

ANALYTICS

A tag in your code is not a tag that works

Two sites went live with a placeholder where tracking belonged.



Installed is not working

Two sites. Months of nothing recorded.



In the source vs firing

SNIPPET IN PAGE SOURCE

HIT IN DEBUG VIEW

Proves nothing

Proves it fires

The two-minute test

- 01 Open the analytics debug view
- 02 Load your own page in another tab
- 03 Watch the visit land in debug view
- 04 No hit means the tag does not fire
- 05 Run it on the preview link before launch

Do it before launch

Test the preview link, not the live site after the fact.



Then one number every Monday

Calls from your Google Business Profile.



*In the source is not
firing.*

— PROVE THE HIT LANDED



Comment FLEET

I'll send the analytics-really-firing checklist

**Free Fleet Room invite
included**