

SETUP GA4 CORRECTLY



GOOGLE ANALYTICS 4 SETUP CHECKLIST

GA4 DONE WRITE SERIES

OPTIZENT.COM

DIGITAL ANALYTICS CONSULTING AND TRAINING

GA4 Setup Check List

This checklist will help you setup GA4 on your site as well as help you with regular audits. If you do have questions about any of these then please reach out to support@optizent.com

1. **Enable Enhanced Measurements** – These are enabled by default. Always verify them during regular audits.
2. **Verify Time zone for reporting is correct.** You have to select this while setting up the account. We live in a time when teams are scattered all over the world so make sure this time zone setting still makes sense and stakeholders are aware of this.
3. **Setup on-site search settings within Enhanced Measurement** – This setting is enabled by default, but you ensure that you are capturing the right data, you might need to configure it.
4. **Integrated Google Ads**
5. **Integrate Search Console**
6. **Setup data transfer to BigQuery**
7. **Set up correct attribution channel**
8. **Cross-Domain Tracking** – Add all your domains in the list for cross domain tracking.
9. **Use Same GTM Container** – Many times we have seen clients using different container on different subdomains or sites that are tracked as one using cross domain tracking. Having different container makes it difficult to manage the tags, triggers and variables. It also makes debugging difficult.
10. **Enable Google signals data collection** to get cross-device and demographic data
11. **Verify Data Retention time period.** Work with your company's legal team to ensure it is in accordance with your policies.
12. **Define Internal Traffic rules**
13. **Exclude Internal Traffic**
14. **Remove Unwanted or spam referrals**
15. **Configure session timeout setting**, default is 30 mins, but you can change it according to your needs
16. **Configure Time setting to calculate Engaged Sessions**
17. **Audit User Property and Account access** to ensure no unauthorized access is granted.
18. **Enable Conversion events**
19. **Verify Custom Definitions**
20. **Verify and adjust Audience Definitions.**
21. **Enable Universal Analytics** as well since many of the features are still getting rolled out in GA4

About this checklist

This checklist is prepared by [Optizent](https://academy.optizent.com/f/google-analytics-4-ga4-setup-check-list) and will be updated on regular basis. You will get an email when the check list is updated. If you got this eBook from someone then you can register your email at <https://academy.optizent.com/f/google-analytics-4-ga4-setup-check-list>.

Where to get more help?

Optizent Academy has a complete course on GA4. You can get more detail about the course at <https://academy.optizent.com/courses/google-analytics-4-ga4-course>

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