

Event prioritization

⌚ approx. 25 min

Module: Tagging Strategy and Data Quality

Type: worksheet

Task: List all the events currently being tracked in your shop. Categorize them into funnel, engagement, micro-conversion, error, and external. Flag the eight most important CRO events and explain why each one deserves that priority.

Work areas

- ☐ List all the events currently being tracked in your shop. Categorize them into funnel, engagement, micro-conversion, error, and external. Flag the eight most important CRO events and explain why each one deserves that priority.

1. Which event in my shop is the most strategically important, and why?

2. Where do I suspect data quality issues, even if I can't prove it yet?

3. How does my team currently document events, and is that documentation up to date?

How to use this worksheet: Print it out or fill it in digitally. Complete the fields during or right after the module - that turns theory into concrete action for your shop.