

ANALYTICS TEMPLATE

Analytics Measurement Plan

Decide what you will do differently depending on the number, before you build the tracking that produces it.

Most analytics setups measure what is easy rather than what is decided on, which is how companies end up with forty dashboards and no answers. This plan works backwards: the decision first, then the metric that informs it, then the event that produces the metric. Anything that survives that chain is worth tracking.

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How to use this plan

The test for any metric is simple: name the decision it changes. If nobody would act differently at a different value, it is decoration.

- 1 **Start with decisions, not tools.** Section 2 comes before any tag is written.
- 2 **One definition per term.** If sales and marketing define a lead differently, every report is an argument.
- 3 **Name an owner per metric.** Unowned numbers get quoted but never acted on.
- 4 **Specify events before implementing.** Renaming an event after launch costs you the history.
- 5 **Plan the QA.** Most tracking is broken somewhere, and nobody notices for months because nothing errors.

THE MOST COMMON FAILURE

Tracking that was correct on the day it launched and silently broke at the next site release. Section 6 exists because measurement is a maintained system, not a one-off setup.

SECTION 1

Decisions before metrics

Fill this in with the people who actually make the decisions. If a row has no owner, it is not a real decision.

DECISION WE NEED TO MAKE	HOW OFTEN	WHO DECIDES	WHAT WOULD CHANGE OUR MIND
Where to spend the next marketing pound	Monthly		
Which pages to improve next	Quarterly		
Whether a channel is worth keeping	Quarterly		
What to build next on the site	Quarterly		
Whether pricing is working	Annually		

THE DISCIPLINE THIS CREATES

Any metric that does not map back to a row here does not get built. That single rule is what keeps an analytics implementation small enough to stay correct.

The measurement map

DECISION	METRIC	DEFINITION	SOURCE	OWNER

Definitions everyone must agree on

TERM	OUR DEFINITION	EXPLICITLY NOT
Lead		
Qualified lead		
Conversion		
Active customer		
Churn		

THE 'EXPLICITLY NOT' COLUMN PREVENTS MOST REPORTING DISPUTES

Writing down what a lead is not, a newsletter signup, a bounced form, a spam submission, is what stops two teams reporting different numbers from the same system and each being convinced the other is wrong.

Event and parameter specification

Name every event before implementing any. Renaming later means losing the history or maintaining a mapping forever.

EVENT NAME	FIRES WHEN	PARAMETERS	PRIORITY
form_submit	Any form submits successfully	form_id, page_path	Critical
contact_start	First field of contact form focused	form_id	High
cta_click	Any primary CTA clicked	cta_text, page_path	High
file_download	Template or PDF downloaded	file_name, file_type	Medium
outbound_click	Link to another domain clicked	destination	Medium
scroll_depth	50 and 90 percent reached	percent, page_path	Low

Naming rules

- Lowercase with underscores, verb last: `form\_submit`, not `SubmitForm`.
- Name the action, never the location. `cta\_click` with a parameter beats `homepage\_hero\_button\_click`.
- Put the variable part in a parameter, not the event name. Otherwise you get 400 events and can aggregate none of them.
- Never include personal data in a parameter. No emails, names, or anything that identifies a person.

Conversion and value definitions

CONVERSION	EVENT	VALUE	HOW THE VALUE WAS DERIVED

How to put a number on a soft conversion

- 1 Take the number of that conversion over the last 12 months.
- 2 Take how many of those became customers.
- 3 Multiply by average customer value.
- 4 Divide by the original count. That is what one of them is worth.
- 5 Write the derivation in the table above so the number is auditable rather than invented.

A ROUGH VALUE BEATS NO VALUE

Without values, every channel report ranks by volume, which flatters whatever produces the most low-quality traffic. An imperfect value that everyone understands is more useful than a precise one nobody trusts.

Data quality and governance

- ☐ Internal traffic excluded, including the agency and the office
- ☐ Known bot and scraper traffic filtered
- ☐ Cross-domain tracking configured where the journey spans hosts
- ☐ Consent mode configured to match the actual cookie banner behaviour
- ☐ No personal data in any event parameter or URL
- ☐ Data retention period set deliberately, not left at default
- ☐ A raw, unfiltered view retained for debugging
- ☐ Access reviewed: who can edit tags, who can only read
- ☐ Tag container changes require review before publish
- ☐ A named person owns the implementation

Known limitations, written down

CONSENT DECLINE RATE, AD BLOCKERS, CROSS-DEVICE GAPS, ANYTHING THAT MAKES THE NUMBERS DIRECTIONAL

STATE THE LIMITS IN THE REPORT, NOT JUST THE PLAN

If 30 percent of visitors decline consent, every number you report is a sample. Saying so once, in the report footer, prevents someone building a business case on a figure they thought was a census.

Reporting cadence and implementation QA

REPORT	FOR WHOM	FREQUENCY	ANSWERS WHICH DECISION

Implementation QA, before sign-off

- ☐ Every event in section 3 fired at least once in debug mode
- ☐ Parameters populate with real values, not undefined
- ☐ Conversions register in the destination platform, not just the tag manager
- ☐ No duplicate events firing on a single action
- ☐ Tracking survives a page reload and a back-button journey
- ☐ Mobile tested separately from desktop
- ☐ Consent decline path tested: nothing fires when it should not
- ☐ A test purchase or submission traced end to end

RE-RUN THE QA AFTER EVERY SITE RELEASE

Tracking breaks silently. Add this checklist to the launch checklist so a deploy cannot quietly cost you a month of data.

We build the systems behind the paperwork

Gatilab is an independent WordPress and search agency. We build sites, rank them, and stay long enough to prove the work moved something.

2014 Founded	850+ Clients served	2,000+ Projects completed	10,000+ Plugin installs
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What we do

WordPress engineering

Custom themes, blocks, plugins, and migrations built to stay fast and maintainable after handoff.

SEO strategy

Technical fixes, topical coverage, and search visibility work measured against clicks, not scores.

Content marketing

Research-led articles and editorial systems your team can keep publishing without us.

Conversion design

Landing pages, service pages, and forms designed around the decision the reader is actually making.

Need this handled instead of templated?

Send the problem, not a brief. We will tell you whether it is worth building, what it depends on, and what we would deliberately skip. If the honest answer is that you do not need us, you will get that too.

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