Over-Tagging Audit Checklist

Identify and fix redundant, conflicting, or unnecessary tags & pixels before they cost you money and data accuracy.

1. Tag Inventory

☐ **Find all base tags and pixels** (Ctrl+F / Command+F in website Page Source)

Quick Audit Steps:
1. Right-click → View Page Source
2. Search (Ctrl+F) for each term above
3. Flag duplicates in a spreadsheet

Pro Tip: Use Tag Assistant (Chrome extension) for live verification.
"Found duplicates? Check if multiple tools/marketers added tags without coordination."

Tag Type	Search Term	Max Allowed	Risk of Duplicates
GTM	GTM-	2 (main+noscript)	Broken data layer
GA4	G-	1	Inflated metrics
UA	UA-	1	Double-counting
Facebook Pixel	fbq('init'	1	Ad waste
TikTok	ttq.track	1	Campaign errors
Microsoft Clarity	clarity.ms/tag	1	Session corruption
Pinterest Tag	pinterest.com/tag	1	Conversion errors

Need help fixing these?
Book a free 15-min call and let's go over your current setup.
Message me on LinkedIn or visit **voxxycreativelab.com/contact** to book.

Created by Jerry Bierenbroodspot, Tracking Specialist

Snapchat Pixel	snapchat.com/track	1	ROI miscalculation
Twitter Pixel	twq(	1	Misreported engagements
Bing/Microsoft UET	bat.bing.com	1	Incorrect attribution
Hotjar	hotjar.com	1	Heatmap distortion

☐ List each tag's purpose, platform, and trigger conditions.

☐ Identify tags that track the same event more than once.

2. Trigger Review

☐ Check for overlapping triggers (e.g., Page View + All Pages + Specific URL).

☐ Verify that event triggers match the intended audience/page.

☐ Remove triggers firing on irrelevant pages.

3. Duplicate Event Detection

☐ Compare GTM events with platform events (Meta, Google Ads, LinkedIn, etc.).

☐ Use real-time analytics to check if events fire twice.

☐ Test using GTM Preview Mode and browser network tab.

4. Platform Cross-Check

☐ Verify events in GA4 match events in ad platforms.

☐ Check CAPI, server-side, and client-side setups for double sending.

☐ Ensure consent mode settings aren't causing duplicate pings.

5. Performance Impact

☐ Measure page load times before/after disabling tags.

☐ Identify tags that significantly slow down site performance.

☐ Prioritize keeping only revenue-impacting tags.

6. Compliance & Privacy

☐ Check that all tags respect Consent Mode or cookie banner choices.

☐ Remove any tags firing without explicit consent.

☐ Ensure your privacy policy lists all active trackers.

Pro Tip from Voxxy:
Over-tagging isn't just messy, it inflates your metrics, messes with attribution, and wastes ad spend.

Run this checklist quarterly or after major campaign changes.

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