

JS Assessment for O&H

Impact on Core Web Vitals

During the review of recent Google Search Console notifications regarding Interaction to Next Paint and Cumulative Layout Shift issues, the assessment identified significant code bloat. The website has accumulated massive amounts of redundant tracking scripts, likely due to transitions between multiple agencies and accounts over the years. Loading double instances of jQuery adds approximately ninety kilobytes of useless JavaScript per page. Hotjar pattern matches exist on the privacy policy page exclusively, indicating the tool may be injecting inline tracking into policy content. Scrubbing redundant legacy codes will provide immediate improvements to site speed, accessibility, and tracking accuracy.

Audit Findings Review

- GA4 Duplication: The crawl revealed redundant GA4 pattern matches. It appears multiple measurement IDs are firing from GTM and/or hardcoded theme code simultaneously.
- Google Tag Manager Duplication: Multiple GTM pattern matches exist on every page across the site. Multiple GTM container IDs from successive agencies are all loading and firing independently.
- Facebook/Meta Pixel Duplication: Multiple pixel pattern matches exist sitewide. Multiple pixel IDs from different agency ad accounts remain active, executing dead pixels on every page load.
- Bing/Microsoft UET Duplication: Duplicate UET tags firing, showing classic signs of hardcoded tags and GTM tags both being active.
- jQuery Duplication: Double jQuery load was confirmed sitewide, adding approximately ninety kilobytes of redundant JS per page. The theme or plugin is loading its own copy alongside the WordPress core version.
- Hotjar Duplication: Multiple Hotjar pattern matches exist on the privacy policy page exclusively. The Hotjar tool was installed seven years ago.

Additional Tag and Event Observations

- Centro pixel remains on the website while not in use.
- Google Optimize tag requires deletion because Google shuttered the tool three years ago.
- GA4 contains custom events also existing in GTM causing potential overcounting, and odd events in GA4 include GadgetGod, shop_confidence, header, and footer.
- We recommend the click event use click_text as the parameter alongside adding click_url, while consent mode needs full implementation and the GA4 tag should be combined with the Google Ads tag.

Recommendations and Prioritized Action Plan

- **Critical Priority Code Removal:** Universal Analytics tags must be deleted immediately, while the Google Optimize tag must also be removed because it was shuttered three years ago.
- **High Priority Consolidation and Compliance:** The GA4 tag must be merged with the Google Ads tag, and Consent Mode requires full implementation across the entire website.
- **Medium Priority Auditing Legacy Tools:** Development teams must assess UET tags to determine if all remain necessary, alongside finding out if Centro and Hotjar are still used so they can be deleted if obsolete.
- **Data Cleanup and Architecture:** Custom events must be removed from GA4 and strictly utilized within GTM, while developers should implement parameters for events instead of creating separate standalone events for every action.