



## TRACKING

# Installed is not the same as working

*The five-source tracking setup, and how to  
prove it fires.*

# Your analytics may be lying to you

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*A tag in the code is not a tag that works.*

# Five sources, one place to look

01

Google Analytics

02

Search Console

03

Business Profile performance

04

A maps scan

05

Directories



# Open the Business Profile tab

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*Calls, directions and clicks. Almost nobody reads it.*

# A maps scan shows it street by street

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*Not one number for the whole town.*

# Prove the tag fires

- 01 Open the live debug view
- 02 Visit your own site
- 03 Watch your visit land
- 04 Nothing showing means not tracking



Keep it boring

EVERY  
MONDAY

Calls from Business Profile

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NAME, ADDRESS, PHONE

Same everywhere

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TAG CHECK

Watch it fire

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# Comment FLEET

*I'll send the checklist*