



E-Commerce and Lead Generation		Status
Basic Property Settings		
1	Link Webmaster Tools (also known as "Google Search Console")	
2	Link AdWords, if applicable	
Basic View Settings		
1	Name View after URL of the site	
2	Set accurate time zone	
3	Enter in default page	
4	Enable and configure site search, if applicable	
5	Apply following filters:	
	a. Exclude internal traffic	
	b. Display subdomains	
6	Setup goals + funnels	
	a. Soft conversion (E.g. registration, e-mail subscribe, lead form completion, etc.)	
	b. Make checkout conversion a goal, if applicable, and configure funnel	
7	Enable + configure e-commerce tracking if an e-commerce client*	
	*Make sure e-commerce code only fires on first view of the "thank you" page	
8	Configure custom alerts	
9	Configure channel groupings	
10	Copy completed View setup above and name it "Test" or "Testing"	