

# Google Analytics 4

## Technical Setup Checklist

Google Analytics 4 (GA4) requires methodical planning, precise implementation, and ongoing optimisation. This checklist serves as a comprehensive guide, covering Planning, Implementation, Setup and Configuration, Technical Setup, Tracking, eCommerce, Conversions, Integrations, and Analysis.

For instructions on how to complete the steps below, refer to [Google's Analytics Help Centre](#).

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### Planning

- Define **objectives** for your website.
- Define **conversion events** that align with your website objectives.
- Schedule a recurring event to **review new Google Analytics features**.

### Implementation

- Create a **GA4 property** for your website or app.
- Create a **Google Tag Manager** account.
- Setup a new **tracking snippet** in Google Tag Manager using your GA4 tracking code.
- Install Google Tag Manager **code on your website**.
- Confirm your tracking code** is functioning using [Google Tag Assistant](#).

# Setup & Configuration

- Invite additional users** to your GA4 property, including agency partners, if relevant.
- Schedule a recurring event to **review user access** for your GA4 property.
- Check that **timezone and currency** are correct for your property.
- Create filter to **exclude internal (employee) traffic** from GA4 reports.
- Set a **data retention period** that matches the maximum length of your sales process.
- Check **Enhanced Measurement settings** and turn on for any desired actions not automatically tracked.
- If **automatic form tracking** is enabled, check actions are being recorded correctly using the Debug View.
- Check that **site search is being tracked** with Enhanced Measurement (if applicable).
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- Set your **attribution model** to Data-Driven (unless you are tracking attributions through a third-party platform or need Last-Click attribution.)
- Check that correct **user-based reporting** has been set.
- Remove **Personally Identifiable Information (PII)** from reports.
- Create **audience lists** for remarketing campaigns and reporting.
- Enable **Google Signals**.
- Create **custom channel groups**, if relevant.
- Enable **cross-domain tracking**, if relevant.

## Advanced Implementation

- Implement **User IDs** and integrate with GA4.
- Implement **content grouping**.
- Ensure **404 pages** are being tracked.
- If Google Optimize is being used, **find an alternative tool** for post-September 2023 when the service shuts down.
- Establish a **data layer** on your website, if relevant.

## Tracking

- Link Google Analytics with **Google Ads**.
- Establish a **consistent naming convention** for events, parameters, user properties and UTM tracking.
- Establish **UTM Tracking** for all campaign URLs.
- Use the **campaign ID** parameter for all external data sources that upload cost data to GA4.
- Setup **Recommended and Custom Events**, if relevant.

## eCommerce

- Implement **eCommerce tracking**.
- Ensure the following **eCommerce events** are being recorded: view\_product, add\_to\_cart, begin\_checkout and purchase
- Compare GA4 eCommerce data** with data from your eCommerce platform to ensure accuracy.

## Conversions

- Configure your **conversions** according to your defined conversion events.
- Check that conversions use the "**Once Per Event**" counting method.
- Assign values** to goals (actual, calculated or symbolic values).
- Configure **macro and micro conversions**, if relevant.

## Integrations

- Integrate **Google Search Console** with your GA4 property.
- Customise standard reports** to include 'Queries' and 'Google Organic Search Traffic' once Google Search Console is integrated.
- Integrate **Looker Studio**.
- Integrate your **Customer Relationship Management (CRM)** software.

## Analysis

- Establish a **method for extracting insights** from data (as opposed to reporting on raw data).
- Identify reports** that provide most value to your business and align with business objectives.
- Automate** repetitive reporting tasks.
- Establish **custom dashboards** with key reports.
- Establish a schedule for regularly running and analysing **experiments**.