



Google Analytics 4 Audit Checklist

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Google Analytics 4 Audit Checklist: Introduction

Welcome to your comprehensive Google Analytics 4 (GA4) Audit Checklist! This essential tool is designed to guide you through evaluating and enhancing your GA4 and Google Tag Manager (GTM) setups, ensuring you are leveraging the most out of these powerful analytics platforms. Whether you are auditing your site or a client's, this checklist is your roadmap to best practices in analytics implementation.

Before you begin an audit, take time to have a discovery session with your client to ask questions about how they use GA4 and would like to use it in the future. Find out about business plans and goals which will allow you to align the audit with their priorities. Explore their attitudes to risk with regards to data privacy so that you understand how compliant GA4 tracking needs to be.

How to Use This Checklist:

1. **Familiarise with Categories:** The checklist is divided into sections such as Property Setup, Data Streams, Tag Configuration, and more. Start by reviewing each category to understand the breadth of your audit.
2. **Inspect Each Item:** Work through the checklist item by item. For each point, inspect your GA4 and GTM setups to see if they match the recommended practices.
3. **Edit "Notes" Column:** This column is for your observations and specifics about the website you are auditing. If a particular best practice is not applicable or requires a unique approach due to the nature of the website, document that here.
4. **Fill the "Recommendations" Column:** Based on your audit findings, enter actionable recommendations for each item. If you find gaps or areas for improvement, outline clear steps for resolution.
5. **Prioritize Actions:** Some fixes will be quick wins; others might require more time or resources. Use the checklist to prioritize actions based on impact and feasibility.
6. **Implement, Test, Repeat:** Use your findings and recommendations to make improvements. After implementing changes, it is crucial to test and ensure they are working as intended. Regular audits are recommended to maintain an optimized setup.

Remember, this checklist is not just a one-time use tool but a guide for continuous improvement. GA4 and GTM are constantly evolving, and so should your approach to using them. By regularly auditing your setup, you ensure that your data collection is accurate, relevant, and aligned with your digital marketing goals.

Happy auditing! Let this checklist be the first step towards a more data-driven, insightful analytics practice.



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Good planning is essential for any successful implementation of Google Analytics 4. Having a measurement plan and documenting your event structure helps the auditor understand business goals and priorities. This ensures they do not waste time on aspects of less importance and can focus on how to enhance insights in the areas that matter. Always begin the audit process with a discovery stage to fully understand the needs of the business. Checking that the implementation is site-wide will help save time later as an incomplete implementation is a common cause of missing and poor-quality data.

1.0 Planning and Performance Marketing

<u>NO</u>	<u>Item</u>	<u>Status</u>	<u>Notes</u>	<u>Recommendation</u>	<u>Impact</u>	<u>Impact Reporting</u>	<u>Console Config or Tracking</u>	<u>GTM</u>	<u>Requires DEV</u>	<u>Requires Client</u>	<u>Comments</u>
1.1	Have we documented our business goals?	In progress	Combined template		H	Y	N	N	N	Y	
1.2	Do we have a measurement plan?	In progress	Combined template		H	Y	N	N	N	Y	
1.3	Is there a tag implementation plan?	In progress	Combined template		H	Y	N	N	N	Y	
1.4	Has the GA4 event structure been documented?	Not started	Documenting the events and custom parameters makes it easier for users to create custom reports.		M	Y	N	N	N	Y	
1.5	How is GA4 installed? gtag.js, GTM or Measurement ID?	Not started	Check if GA4 of Firebase (for Apps) is installed and is sitewide. Consider using Observe Point or Screaming Frog.		H	N	Tracking	Y	N	Y	



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The discovery stage is essential for understanding the organisation's attitude to risk and compliance with local or international data privacy laws and regulations. Before auditing for data privacy, make sure you are clear about how fully the organisation needs their website to comply with GDPR and other data protection legislation.

2.0 Data Privacy & Controls (Part 1)

<u>NO</u>	<u>Item</u>	<u>Status</u>	<u>Notes</u>	<u>Recommendation</u>	<u>Impact</u>	<u>Impact Reporting</u>	<u>Console Config or Tracking</u>	<u>GTM</u>	<u>Requires DEV</u>	<u>Requires Client</u>	<u>Comments</u>
2.1	Does the website have a cookie consent banner? Is it compliant with local or international laws (e.g. GDPR or data protection legislation)?	Not started	In the UK, the ICO requires all websites to give equal prominence to Accept and Reject cookies in their cookie consent banners.		H	H	Tracking	Y	N	Y	
2.2	Do they require cookie consent before tracking users in GA4? Has Google consent mode been enabled to only allow anonymous data to be collected if the user does not consent to cookies?	Not started	GTM consent mode communicates your users' cookie or app identifier consent status to Google. In Europe, Google requires consent mode to be configured for all websites that use any Google advertising platform.		M	Y	Tracking	Y	N	Y	
2.3	Has Google Signals been enabled?	Not started	When Google Signals is enabled, this allows GA4 to collect more data for ad personalisation, including demographic data, which is required for ad retargeting via Google Ads.		L	Y	Console config	N	N	N	
2.4	Have advanced Ad Personalisation settings been configured to exclude certain countries?	Not started	Advanced settings, is ad personalisation disabled in certain counties?		L	N	Console config	N	N	Y	



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Consider if the organisation needs to set limits on personalised advertising and which data retention settings are appropriate?

2.0 Data Privacy & Controls (Part 2)

<u>NO</u>	<u>Item</u>	<u>Status</u>	<u>Notes</u>	<u>Recommendation</u>	<u>Impact</u>	<u>Impact Reporting</u>	<u>Console Config or Tracking</u>	<u>GTM</u>	<u>Requires DEV</u>	<u>Requires Client</u>	<u>Comments</u>
2.5	Do we need to block personalised advertising for certain events/audiences (NPA)?	Not started	GA4 audiences/events can have NPA (non-personalised ads) enabled to prevent them being included in Google Ads campaigns.		L	N	Console config	N	N	Y	
2.6	Has Data Retention been changed from the default setting for Exploration reports?	Not started	Maximum of 14 months for GA4 Free and 50 months for 360.		H	Y	Console config	N	N	N	
2.7	Is the data retention period re-set every time a user visits the site?	Not started	The default is to enable this setting.		L	Y	Console config	N	N	N	
2.8	Is User-Provided data turned on?	Not started	If turned on, it will prevent UserId from being sent to BigQuery		L	N	Console config	N	N	N	
2.9	Redact most email information from event data	Not started	Enable in GA4 Console.		L	Y	Console config	N	N	N	
2.10	Redact URL query parameters from specific event parameters	Not started	Enable in GA4 Console.		L	Y	Console config	N	N	Y	



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Ensure the structure of the GA4 account is appropriate and property settings are correct for the time-zone and currency.

3.0 Property Settings

<u>NO</u>	<u>Item</u>	<u>Status</u>	<u>Notes</u>	<u>Recommendation</u>	<u>Impact</u>	<u>Impact Reporting</u>	<u>Console Config or Tracking</u>	<u>GTM</u>	<u>Requires DEV</u>	<u>Requires Client</u>	<u>Comments</u>
3.1	Does the Property structure meet the needs of the business?	Not started	Recommend separate GA4 property is created for staging sites if GTM has been implemented on it.		L	N	N	N	N	N	
3.2	If you are on paid GA4, consider using sub properties as a replacement to views or create new collections for GA free	Not started			L	Y	Console config	N	N	N	
3.3	Verify time-zone settings in the property	Not started			L	Y	Console config	N	N	N	
3.4	Verify currency settings in your property	Not started			L	Y	Console config	N	N	N	
3.5	Review user permissions	Not started	Keep Admin to users who need it.		L	N	Console config	N	N	N	



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Ensure there is only a single web data-stream, and settings are appropriate for how GTM has been configured.

4.0 Data Stream Settings

<u>NO</u>	<u>Item</u>	<u>Status</u>	<u>Notes</u>	<u>Recommendation</u>	<u>Impact</u>	<u>Impact Reporting</u>	<u>Console Config or Tracking</u>	<u>GTM</u>	<u>Requires DEV</u>	<u>Requires Client</u>	<u>Comments</u>
4.1	Review data stream(s)	Not started	Check only a single web data stream and separate streams for iOS and Android apps - For roll-up property see 12.0.		H	Y	Consol config	N	N	N	
4.2	Is data being received by the GA4 property? use Debug View to test	Not started			H	Y	Tracking	Y	Y	N	
4.3	Configure site search event in Enhanced Measurement	Not started	Specify up to 10 parameters in order of precedence, separated by commas. Only the first matching parameter will be used.		L	Y	Console config	N	N	N	
4.4	Has "Page changes based upon browser history events" been enabled?	Not started	This is designed for single page application content changes.		M	Y	Console config	N	N	N	
4.5	Turn off duplicate Enhanced Measurement Events if configured in GTM	Not started	Form interaction is not a useful event and video start will often not work with YouTube videos.		M	Y	Console config	N	N	N	



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Review the Tag Settings section for cross-domain tracking, internal traffic filters and unwanted referrals.

5.0 Configure Tag Settings (Part 1)

<u>NO</u>	<u>Item</u>	<u>Status</u>	<u>Notes</u>	<u>Recommendation</u>	<u>Impact</u>	<u>Impact Reporting</u>	<u>Console Config or Tracking</u>	<u>GTM</u>	<u>Requires DEV</u>	<u>Requires Client</u>	<u>Comments</u>
5.1	Manage Automatic Event Detection	Not started	This controls the Enhanced Measurement events and will override settings in the Data Stream.		M	Y	Console config	N	N	Y	
5.2	Set domain and cross-domain tracking	Not started			M	Y	Console config	N	N	Y	
5.3	Filter internal traffic	Not started	Specify IP addresses or create a landing page for staff. Check Test Data Filter dimension.		L	Y	Console config	N	N	Y	
5.4	Filter developer traffic	Not started	Configure to prevent users using GA4 Debug view (from GTM) from appearing in pre-built reports - Not always worth it but can check Test Dev Filter.		L	Y	Console config	N	N	N	
5.5	Configure unwanted referrals	Not started	Review referrals and check unwanted referral list.		L	Y	Console config	N	N	Y	

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Consider changing default session-timeout settings and engagement time to align with user behaviour and to reduce (not set) rows.

5.0 Configure Tag Settings (Part 2)

<u>NO</u>	<u>Item</u>	<u>Status</u>	<u>Notes</u>	<u>Recommendation</u>	<u>Impact</u>	<u>Impact Reporting</u>	<u>Console Config or Tracking</u>	<u>GTM</u>	<u>Requires DEV</u>	<u>Requires Client</u>	<u>Comments</u>
5.6	Review session-timeout settings	Not started	Users often open a website and keep the tab open, returning after an hour or so. This would trigger a new session. Setting the session duration to something longer than 30 minutes would be a good idea, e.g. to 4 hours.		L	Y	Console config	N	N	Y	
5.7	If needed, adjust timer for engaged sessions	Not started	How many seconds should a visitor stay on a page to be considered as an engaged user. This should depend on the nature of the site and user behaviour. Normally set the timer to at least 30 seconds or 60 seconds. The default is just 10 seconds on a page does is not long enough for a user show much engagement.		M	Y	Console config	N	N	Y	

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Review if the property is collecting Universal Analytics events as this is not recommended and what changes have recently been made to the GA4 console.

5.0 Configure Tag Settings (Part 3)

<u>NO</u>	<u>Item</u>	<u>Status</u>	<u>Notes</u>	<u>Recommendation</u>	<u>Impact</u>	<u>Impact Reporting</u>	<u>Console Config or Tracking</u>	<u>GTM</u>	<u>Requires DEV</u>	<u>Requires Client</u>	<u>Comments</u>
5.8	Do not use "Collect Universal Analytics events" option in the data stream	Not started	Not recommended as no control over set up and will replicate GA3 event structure.		H	Y	Console config	N	N	N	
5.9	Disable the "ignore duplicate instances of on-page configuration" setting	Not started	The slider is OFF for older properties, and ON by default for newer ones. If you are using the Google Tag in GTM to fire pageview events in a single page application, this will break your implementation, and you will need to change the setting.		L	Y	Console config	N	N	N	
5.10	Admin Tab	Not started	Check history.		L	Y	Console config	N	N	N	

**6.0 Data Settings**

<u>NO</u>	<u>Item</u>	<u>Status</u>	<u>Notes</u>	<u>Recommendation</u>	<u>Impact</u>	<u>Impact Reporting</u>	<u>Console Config or Tracking</u>	<u>GTM</u>	<u>Requires DEV</u>	<u>Requires Client</u>	<u>Comments</u>
6.1	Data collection	Not started	Consider sending user_id via GTM or gtag and user-provided data.		L	Y	Console config	N	N	Y	
6.2	Channel groups - Up to 2 can be created in GA4 free and 5 in GA 360 - Also see Data Quality section below.	Not started	Have custom channel groups been created to adjust for source, medium, campaign ID & name. Check for email clients in referrals and (not set).		M	Y	Console config	N	N	Y	
6.3	Obtain a list of top affiliates or partner sites. Compare against default channel groupings	Not started	Often UTMs are not fully utilised, and some affiliates don't use them in links to websites								
6.4	Check UTMs are used for campaigns and links provided to other sites (e.g. affiliates & PWA)	Not started	UTM parameters ensure traffic attribution. Custom channels can only be configured using source, medium, campaign ID & name. For links from PWAs, add UTMs for attribution.		M	Y	Tracking	N	N	Y	
6.5	Check if UTM parameters are being sent to GA4	Not started	Use Chrome extension to check for redirects. Server-side redirects can remove UTMs. JavaScript redirects may remove UTMs. GTM variables can be set to remove query parameters. Not using the correct format "&"s and underscores		M	Y	Tracking	Y	Y	N	

**7.0 GTM (if GA4 implemented by GTM) Part 1**

<u>NO</u>	<u>Item</u>	<u>Status</u>	<u>Notes</u>	<u>Recommendation</u>	<u>Impact</u>	<u>Impact Reporting</u>	<u>Console Config or Tracking</u>	<u>GTM</u>	<u>Requires DEV</u>	<u>Requires Client</u>	<u>Comments</u>
7.1	Check for correct implementations and GTM on every page.	Not started			M	Y	Tracking	Y	Y	N	
7.2	Has Google Tag been configured to fire before other event tags? This will ensure the parameters in the Configuration variable are on all tags and a separate page view event is fired afterwards.	Not started	The Google Tag should fire on all page views and following a navigation event/history change on SPAs. If user_id is required for analysis in Explore reports, ensure it is sent using a different name as a user property.		H	Y	Tracking	Y	N	N	
7.3	Are custom dimensions and metrics – event, user, and session scoped parameters configured correctly?	Not started	E.g. Time stamp, GTM container and version ID, login status, path clean, affiliate ID, userId and plan type.		M	Y	Tracking	Y	Y	N	

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7.0 GTM (if GA4 implemented by GTM) Part 2

<u>NO</u>	<u>Item</u>	<u>Status</u>	<u>Notes</u>	<u>Recommendation</u>	<u>Impact</u>	<u>Impact Reporting</u>	<u>Console Config or Tracking</u>	<u>GTM</u>	<u>Requires DEV</u>	<u>Requires Client</u>	<u>Comments</u>
7.4	For marketing Pixels (e.g. Google Ads, Facebook, TikTok) have base tags (page_view events) been configured?	Not started	Check pageview events have not been hard coded onto site.		M	Y	Tracking	Y	N	Y	
7.5	For Google Ads, has cross-domain tracking been enabled if required (e.g. booking engine which takes orders)?	Not started	The Conversion Linker tag has a checkbox for cross-domain tracking. This should be enabled if users are completing a purchase on another domain.		M	Y	Tracking	Y	N	N	
7.6	Have marketing pixels been crated for specific events, such as lead generation or purchase, and do they include dynamic variables (e.g. value)?	Not started			M	Y	Tracking	Y	N	Y	
7.7	Are single page applications configured for history changes or data layer pushes to accurately track content changes	Not started	Data layer page_view events are reliable than history changes and best avoid using a combination of both.		M	Y	Tracking	Y	Y	N	

**7.0 GTM (if GA4 implemented by GTM) Part 3**

<u>NO</u>	<u>Item</u>	<u>Status</u>	<u>Notes</u>	<u>Recommendation</u>	<u>Impact</u>	<u>Impact Reporting</u>	<u>Console Config or Tracking</u>	<u>GTM</u>	<u>Requires DEV</u>	<u>Requires Client</u>	<u>Comments</u>
7.8	Are Lookup/RegEx tables set to minimise the number of tags in GTM, especially for Google Ads ID and label?	Not started			L	N	Tracking	Y	Y	N	
7.9	Create a variable for the Measurement ID so that data can be sent to separate GA4 properties to prevent data pollution. It can easily be added to other tags	Not started		Data from production and testing environments should be sent to different GA4 properties.	L	Y	Tracking	Y	N	Y	
7.10	Is the data layer populated with required data (e.g. user_id, Salesforce_id, author name, content category)?	Not started		The user_id needs to be pushed to the data layer every time the page refreshes.	M	Y	Tracking	Y	Y	Y	

**7.0 GTM (if GA4 implemented by GTM) Part 4**

<u>NO</u>	<u>Item</u>	<u>Status</u>	<u>Notes</u>	<u>Recommendation</u>	<u>Impact</u>	<u>Impact Reporting</u>	<u>Console Config or Tracking</u>	<u>GTM</u>	<u>Requires DEV</u>	<u>Requires Client</u>	<u>Comments</u>
7.11	Are data layer pushes used for events which are unable to track using GTM (e.g. iFrame form submissions)?	Not started			M	Y	Tracking	Y	Y	Y	
7.12	Login status - Is this needed?	Not started		Because session scoped dimensions do not exist in GA4, this needs to be pushed to the data layer on every page refresh, set up as an event scoped dimension and then added to every event tag in GTM.	L	Y	Tracking	Y	Y	Y	
7.13	Are there any obvious concerns about the GTM container?	Not started		Number of tags/sizes of container, too many auto-event listeners or obsolete events?	M	N	Tracking	Y	N	Y	

**7.0 GTM (if GA4 implemented by GTM) Part 5**

<u>NO</u>	<u>Item</u>	<u>Status</u>	<u>Notes</u>	<u>Recommendation</u>	<u>Impact</u>	<u>Impact Reporting</u>	<u>Console Config or Tracking</u>	<u>GTM</u>	<u>Requires DEV</u>	<u>Requires Client</u>	<u>Comments</u>
7.14	Configure custom hour dimension for Looker Studio dashboards	Not started	Looker Studio does not have access to hour dimension. It is necessary to create a custom dimension in GTM.		L	Y	Tracking	Y	N	N	
7.15	Send GCLID and MSCLKID in Config tag where using paid advertising to capture clicks for campaign tracking	Not started	GCLID and MSCLKID measures clicks on paid ads. Other dimensions (e.g. client_id and session_id, login status) can be sent at the same time.		M	Y	Tracking	Y	N	N	
7.16	Capture UTM parameters to enable dynamic content or targeting based upon source, medium or campaign etc	Not started			L	N	Tracking	Y	N	N	
7.17	Create site search zero results event	Not started	If using JavaScript variable to capture search results, remember to disable search in Enhanced Measurement.		M	Y	Tracking	Y	N	N	
7.18	For page_view event, add path_clean and value {{page path}}	Not started	Remember to register parameter in GA4.		M	Y	Tracking	Y	N	N	

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Fred Pike's GTM Practices

<u>NO</u>	<u>Item</u>	<u>Status</u>	<u>Notes</u>	<u>Recommendation</u>	<u>Impact</u>	<u>Impact Reporting</u>	<u>Console Config or Tracking</u>	<u>GTM</u>	<u>Requires DEV</u>	<u>Requires Client</u>	<u>Comments</u>
7.19	Add tag name in settings for all tags	Not started	Can be captured in Advanced settings > Additional metadata.		L	N	Tracking	Y	N	N	
7.20	Add tag name in GA4 UI events	Not started	If you use the UI to create events, include a parameter to indicate source.		L	N	Tracking	Y	N	N	
7.21	Track GTM container and version in every event tag	Not started	Enables easier tracking when events stop working.		L	N	Tracking	Y	N	N	
7.22	Track client and session ID as user activities	Not started	Useful if you need to send data via Measurement Protocol.		M	Y	Tracking	Y	N	N	
7.23	Use generic parameters in tags: type, sub_type and text	Not started	Reduces number of parameters if you use generic dimension names across events.		M	Y	Tracking	Y	N	N	
7.24	Use event name in tag for easier search in GTM	Not started	Easier in GTM to search for an event if included in tag name.		L	N	Tracking	Y	N	N	

**8.0 Events and Conversions (Part 1)**

<u>NO</u>	<u>Item</u>	<u>Status</u>	<u>Notes</u>	<u>Recommendation</u>	<u>Impact</u>	<u>Impact Reporting</u>	<u>Console Config or Tracking</u>	<u>GTM</u>	<u>Requires DEV</u>	<u>Requires Client</u>	<u>Comments</u>
8.1	Are important events (form submissions or orders) being received correctly in the GA4 console?	Not started	Review measurement and tag plan to track, form submission, video starts, file download, session duration, outbound clicks, and error messages.		M	Y	Tracking	Y	Y	Y	
8.2	Consider implementing user ID where users can login	Not started	User ID can be used to identify users (Reporting Identity), but the dimension is not accessible in custom reports. It needs to be sent as a separate custom dimension for analysis purposes or raw data exported from GA4 to Big Query.		M	Y	Tracking	Y	Y	Y	
8.3	Login status for sites with secure area/accounts	Not started	Login status can be important for secure sites and repeat purchasers.		M	Y	Tracking	Y	Y	Y	
8.4	Configure element visibility tags for promotional or dynamic content (GTM)	Not started	Measure accurate click-through rates for content below the fold or dynamic content.		L	Y	Tracking	Y	N	Y	

**8.0 Events and Conversions (Part 2)**

<u>NO</u>	<u>Item</u>	<u>Status</u>	<u>Notes</u>	<u>Recommendation</u>	<u>Impact</u>	<u>Impact Reporting</u>	<u>Console Config or Tracking</u>	<u>GTM</u>	<u>Requires DEV</u>	<u>Requires Client</u>	<u>Comments</u>
8.5	Are useful events created in the GA4 console (important pages)?	Not started	Not recommended because better to create in GTM as less likely to break if changes are made in GTM.		M	Y	Console config	N	N	Y	
8.6	Have pages or events per session events been created?	Not started	Avoid using audience triggers to create events because can lead to (not set) rows.		M	Y	Console config	N	N	N	
8.7	Are session duration events required	Not started	Would require custom code/GTM event to be configured.		L	Y	Tracking	Y	N	Y	
8.8	Enable important events as key events - maximum of 30	Not started	Are form submission or orders enabled as conversions.		M	Y	Console config	N	N	Y	
8.9	If key event is non-transactional, change the calculation from once per event to once per session?	Not started	The 'Once per event' counting method is useful only for tracking actions that provide significant value to the business bottom line each time they occur, such as multiple purchases.		M	Y	Console config	N	N	N	
8.10	For Key events, has a default value been set for the relevant key event (e.g. generate_lead)	Not started	Calculate the value of a lead by multiplying the average lifetime value of a customer from the website (e.g. £5,000) by the average conversion rate (e.g. 5%). For e.g.: £5,000 x 0.05 = £250		M	Y	Console Config	N	N	Y	

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8.0 Events and Conversions (Part 3)

<u>NO</u>	<u>Item</u>	<u>Status</u>	<u>Notes</u>	<u>Recommendation</u>	<u>Impact</u>	<u>Impact Reporting</u>	<u>Console Config or Tracking</u>	<u>GTM</u>	<u>Requires DEV</u>	<u>Requires Client</u>	<u>Comments</u>
8.11	Register parameters as event-scoped custom dimensions	Not started	Register search_term, and other dimensions to GA4 (e.g. video_title, error_message, file_name).		M	Y	Console Config	N	N	N	
8.12	Register user properties as user-scoped custom dimensions	Not started	Register user scoped dimensions (custom_userid, country of registration). If you register dimensions with lots of values, it is likely to cause cardinality issues (Other in rows) in pre-built reports.		M	Y	Console config	N	N	N	
8.13	Register item scoped (product) dimensions	Not started	Register item scoped dimensions related to ecommerce transactions, like size, colour, payment_type (regular or singular) or payment_method.		M	Y	Console config	N	N	N	
8.14	Create calculated custom metrics - 5 for GA4 free and 50 for GA4 360.	Not started	Use operators +, -, *, /, () to create custom metrics. Registration Success Rate = {Registration Success} / {Registration Submits}. Metrics include Average Order Value, Cart to View Rate % and Purchase to View Rate %.		M	Y	Console config	N	N	N	
8.15	Are guardrail events/metrics being sent to GA4?	Not started	Consider measuring page load and content load time, JavaScript errors, page not found etc.		M	Y	Tracking	Y	N	N	
8.16	Agree content groupings in GTM	Not started	Configure content groupings if required.		M	Y	Tracking	Y	Y	Y	



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9.0 Ecommerce Implementation (Part 1)

NO	Item	Status	Notes	Recommendation	Impact	Impact Reporting	Console Config or Tracking	GTM	Requires DEV	Requires Client	Comments
9.1	Always clear the ecommerce data in the data layer before pushing a new transaction event.	Not started	By clearing past data, you ensure the new transaction event reflects the current state, preventing contamination from previous actions like adding or removing items.	<code>dataLayer.push({ 'ecommerce': null }); // Clear previous data</code>	M	Y	Tracking	Y	Y	Y	
9.2	Which ecommerce events have been implemented?	Not started	List here.		M	Y	Tracking	Y	Unknown	Y	
9.3	Product impressions - impressions > view_item_list	Not started	If not implemented - agree priority.		M	Y	Tracking	Y	Unknown	Y	
9.4	Product clicks - click > select_item	Not started	If not implemented - agree priority.		M	Y	Tracking	Y	Unknown	Y	
9.5	Product detail page - detail - view_item	Not started	If not implemented - agree priority.		M	Y	Tracking	Y	Unknown	Y	
9.6	Add to cart - add - add_to_cart	Not started	If not implemented - agree priority.		M	Y	Tracking	Y	Unknown	Y	
9.7	Remove from cart - remove - remove_from_cart	Not started	If not implemented - agree priority.		M	Y	Tracking	Y	Unknown	Y	
9.8	Started checkout - checkout (step 1) - begin_checkout	Not started	If not implemented - agree priority.		M	Y	Tracking	Y	Unknown	Y	

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9.0 Ecommerce Implementation (Part 2)

<u>NO</u>	<u>Item</u>	<u>Status</u>	<u>Notes</u>	<u>Recommendation</u>	<u>Impact</u>	<u>Impact Reporting</u>	<u>Console Config or Tracking</u>	<u>GTM</u>	<u>Requires DEV</u>	<u>Requires Client</u>	<u>Comments</u>
9.9	Provided shipping details - checkout_option - add_shipping_info	Not started	If not implemented - agree priority.		M	Y	Tracking	Y	Unknown	Y	
9.10	Provided payment details - checkout_option - add_payment_info	Not started	If not implemented - agree priority.		M	Y	Tracking	Y	Unknown	Y	
9.11	Made a purchase - purchase - purchase	Not started	If not implemented – make priority.		H	Y	Tracking	Y	Unknown	Y	
9.12	Product refund - refund - refund	Not started	If not implemented - agree priority.		M	Y	Tracking	Y	Unknown	Y	
9.13	Internal promotion impression - promo View - view_promotion	Not started	If not implemented - agree priority.		L	Y	Tracking	Y	Unknown	Y	
9.14	Internal promotion click - promoClick - select_promotion	Not started	If not implemented - agree priority.		L	Y	Tracking	Y	Unknown	Y	
9.15	Does the Ecommerce script include item_id with product data?	Not started			M	Y	Tracking	Y	Y	N	
9.16	If they are pushing product price, are they also sending Quantity?	Not started	Should always send quantity if pushing price as GA uses both variables to calculate value of a transaction.		M	Y	Tracking	Y	Y	N	
9.17	Is Quantity an integer only?	Not started	Never send fractions.		M	Y	Tracking	Y	Y	N	

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9.0 Ecommerce Implementation (Part 3)

<u>NO</u>	<u>Item</u>	<u>Status</u>	<u>Notes</u>	<u>Recommendation</u>	<u>Impact</u>	<u>Impact Reporting</u>	<u>Console Config or Tracking</u>	<u>GTM</u>	<u>Requires DEV</u>	<u>Requires Client</u>	<u>Comments</u>
9.18	Is currency code included in price event as a separate variable?	Not started	The Currency code should not be a prefix in the value or price fields.		M	Y	Tracking	Y	Y	N	
9.19	Is event key included in Ecommerce snippets?	Not started	Always send an event key with each Ecommerce event.		M	Y	Tracking	Y	Y	N	
9.20	Are multiple events included in a single Ecommerce data layer push? There should only be one event per data layer push	Not started	There should only be one event per data layer push.		M	Y	Tracking	Y	Y	N	
9.21	Capture internal search term used by users when they complete a transaction. This is valuable to understand the terms they use prior to a purchase.	Not Started	Capture internal search term using GTM and send as a custom dimension with the Ecommerce purchase event		M	Y	Tracking	Y	N	N	
9.22	In Single Page Applications, look out for recursive merge or clear dataLayer before each Ecommerce event	Not started	In SPAs, the data layer persists across virtual pageviews. This means that if data isn't correctly managed, old or outdated data might remain in the data layer and get mixed with new data due to the recursive merge. This requires a different approach to dataLayer variables in GTM. Clearing them before each Ecommerce event will prevent recursive merge.		M	Y	Tracking	Y	Y	N	



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10.0 Integrations (Part 1)

NO	Item	Status	Notes	Recommendation	Impact	Impact Reporting	Console Config or Tracking	GTM	Requires DEV	Requires Client	Comments
10.1	Link Google Analytics with Google Ads	Not started	Check GTM events are set as Primary and GA4 are secondary source.		M	Y	Console config	N	N	Y	
10.2	Have you reconciled discrepancies between GA4 and Google Ads conversion data.	Not started	Use this free tool in GA4 to reconcile differences between conversions in GA4 and Google Ads.		M	Y	Console config	N	N	N	https://searchengineland.com/ga4-google-ads-discrepancies-report-444074
10.3	Have Google Ads been implemented via GTM or hard coded on the website?	Not started	GTM is preferred for implementing Google Ads as it is easier to create micro events, such as page views, using GTM to help optimise campaigns.		L	Y	Tracking	Y	N	N	
10.4	Has the Conversion Linker tag been created?	Not started	The Conversion Linker tag detects the ad click identifier in the URL and stores it in a first-party cookie on your domain.		H	Y	Tracking	Y	N	N	
10.5	Is cross-domain tracking enabled in the Conversion Linker tag if required?	Not started	Where a booking engine or Ecommerce platform on another domain is deployed, it is recommended to enable cross-domain tracking		H	Y	Tracking	Y	N	N	

**10.0 Integrations (Part 2)**

<u>NO</u>	<u>Item</u>	<u>Status</u>	<u>Notes</u>	<u>Recommendation</u>	<u>Impact</u>	<u>Impact Reporting</u>	<u>Console Config or Tracking</u>	<u>GTM</u>	<u>Requires DEV</u>	<u>Requires Client</u>	<u>Comments</u>
10.6	If there are multiple Google Ads accounts, have Lookup Table variables been deployed to minimise the number of events in the GTM container?	Not started	To minimise the number of GTM tags, use Lookup Table variables for the Google Ads ID and Conversion Label, when multiple Google Ads accounts are being used		L	N	Tracking	Y	N	N	
10.7	Has Enhanced Conversions been enabled by sending hashed email address or other personal data to Google Ads?	Not started	Review Google Ads console		M	Y	Tracking	Y	Y	Y	
10.8	Link Google Analytics with BigQuery	Not started	Free to link BigQuery and data storage is also free		L	N	Console config	N	N	Y	
10.9	Link Google Analytics with Google Search Console		Get search query and click data from Google search		L	N	Console config	N	N	Y	
10.10	Link Google Analytics to Google Ad Manager	Not started			L	Y	Console config	N	N	Y	
10.11	Implement session replay and heatmap tool	Not started	Check if already have a solution installed		M	N	Tracking	Y	N	Y	
10.12	Link to A/B testing tool?	Not started	Integrate with chosen solution to allow for custom analysis		M	N	Tracking	Y	Y	Y	
10.13	Integrate Salesforce Marketing Cloud	Not started	Available for users who previously had the UA 360 integrations to store the Marketing Cloud Subscriber ID for campaign tracking		M	Y	Marketing cloud	N	N	Y	

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11.0 Other Items

<u>NO</u>	<u>Item</u>	<u>Status</u>	<u>Notes</u>	<u>Recommendation</u>	<u>Impact</u>	<u>Impact Reporting</u>	<u>Console Config or Tracking</u>	<u>GTM</u>	<u>Requires DEV</u>	<u>Requires Client</u>	<u>Comments</u>
11.1	Reporting Identity	Not started	For sites with no login facility, device only may be sufficient. If collecting UserId, then Blended would normally be the preferred option.		L	Y	Console config	N	N	N	
11.2	Create audiences for re-targeting or for events for alerts	Not started	Check if the site qualifies for Predictive audiences which uses AI to predict users most likely to purchase or churn in the next 7 days		M	Y	Console config	N	N	Y	
11.3	Exclude query parameters from URLs	Not started			M	Y	Tracking	Y	N	Y	

**12.0 GA4 Console and Prebuilt Reports**

<u>NO</u>	<u>Item</u>	<u>Status</u>	<u>Notes</u>	<u>Recommendation</u>	<u>Impact</u>	<u>Impact Reporting</u>	<u>Console Config or Tracking</u>	<u>GTM</u>	<u>Requires DEV</u>	<u>Requires Client</u>	<u>Comments</u>
12.1	Customise prebuilt reports to add new metrics	Not started	Add User Conversion Rate, bounce rate and remove unwanted metrics (e.g. event count).		M	Y	Console config	N	N	Y	
12.2	Create new collections for important user segments	Not started	Add new collections using filters for segments such as traffic medium (e.g. Affiliates, device, or country).		M	Y	Console config	N	N	Y	
12.3	Hide unused reports	Not started	Some reports like In-app purchases may not be relevant.		L	Y	Console config	N	N	Y	
12.4	Create site search report, including zero results event	Not started	If using JavaScript variable to capture search results, remember to disable search in Enhanced Measurement.		M	Y	Tracking and Console config	Y	N	N	
12.5	Acquisition referrals report	Not started	Use Session source dimension and add session conversion rate. Add filter for session channel = referrals.		L	Y	Console config	N	N	N	
12.6	Organic landing page report	Not started	Create report for landing page and add filter for organic search.		L	N	Console config	N	N	N	
12.7	Create custom insight email alerts in the GA4 console	Not started	Agree metrics/dimensions and rules (e.g. anomaly or % change).		L	Y	Console config	N	N	Y	
12.8	Configure scheduled email reports	Not started	Open a report, select Share and "Scheduled email".		L	N	Console config	N	N	Y	

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13.0 Data Quality

<u>NO</u>	<u>Item</u>	<u>Status</u>	<u>Notes</u>	<u>Recommendation</u>	<u>Impact</u>	<u>Impact Reporting</u>	<u>Console Config or Tracking</u>	<u>GTM</u>	<u>Requires DEV</u>	<u>Requires Client</u>	<u>Comments</u>
13.1	Check for signs of cardinality (Other in rows)	Not started	Sending dimensions with of different values a day (client_id or time stamp) and registering may cause cardinality issues in GA4 pre-built reports.		L	Y	Tracking	Y	N	N	
13.2	Check custom definitions for use of a reserved parameter names	Not started	Avoid using Google protected dimensions - "error", client_id, user_id or session_id. https://support.google.com/analytics/answer/9267735?hl=en		M	Y	Tracking	Y	N	N	
13.3	Check for sampling and thresholding	Not started	Over 10m events will trigger sampling and thresholding is caused by Google Signals and Reporting Identity settings.		M	Y	Console config	N	N	N	
13.4	Look for signs of duplicate events, inc. ecommerce purchases.	Not started			M	Y	Tracking	Y	Y	N	
13.5	Are Events reliant on Click Text, CSS Selectors or Click IDs (Element IDs)?	Not started	Adding IDs to elements improves data accuracy. IDs are not affected by browser language. IDs help minimise the number of triggers and tags in GTM by allowing Lookup tables to automate tracking.		M	Y	Tracking	Y	Y	Y	

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13.0 Data Quality (Part 2)

<u>NO</u>	<u>Item</u>	<u>Status</u>	<u>Notes</u>	<u>Recommendation</u>	<u>Impact</u>	<u>Impact Reporting</u>	<u>Console Config or Tracking</u>	<u>GTM</u>	<u>Requires DEV</u>	<u>Requires Client</u>	<u>Comments</u>
13.6	Validate ecommerce data with back-end data	Not started	Don't expect 100% accuracy, but 15% to 10% variance is normal		M	N	Tracking	Y	N	Y	
13.7	Have bot protection measures been implemented?	Not started	Analyse data in GA4 using engagement time, new user %, sessions per user and transactions		L	Y	Tracking	Y	N	N	
13.8	Check GTM is on any iFrames	Not started	Add the same GTM code to any iFrames or configure an iFrame listener in GTM		M	Y	Tracking	Y	Y	Y	
13.9	Mediums - Are there between 10 and 20 mediums as more or less could indicate tracking issues	Not started			M	Y	Tracking	N	N	Y	
13.10	Are there upper-case letters in source/medium?	Not started			L	Y	Tracking	N	N	Y	
13.11	Is paid and organic social showing separately. This may require adding UTM parameters to campaigns	Not started			L	Y	Tracking	N	Y	Y	

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13.0 Data Quality (Part 3)

<u>NO</u>	<u>Item</u>	<u>Status</u>	<u>Notes</u>	<u>Recommendation</u>	<u>Impact</u>	<u>Impact Reporting</u>	<u>Console Config or Tracking</u>	<u>GTM</u>	<u>Requires DEV</u>	<u>Requires Client</u>	<u>Comments</u>
13.12	How many sessions are unassigned in source/medium? Create a custom channel grouping to improve channel attribution	Not started			L	Y	Tracking	N	N	Y	
13.13	Are there more page paths than pages on the site because of upper case letter or parameter issues?	Not started			M	Y	Tracking	Y	N	N	
12.14	Page titles contain 'Page Not Found' - are 404s being tracked correctly and is there a significant issue?	Not started			L	Y	Tracking	Y	N	Y	
13.15	Remove GA3 (UA) tags or hard-coded scripts for GA3	Not started	Delete all GA3 tags, triggers, variables, and templates		L	N	Tracking	Y	N	N	

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14.0 Importing Data

<u>NO</u>	<u>Item</u>	<u>Status</u>	<u>Notes</u>	<u>Recommendation</u>	<u>Impact</u>	<u>Impact Reporting</u>	<u>Console Config or Tracking</u>	<u>GTM</u>	<u>Requires DEV</u>	<u>Requires Client</u>	<u>Comments</u>
14.1	Measurement protocol	Not started	Is there a benefit to import data via the Measurement Protocol?		L	Y	Console config	N	Y	Y	
14.2	Do they run ads on non-Google platforms?	Not started	When you run ads on non-Google platforms too (e.g. Facebook, Twitter, etc.), you can import some of that data to Google Analytics 4 (with a CSV file). That data includes campaign names, ad impressions, ad clicks, etc.		L	Y	Console config	N	N	Y	

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15.0 Roll-Up Property

<u>NO</u>	<u>Item</u>	<u>Status</u>	<u>Notes</u>	<u>Recommendation</u>	<u>Impact</u>	<u>Impact Reporting</u>	<u>Console Config or Tracking</u>	<u>GTM</u>	<u>Requires DEV</u>	<u>Requires Client</u>	<u>Comments</u>
15.1	Create and configure a roll-up property for collecting data from multiple websites	Not started	Is there a need for a single roll-up property for multiple websites? Up to 30 conversion event limits	No developer resource required	L	Y	Console config	N	N	Y	
15.2	Configure GTM container for roll-up property	Not started	Create duplicate Config tag		L	Y	Tracking	Y	N	N	
15.3	Duplicate all events and parameters sent for roll-up property	Not started	All events in each GTM container would need to be duplicated with the roll-up property Measurement ID allocated to each tag		L	Y	Tracking	Y	N	N	

**16.0 Server-Side Tagging**

<u>NO</u>	<u>Item</u>	<u>Status</u>	<u>Notes</u>	<u>Recommendation</u>	<u>Impact</u>	<u>Impact Reporting</u>	<u>Console Config or Tracking</u>	<u>GTM</u>	<u>Requires DEV</u>	<u>Requires Client</u>	<u>Comments</u>
16.1	Is server-side GTM required?	Not started	Server-side GTM can be configured after a GA4 and GTM audit to improve control of data and improve site performance. Agree subdomain to use (e.g. data.examplesite)		M	Y	Tracking	Y	Y	Y	
16.2	Server-Side GTM	Not started	Has GTM server-side container been connected to Google Cloud Platform or another server platform		M	Y	Tracking	Y	Y	Y	
16.3	Web GTM container	Not started	Have tags in web container been configured for server-side tagging?		H	Y	Tracking	Y	N	N	