



Analytics, Tracking & Conversion Optimisation

Understand activity on your website and make better-informed decisions.

Measurement setup and review to help businesses understand traffic, enquiries and key customer actions when the required tools and consent settings are in place.

Services included

- Google Analytics 4 setup review
- Google Search Console setup support
- Google Tag Manager planning
- Google Ads conversion tracking checks
- Meta Pixel setup review
- Form and button event tracking
- Reporting dashboard planning
- Conversion-rate optimisation review

Typical checks

- Are important pages measurable?
- Do enquiry actions work?
- Are events named consistently?
- Are duplicate or missing events present?
- Do reports answer business questions?

Requirements

- Appropriate account access
- Correct website permissions
- Consent and privacy configuration
- Testing with real user journeys

Deliverables

- Measurement plan
- Configuration notes
- Testing checklist
- Findings and recommended improvements

Let's talk about your goals

Request a tracking review and explain which business outcomes matter most.

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Social links

Facebook: <https://facebook.com/vakhifydigital> | Instagram: https://instagram.com/vakhify_digital | Threads: https://threads.com/@vakhify_digital | X / Twitter: <https://x.com/vakhifydigital> | YouTube: <https://www.youtube.com/@vakhifydigital>

This catalogue is an informational overview, not a binding service agreement. Final deliverables, timelines, fees and terms are confirmed in a written proposal. Service availability depends on project scope.