client ID is stable across pages	High
TC-057	Tag & Consent Validation	Consent Mode V2 signals (ad_user_data, ad_personalization) detected	High
TC-054	Tag & Consent Validation	Consent Mode default state denies analytics - significant data is modeled, observed	High
TC-011	Tag & Consent Validation	Consent Mode defaults were observed during crawl	Critical
TC-017	Tag & Consent Validation	Consent defaults pre-grant analytics_storage	Critical
TC-019	Tag & Consent Validation	Consent state is being sent with GA4 hits	Medium
TC-026	Tag & Consent Validation	Custom event names follow snake_case convention	Medium
TC-053	Tag & Consent Validation	DataLayer event inventory	Low
TC-061	Tag & Consent Validation	DataLayer is polluted - too many keys, too deeply nested, or too many pushes	Medium
TC-027	Tag & Consent Validation	Event volume per page remains within GA4 limits	Medium
TC-032	Tag & Consent Validation	Facebook Pixel did not conflict with GA4 tracking	Medium
TC-046	Tag & Consent Validation	GA4 Debug Mode is not active in production	Medium
TC-047	Tag & Consent Validation	GA4 configuration tag is present in the GTM container	Critical
TC-055	Tag & Consent Validation	GA4 fires with a consent banner present but no consent infrastructure detected	High
TC-004	Tag & Consent Validation	GA4 tag is present across the audited pages	Critical
TC-029	Tag & Consent Validation	GA4 tag loads too slowly, capturing fast-exit visits	Medium
TC-001	Tag & Consent Validation	GA4 tag was detected on the site	Critical
TC-043	Tag & Consent Validation	GTM Preview Mode is not active in production	Medium
TC-060	Tag & Consent Validation	GTM or GA4 tag script may be loading synchronously - blocking page render	Medium
TC-030	Tag & Consent Validation	GTM script is placed in the page head	Medium

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ID	Module	Check	Severity
TC-039	Tag & Consent Validation	Invalid characters found in event parameter names	Medium
TC-008	Tag & Consent Validation	JavaScript errors are preventing GA4 tags from firing	High
TC-007	Tag & Consent Validation	Legacy Universal Analytics tags are no longer active	High
TC-049	Tag & Consent Validation	No SSN-like patterns were detected in GA4 requests	Critical
TC-048	Tag & Consent Validation	No email addresses were detected in GA4 requests	Critical
TC-058	Tag & Consent Validation	No material issue was detected for this control	Medium
TC-028	Tag & Consent Validation	No personal data was detected in GA4 event parameters	Critical
TC-038	Tag & Consent Validation	No personal data was found in dataLayer values	Critical
TC-034	Tag & Consent Validation	Only the intended tag management system is active	High
TC-059	Tag & Consent Validation	Redundant tag detected - same vendor loaded via GTM and hardcoded simultaneously	High
TC-035	Tag & Consent Validation	Server-side tagging is implemented or not required	Medium
TC-045	Tag & Consent Validation	Session timeout is configured to match site behaviour	Low
TC-023	Tag & Consent Validation	Session_start event observed during crawl	High
TC-052	Tag & Consent Validation	Standard ecommerce dataLayer events are present	Medium
TC-002	Tag & Consent Validation	The correct Measurement ID is firing to the intended property	Critical
TC-056	Tag & Consent Validation	Third-party cookies set before consent - may break in browsers blocking third-party coo...	High
TC-033	Tag & Consent Validation	TikTok Pixel did not conflict with GA4 tracking	Medium
TC-009	Tag & Consent Validation	Too many third-party scripts may be blocking tag execution	Low
TC-024	Tag & Consent Validation	user_engagement events were detected in the last 30 days	High
UC-032	UTM & Campaign Integrity	AI traffic may be hiding in Direct - referrer not captured	Medium
UC-031	UTM & Campaign Integrity	AI/LLM referral traffic is not tracked or visible in GA4	Medium
UC-025	UTM & Campaign Integrity	Affiliate traffic can be identified in reports	Medium

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ID	Module	Check	Severity
UC-030	UTM & Campaign Integrity	Attribution lookback windows have been reviewed	Medium
UC-012	UTM & Campaign Integrity	Campaign name is present from tagged traffic	Medium
UC-018	UTM & Campaign Integrity	Campaign naming is consistent across reporting	Medium
UC-029	UTM & Campaign Integrity	Cost data is available for paid campaign ROI analysis	Medium
UC-026	UTM & Campaign Integrity	Display ad traffic is being tracked correctly	Medium
UC-010	UTM & Campaign Integrity	Email campaigns are tagged with UTM parameters	Medium
UC-038	UTM & Campaign Integrity	GA4 conversion count and Google Ads conversion count may be misaligned	Medium
UC-033	UTM & Campaign Integrity	Google Ads is linked but no key events are available for conversion import	High
UC-019	UTM & Campaign Integrity	Google Ads paid search sessions were detected in the audit window	High
UC-035	UTM & Campaign Integrity	Google Ads sessions lack gclid attribution - auto-tagging may be broken	High
UC-016	UTM & Campaign Integrity	Internal links are tagged with UTMs, overwriting original traffic sources	Critical
UC-021	UTM & Campaign Integrity	Meta ads traffic is attributed in GA4	High
UC-034	UTM & Campaign Integrity	No advertising cost data available - advertiserAdCost is zero across all channels	Medium
UC-006	UTM & Campaign Integrity	No personal data was found in UTM parameters	Critical
UC-007	UTM & Campaign Integrity	Organic search traffic was detected in this property	Medium
UC-037	UTM & Campaign Integrity	Payment gateway domains appearing as referral sources - breaking session attribution	Critical
UC-036	UTM & Campaign Integrity	Potential paid traffic misattributed to organic due to missing gclid on SPAs	High
UC-028	UTM & Campaign Integrity	QR code campaigns are set up for tracking	Low
UC-027	UTM & Campaign Integrity	SMS and push notification campaigns use UTM tracking	Medium
UC-015	UTM & Campaign Integrity	Sessions retain landing page information	High
UC-011	UTM & Campaign Integrity	Social media campaigns use UTM tracking	Medium
UC-022	UTM & Campaign Integrity	TikTok ads traffic is attributed in GA4	Medium

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ID	Module	Check	Severity
UC-004	UTM & Campaign Integrity	UTM values are standardised to a single case	Medium
UC-013	UTM & Campaign Integrity	UTM values do not contain spaces that break attribution	Medium

Module Summary

Scores and key actions at a glance.

Module	Score	Grade	Key Action
E-commerce Integrity	64	D	Fix 9 issues
UTM & Campaign Integrity	72	C	Fix 8 issues
Tag & Consent Validation	73	C	Fix 15 issues
Property Configuration	83	B	Fix 7 issues
Data Quality	87	B	Fix 9 issues
OVERALL	77	C	48 total items to address across all modules