

GOOGLE ANALYTICS CHECKLIST

GA4 SOP



Google Analytics 4 SOP Checklist

Planning Stage

- Define website objectives
 - Products
 - Services
 - Ecommerce
 - Information
- Identify what a “conversion” is
 - Purchase
 - Subscribe
 - Book an appointment
 - Submit email
 - Register
 - Scroll
- Determine the 5 most important things to track in GA4

Implementation Stage

- Create GA4 account
 - Name account the business name
 - Name property to website name (business name if only one website)
 - Name data stream “website”
- Install tracking code to the website
 - Google Tag Manager
 - Measurement ID
- Check in ‘Preview’ mode

Configure GA4

- Set time zone
- Set currency
- Exclude internal traffic
- Exclude developers
- Change data retention to 14 months
- Create enhanced measurement
- Disable unneeded actions from tracking
- Enable site search
- Set correct user-based reporting to default reporting identity
- Review unwanted referral list for each data stream
- Exclude personally identifiable info
- Create audiences
- Enable Google Signals



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Tech Setup

- Check tracking code (no duplicates, but UA and GA4 both installed)
- Implement User ID (case by case basis)
- Check for self-referrals
- Enable content grouping
- Track 404 pages
- Link Google Optimize
- Link Google Tag Manager

Campaign Setup

- Link GA4 with Google Ads
- Determine naming convention for advertising campaigns
- Create campaign tags for non-Google Ads inbound marketing
- Create "Campaign ID parameter for 3rd party cost data uploaded into GA4
- Exclude campaign tags for internal link (within website)

Ecommerce Setup

- Implement ecommerce tracking
- Check accuracy of ecommerce data

Create Tracking

- Determine custom events
- Set up accounts to send data to GA4
- Register custom dimensions
- Register custom metrics
- Determine naming conventions for tracking events

Create Conversion Parameters

- Configure conversion
- Assign values to goals
 - Actual
 - Calculated
 - Symbolic
- Track macro conversion
- Track micro conversions



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Integrate with Other Accounts

- Create audience lists
- Import data from 3rd party platforms
- Configure custom metrics
- Configure custom dimensions

Analyze Data

- Look for insights (not just reporting)
- Create custom reports for most important metrics
- Automate repetitive reporting tasks
- Identify opportunities for improvement
- Landing pages
- Website content
- Website navigation
- Marketing campaigns
- Run experiments (use Google Optimize)

