Analytics Services & Rates

Measurement, implementation, reporting and ongoing analytics support.

$125/hr

Prices shown are typical estimates, not fixed fees.
Jobs are scoped in advance and billed for actual time.

01 AUDIT & DISCOVERY

Analytics Health Audit — Custom quote

End-to-end review of GA4, GTM, tag setup and data quality to surface gaps, errors and missed measurement opportunities.

GA4 and GTM review · Data-quality checks · Priority roadmap

Tracking & GTM Audit — ~8 hrs | $1,000

Tag-by-tag container review to identify dead, duplicate or misfiring tags and create a prioritized fix list.

Container inventory · Tag validation · Recommended fixes

GA4 Configuration Review — ~3 hrs | $375

Review sessions, referral exclusions, events, conversions and property configuration, with documented recommendations.

Property settings · Event review · Configuration guidance

Tracking & Consent Discovery — ~16 hrs | $2,000

Deeper discovery across sites, vendors, consent practices and data flows, concluding with written findings and a proposed fix scope.

Consent flows · Vendor review · Written findings

02 IMPLEMENTATION

GA4 Complete Setup — Custom quote

Build a GA4 property from the ground up, covering account structure, event measurement, audiences and reporting.

Property configuration · Core GTM events · Audiences

Google Tag Manager Build / Rebuild — ~8 hrs | $1,000

Create or rebuild a GTM container with clean naming, reliable tags and triggers, and complete implementation documentation.

Tags and triggers · Variables · Data-layer plan · Docs

Conversion & Pixel Tracking — ~2 hrs | $250 / platform

Configure and validate conversions in GA4 and ad platforms, including Google Ads, Meta Pixel and CAPI, LinkedIn and other channels.

Enhanced conversions · Ad pixels · Calls and form leads

Consent Mode Setup — ~4 hrs | $500

Configure Consent Mode v2 with the website's consent tool so tags honor configured consent choices.

Consent configuration · Tag gating · Validation

Server-Side Tracking — ~12 hrs | $1,500

Implement server-side GTM with first-party data collection, platform routing, deduplication and quality assurance.

Stape or Google Cloud · First-party cookies · QA

Data, Reporting & Support

Extend GA4 into a connected, useful reporting ecosystem.

03 DATA, INTEGRATIONS & REPORTING

BigQuery Data Warehouse — Custom quote

Unify GA4 raw exports with advertising, email, CRM and sales data in a single warehouse for analysis and reporting.

Source connections · Unified schema · Cost guidance

BigQuery Analysis — Custom quote

Use custom SQL to answer questions standard dashboards cannot, including funnel performance, cohorts and channel ROI.

Funnels and cohorts · Cross-channel ROI · Query documentation

Platform Integrations — Scoped per project

Connect data from CRMs, lead ads, call tracking systems and other platforms through available APIs and data exports.

Salesforce · HubSpot · Invoca · Segment · Other tools

Automated Reporting Pipeline — ~20 hrs | $2,500

Build scheduled processes that bring GA4, CRM and advertising data into Google Sheets or Looker Studio, reducing manual exports.

Scheduled refreshes · Multi-source data · Reporting feeds

Looker Studio Dashboards — ~8 hrs | $1,000

Build shareable, multi-source dashboards with branded views, KPI scorecards, filters and trend charts.

Existing dashboard adaptation: ~3 hrs | $375

04 ONGOING SERVICES

Monitoring & Anomaly Alerts — Custom quote

Automated daily or weekly checks to flag tracking failures, unusual traffic changes and conversion declines.

Alerts · Plain-language summaries · Monitoring schedules

Pipeline & Tracking Maintenance — ~1 hr/mo | $125

Routine data checks and fixes when integrations, tags, platforms or APIs change.

Hours are estimates; actual work billed at the hourly rate

Analytics Retainer — Monthly hours bank

Reserved expert time for troubleshooting, tag updates, reporting changes, analysis and measurement strategy.

Monthly hours and priorities agreed during scoping

05 RELATED TECHNICAL SERVICES

API Integration — $125/hr

Connect websites, CRMs and third-party APIs.

E-commerce & WooCommerce — $125/hr

Store, checkout, payment and commerce-related changes.

WordPress Plugin Development — $125/hr

Build and maintain custom WordPress plugins.

WordPress Gutenberg Development — $125/hr

Create custom blocks, block themes and patterns.

COMMON DATA SOURCES

Other platforms with an API or data export may be supported

ANALYTICS & SEARCH
GA4 · Search Console · Google Sheets

PAID MEDIA
Google Ads · Meta · Microsoft Ads · LinkedIn · TikTok

EMAIL & CRM
Klaviyo · Mailchimp · HubSpot · Salesforce · Dynamics 365

COMMERCE & CALLS
Shopify · WooCommerce · Stripe · CallRail

SCOPE & BILLING

Estimate confirmed before work; overruns flagged in advance. Third-party tools billed separately at cost.
Legal advice and privacy-policy drafting are excluded. Custom quotes do not have pre-set hours or fees.