

# Evaluate and optimize your implementations.

## 5 tips and tricks to help you get the most out of your Adobe investments.

Now, Adobe Experience Cloud users can scan their implementation of Adobe technologies for tag presence, tag consistency, and configuration. Adobe Experience Platform Auditor helps you get more value through graded reports that provide actionable guidance on how to improve your site implementations.



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*Jon Viray is a product manager for Adobe's tag management solutions. He has significant experience in the areas of demand generation, data analysis, campaign planning, competitive intelligence, product marketing, and product management. Jon uses his experience and insights in these areas to contribute to the development of Adobe tag management technologies, including Experience Platform Auditor.*

*With the benefit of his real-world insight, we've curated the following tips and tricks to make it easier than ever to use Experience Platform Auditor.*

### Tip 1: Make sure auditing scans are an essential step in your publishing process.

At a high level, your web publishing processes likely include phases for development, staging, and production. Before you get to the live production stage, it's wise to leverage Experience Platform Auditor to make sure you don't encounter any issues with your Adobe configuration or tags. Running audits in your staging environment not only helps you avoid potential problems and safeguards your web environment, but enables you to optimize all your Adobe implementations. Meet with the organizational stakeholders involved in your development and staging process to ensure Adobe Experience Auditor scans are a formal, integral, and ongoing part of your pre-production stage.

Initiating such scans is as simple as browsing to [auditor.adobe.com](https://auditor.adobe.com), clicking "New Audit," naming the audit, entering the URL you want to audit, and clicking "Run Report." When your scan finishes, you'll receive an email containing a link to your report with drill-down details and best practice guidance.

[Watch video >](#)

### Tip 2: Use your scorecard to make improvements and keep stakeholders informed.

After Experience Platform Auditor performs each scan, it generates a scorecard on your implementation of Adobe technologies. The scorecard evaluates tag presence, tag consistency across all scanned pages, and proper tag configuration. But it doesn't just tell you where you have potential problems. When you click on an issue, you'll see details about the problem in a box on the right. If you click it again, you can go further to see recommendations and specific guidance for resolving the issue.

While scorecard guidance can help you get the most out of your Adobe technologies, the scorecard can also help you keep stakeholders aligned on continually improving your implementation processes.

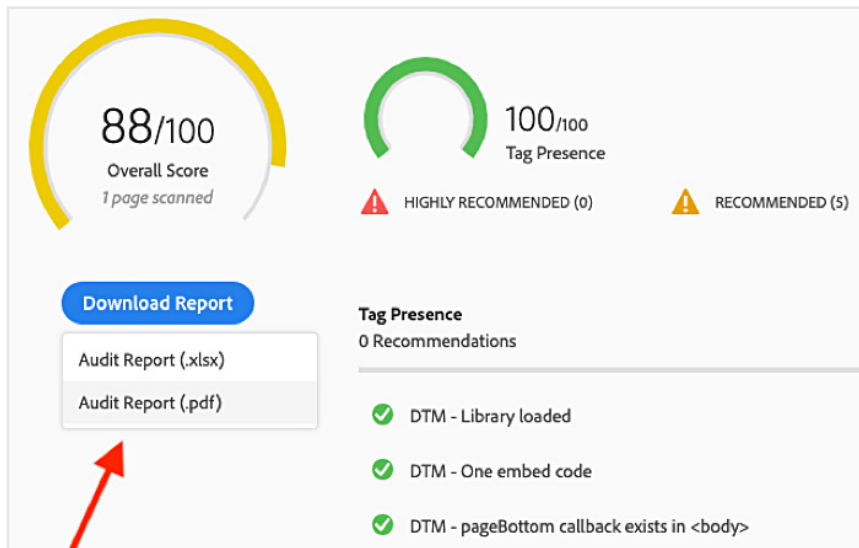
**Important to know:** The first time you log into Experience Platform Auditor, you'll be presented with a window asking for consent to send your data to a third party. Adobe is always concerned about protecting your data, and since the backend of the solution is powered by a trusted partner, you will need to consent to share data.

**Helpful hint:** Have a question about Experience Platform Auditor? Check out our [Auditor FAQ](#) or join the [Auditor Community Forum](#) to get answers and advice from your peers and experts in the community.

**Good to know:** Experience Platform Auditor can grade your implementation of Adobe Advertising Cloud DSP, Adobe Advertising Cloud Search, Adobe Analytics, Adobe Target, Adobe Experience Platform Launch, and Adobe Experience Platform Identity Service.

Distributing and explaining audit scorecards to your key stakeholders also adds a level of transparency to your implementation. These cards illustrate the changes in technology that power your business goals and help you build business cases for future improvements. Additionally, they provide a simple, visual way to grasp the importance of addressing critical issues.

To download your report in either PDF or spreadsheet format, click on the "Download Report" button below the overall score reference on the scorecard.



### Tip 3: Prioritize and plan your audit schedule.

Depending on site complexity, a 100-page audit might only take a couple of hours. Adobe Experience Platform Auditor gives you the option to scan 100 pages or 500 pages of your website at a time. Since you can only run one audit at a time, it's important to prioritize and plan your audits strategically. If you have particular concerns about certain sections of your site, it might be wise to run small audits focused on those sections before you run a larger, more generic audit. You might also consider waiting to run exhaustive audits until the weekend. Another strategy might be to break up large audits into smaller, more manageable audits that take considerably less time than a single large audit.

To specify the number of pages you want audited, simply create a new audit. From there, you'll be able to specify by selecting the "Number of Pages to Scan" option. By default 100 pages is auto-selected, but you can also select 500 pages by clicking on the icon. Click "Run Report" and the audit process will begin.

### Tip 4: Use the Adobe Experience Cloud Debugger extension for quick one-page scans.

Adobe Experience Platform Auditor is designed to give you a comprehensive, holistic view of your implementation of all the Adobe technologies on your site. But when you're actively troubleshooting a problem on a single page, you probably don't want or need that massive view. As you make changes to that page, you need quick scans to see if your modifications actually resolve the problem. That's when the [Adobe Experience Cloud Debugger](#) can be a big help. Instead of having to scan either 100 or 500 pages with the full auditing solution and then waiting for those results, the extension lets you scan a single page and get immediate results.

To take advantage of the extension, simply visit the [Google Chrome Store](#), search for the [Adobe Experience Cloud Debugger](#), click the "Add to Chrome" button, visit the web page you want to scan, click on the extension's icon, and run your page scan.

**Helpful hint:** Your scorecard recommendations are intended to help you take action to optimize your implementation of Adobe Experience Cloud products. They provide granular instructions on what you need to do and where you need to do it. Experience Platform Auditor also lets you export a spreadsheet of all your scanned URLs with their test results to help you easily pinpoint problems.

**Important to know:** Making Experience Platform Auditor a consistent part of your web testing and publishing process enhances your ability to uncover, troubleshoot, and resolve problems. The control it gives you can increase your productivity and efficiency, while reducing your need to contact support for help.

**Tip 5: Use regular expressions (regex) to focus audits on certain areas of your site.**

Even though you will often want to run audits across your entire domain, there might be times when you want to focus audits on specific areas of concern within your environment. For example, you might want the audit to give more attention to your product pages to make sure they're operating as expected. To ensure that happens, you can use the logic in regular expressions (regex) to instruct Experience Platform Auditor to concentrate scans on those critical areas.

Many resources are available online to help construct regular expressions. Resources available from ObservePoint are provided to the right. Regex patterns can also be evaluated using the built-in advanced filter test utility. To focus your audits with regex, simply enter the desired regex statements in the "Include Filters" field or "Exclude Filters" field in the "Advanced Settings" section of the Experience Platform Auditor user interface.

[Learn more >](#)

**Test Advanced Filters**

**Include Filters**  
^https://(?:\?:?)\*?example.com

**Exclude Filters**  
^https://(?:\?:?)\*?example.com

**Test URLs**

Cancel Apply

**Helpful hint:** Our audit engine partner, ObservePoint, has a tool you can use to [test your regular expressions](#). ObservePoint has also published an [article on common regular expressions that can be used in your audits](#).

**Take a deeper dive into our ocean of information.**

Visit our [Resources and Support](#) page or [adobe.com](#) to learn more about how to use helpful features within Adobe Experience Platform Auditor. You can also access tailored learning paths, community forums, and feature request forms in the Adobe Experience Cloud section of [Experience League](#).