

example.co.uk

SUMMARY

2 CRITICAL

3 WARNING

1 PASS

When we visited example.co.uk, no cookie consent banner or option of any kind appeared. Despite that, tracking tools started sending data about the visit immediately. On example.co.uk, we watched the Meta (Facebook) Pixel send data the moment the page loaded, before any consent banner had been interacted with at all. example.co.uk runs the Meta Pixel, but Meta’s server-side tracking (Conversions API) can’t be checked from a website visit alone, it happens on your server, out of view. example.co.uk loads the Google Analytics 4 tracking code, but no visit or activity data was sent anywhere during our visit. example.co.uk runs Google Ads, but the small piece of tracking (the "Conversion Linker") that connects an ad click to what happens afterward isn’t present.

FINDINGS

CRITICAL

No consent option, but tracking is already running

Found	When we visited example.co.uk, no cookie consent banner or option of any kind appeared. Despite that, tracking tools started sending data about the visit immediately.
Costing you	Two separate costs. First, a compliance gap worth closing on its own terms. Second, and more directly tied to your ad spend: Google and Meta are both moving toward requiring verified consent signals before they’ll fully trust the data you send them. Campaigns built on unconsented tracking increasingly get treated as lower-quality signal, which can mean smaller retargeting audiences, less accurate lookalike targeting, and Google Ads’ own bidding algorithms working from an incomplete picture of what your customers actually do. The tracking numbers in your dashboard may already be undercounting real activity, since privacy tools and browser defaults block a share of unconsented tracking automatically.
Fix	Straightforward. Installing a proper consent banner (CookieYes, Cookiebot, and similar tools all work) is typically a same-day fix.

OBSERVED ON PAGE LOAD

+0.00s	Page load – example.co.uk/
+0.38s	Meta Pixel – connect.facebook.net/en_US/fbevents.js
+0.41s	Meta Pixel – www.facebook.com/tr
+0.64s	GA4/GTM – www.googletagmanager.com/gtag/js
–	No consent interaction detected

CRITICAL

Facebook is being told about visitors before they’ve agreed to anything

Found	On example.co.uk, we watched the Meta (Facebook) Pixel send data the moment the page loaded, before any consent banner had been interacted with at all.
Costing you	The same two-sided cost as any pre-consent tracking, a compliance gap, plus a direct effect on ad performance: Meta’s delivery system increasingly deprioritises signal it can’t verify as properly consented, which can quietly raise your cost per result over time even if nothing else about your campaigns changes. Retargeting audiences built from this data may also be larger than they should be, including visitors who never actually agreed to be tracked.
Fix	Straightforward. The Pixel needs to be set to wait for the consent banner’s "accept" event before it fires, a standard Google Tag Manager trigger change.

WARNING

We can't confirm server-side Meta tracking either way

Found	example.co.uk runs the Meta Pixel, but Meta's server-side tracking (Conversions API) can't be checked from a website visit alone, it happens on your server, out of view.
Costing you	Nothing confirmed either way. Included for completeness, not as a problem to act on unless you're specifically relying on Meta ad performance.
Fix	Optional. Worth asking a developer whether Conversions API would meaningfully help your specific setup.

WARNING

Google Analytics is installed, but nothing is being recorded

Found	example.co.uk loads the Google Analytics 4 tracking code, but no visit or activity data was sent anywhere during our visit.
Costing you	Any decision made from your Analytics dashboard right now, which pages work, where visitors actually come from, what's converting, is being made on incomplete or missing data. If you're also running ads, this usually means Google Ads has little or nothing to optimise against on your own site, even if the ad platform's own click numbers look fine.
Fix	Usually quick to diagnose and fix once someone can see the exact configuration, typically under an hour.

WARNING

Google Ads clicks aren't being tracked through to results

Found	example.co.uk runs Google Ads, but the small piece of tracking (the "Conversion Linker") that connects an ad click to what happens afterward isn't present.
Costing you	Conversions genuinely caused by your ads go unrecorded whenever a visitor moves between pages before converting, which is most visitors. Google Ads then optimises your campaigns, which keywords, audiences, and bids to favour, based on a partial and skewed picture of what's actually working. Over weeks and months this tends to push spend toward whatever happens to convert in a single pageview, not necessarily your best-performing traffic, while genuinely effective campaigns can look artificially weaker than they are.
Fix	Simple. This is a standard Google Tag Manager tag, typically a 15-30 minute fix.

PROSPECT INFORMATION

Business	Example Ltd
Website	example.co.uk
Contact email	hello@example.co.uk
Company number	09128441
Status	Active, Companies House
Ad verification	Active on Meta
Scanned	2026-09-25 18:38 UTC

ALL CHECKS

CHECK	OBSERVED	RESULT
Consent mechanism present	none detected	Critical
Meta Pixel fires only after consent	fired before consent	Critical
Server-side Meta tracking (CAPI)	not verifiable from browser	Info
GA4 receiving events	tag present, no events observed	Warning
Google Ads conversion linker configured	_gcl_au cookie absent	Warning
Companies House match	09128441 – Active	Pass

Grading criteria are published in full at trackwatch.info/methodology.

SCOPE

One page load, observed passively. No forms submitted, no cookies set, no visitor data collected.