

Master Launch Packet – Confidential Notice & Download Tracking Setup

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Classification: Confidential Business Material

PDF Download Tracking Setup (Webadar)

Option A: Google Analytics (Recommended)

1. Connect Google Analytics (GA4) to your Webadar website using your Measurement ID (G-XXXXXXX).
2. Upload your PDF ensuring the file name ends in .pdf.
3. Link the PDF using a button instead of plain text for best tracking results.
4. GA4 will automatically record downloads as a **file_download** event.
5. View tracking data in Google Analytics under Reports → Engagement → Events → file_download.

Option B: Custom HTML Tracking (Advanced)

Use a custom HTML button or link with a tracking event for labeled analytics reporting.

Professional Best Practices

- Use version-controlled file names (v1.0, v1.1, etc.)
- Apply a confidential watermark to the PDF
- Open downloads in a new browser tab
- Place documents on an Official Documents page

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