

**ObservePoint**

**EDGE**

**Audits Foundation Session**

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**Chris Hawkes**



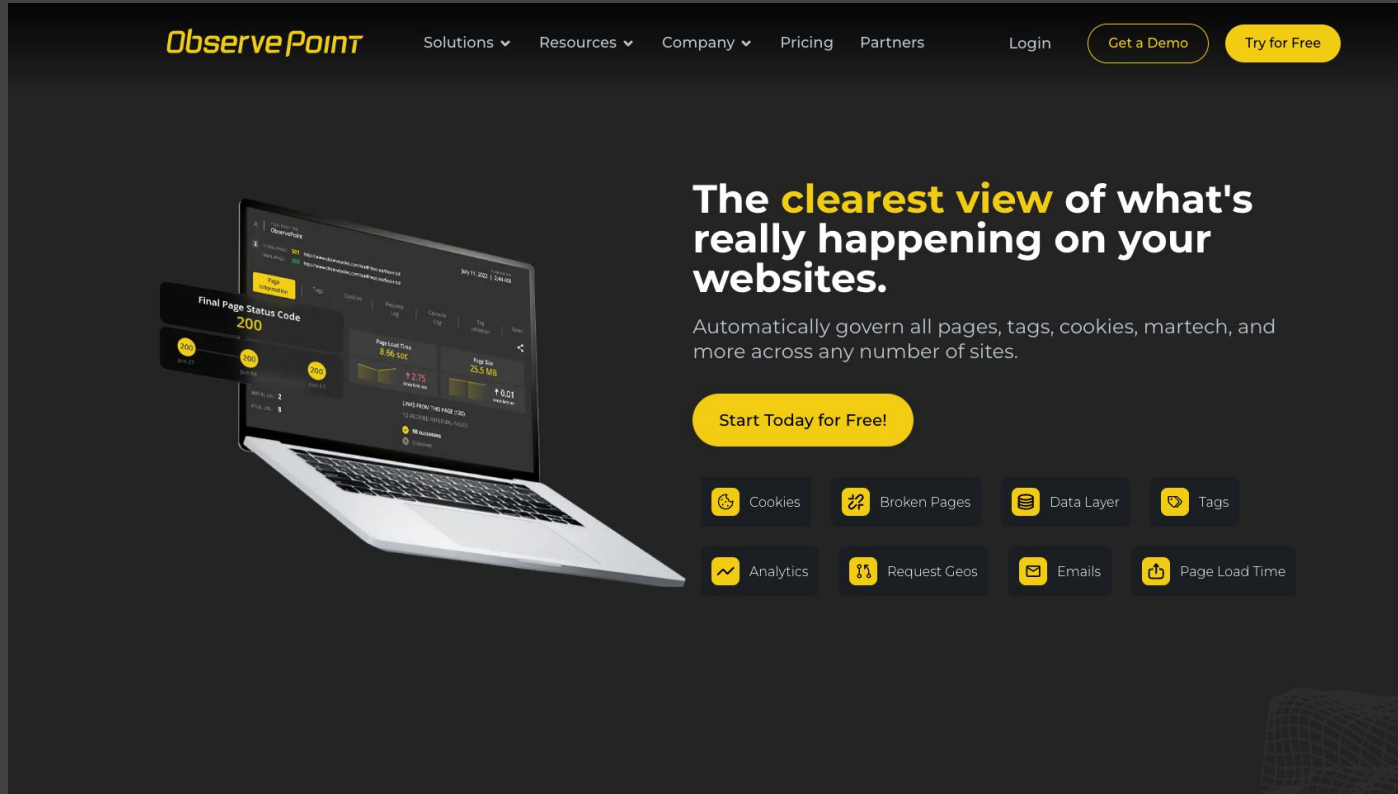
**Masen Sarabia**



# Agenda

- The Mighty Web Page
- What is an Audit?
- Audit Use Cases
- Audit Reports
- Audit Scenarios
- Audit URL Scan Settings
- Best Practices - Recurring Audits
- Guided Workshop Session

# The Mighty Web Page - What happens here?











The image shows a screenshot of the ObservePoint website. At the top, the ObservePoint logo is on the left, followed by navigation links: Solutions, Resources, Company, Pricing, and Partners. On the right, there are buttons for Login, Get a Demo, and Try for Free. The main content area features a laptop displaying a dashboard with various performance metrics. To the right of the laptop, there is a large heading and a sub-heading, followed by a list of features in a grid format.

**ObservePoint** Solutions Resources Company Pricing Partners Login [Get a Demo](#) [Try for Free](#)

## The **clearest view** of what's really happening on your websites.

Automatically govern all pages, tags, cookies, martech, and more across any number of sites.

[Start Today for Free!](#)

-  Cookies
-  Broken Pages
-  Data Layer
-  Tags
-  Analytics
-  Request Geos
-  Emails
-  Page Load Time

# Audit Use Cases



- Page Load Cookie Governance
- Privacy Compliance Testing
- Cookie Security Monitoring
- Find Cookie Initiators



- Page Load Analytics Validation
- Page Load Tag Validation Governance
- Data Layer Validation
- Identify Unauthorized Tags



- Page Performance
- ADA Compliance
- SEO Testing
- Key Word Searching
- Identify Broken Web Content
- More...

# What is an Audit?

ObservePoint.com - Prod - Opt Out
Feb 22, 2024 | 1:53 PM

?
🔔
📄
⚙️

AUDIT OVERVIEW

**Use-Cases**

Summary

Alerts

Pages

TECHNOLOGY

Tag Inventory

Tag Health

Variable Inventory

Tag & Variable Rules

Tag & Variable Comparisons

Duplicates & Multiples

Cookie Inventory

Browser Console Logs

PRIVACY

Cookies

Tags

Request Domains & Geos

JavaScript File Changes

Audit Exports

NOTES ^

Notes can include:

-a description of what this audit is validating

OVERVIEW

ANALYTICS

PRIVACY

LANDING PAGE

Pages Scanned

388

DOMAIN AUDITED: [www.observepoint.com](http://www.observepoint.com)


To govern at scale we recommend auditing the most important pages on your website at a regular cadence even as frequently as daily. A full scan of your entire index should be performed at least quarterly.

[View Pages report to get more detail >](#)

4

Broken Pages

Broken pages create poor user experiences and lower onsite conversions rates. Sites with broken links can also be penalized by paid media providers and in organic search results.



● Successful pages

● Broken pages

[View all broken pages found in this audit >](#)

BEST PRACTICE

0

For optimal user experience as well as paid and organic search performance, it's recommended that all pages load in three seconds or less.

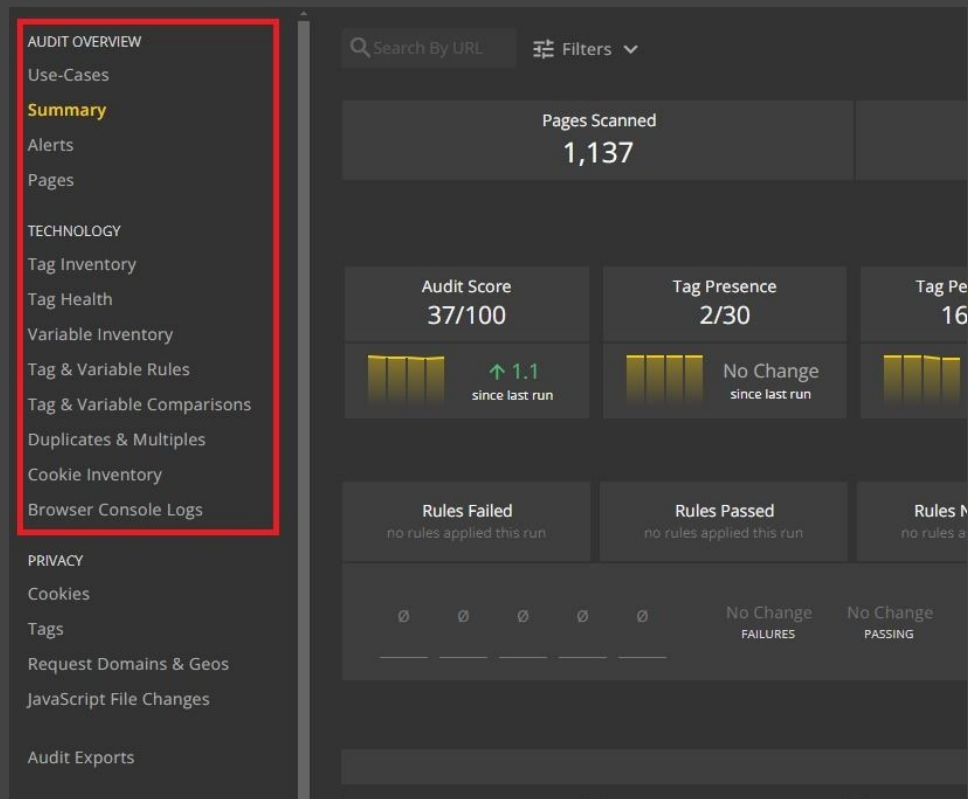
< 3 sec

3-6 sec

Average Page Load Time

10.4

# Audit Reports



# Audit Scenarios

CREATE AUDIT ✕

**TEST SCENARIO** | URL SOURCES | STANDARDS | PRE-AUDIT ACTIONS | ON-PAGE ACTIONS

Use an Audit to run a repeatable test across a website to look for incorrect implementations of marketing technologies, broken or poor experiences, privacy issues, and many other use cases. [Learn more.](#)


AUDIT NAME\*  
ObservePoint.com - Prod - Europe - Opt Out

FOLDER & SUB-FOLDER  
Observepoint.com - Privacy / WWW - Prod

HOW FAST SHOULD THE AUDIT GO?  
50 Simultaneous Browsers

LABELS  
[+](#) add label

WHERE SHOULD THE AUDIT RUN FROM?\*

 France, Paris

USER AGENT  
Chrome - Linux

WIDTH (PIXELS)  
1366

HEIGHT (PIXELS)  
1200

ARE THERE SPECIFIC TAGS OR TAG CATEGORIES THAT SHOULD BE BLOCKED?  
Select one or many technologies from ObservePoint's Tag Library to be blocked.

FILE SUBSTITUTIONS (REMOTE FILE MAPPING)

VPN Mode (Allows outside access to secure content on your website) [Learn more.](#)

PRIVACY SETTINGS

CANCEL ➔ CONTINUE **SAVE AUDIT** SAVE AUDIT & RUN NOW



# Audit URL Scan Settings

CREATE AUDIT ✕

TEST SCENARIO | **URL SOURCES** | STANDARDS | PRE-AUDIT ACTIONS | ON-PAGE ACTIONS

Audit test scenarios can run through scheduled scans or automatically when an email message with URLs arrives. This audit supports both URL sources. When triggered by email, only the URLs in the email are scanned, without affecting existing filters and schedules. All other audit settings are applied to the URLs found in the email. [Learn more.](#)

**SCHEDULED SCAN** | EMAIL INBOXES

WHICH URLS SHOULD BE USED TO START THE SCAN?

STARTING URLS

1 URL(S) ADDED

Audit starting URLs only

HOW MANY PAGES SHOULD BE AUDITED?\*

De-duplicate URLs (Only audit one instance of each page path if query strings are used.) [Learn more.](#)

Audit Same URLs (Only audit URLs found in the most recently completed run prior to being enabled.)

**ADVANCED URL CONSTRAINTS** ▾

WHEN & HOW OFTEN SHOULD THE AUDIT RUN?

HOW OFTEN SHOULD THE AUDIT RUN?

INITIAL RUN DATE

INITIAL RUN TIME

Add Blackout Window (Audit will not start during this daily window.) [Learn more.](#)

START TIME

END TIME

CANCEL ⏪ BACK ⏩ CONTINUE SAVE AUDIT SAVE AUDIT & RUN NOW

# Best Practices - Recurring Audits

WHEN & HOW OFTEN SHOULD THE AUDIT RUN?

HOW OFTEN SHOULD THE AUDIT RUN?

Once

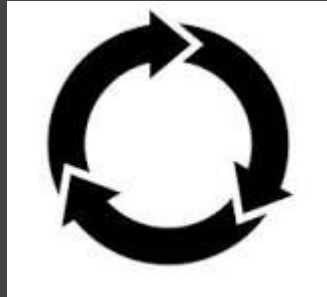
INITIAL RUN DATE

12/31/2037



INITIAL RUN TIME

05:01 PM



# **Guided Workshop Session**

**Thank you.**