

# GA4 Checklist

## Initial set up

- Have I decided on the structure of my GA4?
- Do I have GA4 already set up?
- Do I have the necessary access to make the switch on the Google Analytics account (usually admin level)
- Have I configured my GA4 property?
- Do I use Google Tag Manager?
  - Do I have access to this account?
  - Have I added the tag for GA4 and published it to start pull in the data?
  - Have I tested to see if that tracking is set up correctly?
- If I don't use Google Tag Manager have I added the code to my website?

## Data Settings:

- Have I turned on the enhanced measurements
- Have I turned on Google signals in the data collection section? - ability to collect richer data
  - Have I got the necessary permissions to collect data this data set up?
  - Are we GDPR compliant for this?
  - Have I checked with my legal representative that we have the right set up to collect this?
  - Have I accepted the terms to collect this data on the admin settings in my GA4?
  - Is my cookie management platform up to date to only allow cookies once a consumer has accepted them?
- Have I changed the setting on GA4 to retain data for 14 months instead of 2?
  - Is my privacy policy notice up to date to say I will be collecting and storing data in Google Analytics for 14 months?

### Additional set up:

- Have I connected my GA4 to Google Ads?
- Have I connected my GA4 to Google Search Console?
- Have I turned on the free BigQuery integration?
  - Have I created a BigQuery project and linked to GA4?
- Have I downloaded my UA data and saved it somewhere
- Have I thought about what additional data would be useful to track outside of the enhanced measurements?
- Have I thought about what events I need to mark as conversions in GA4? - think about the goals you were measuring in UA
  - Have I thought about the naming convention for this? Should always be lowercase and separated by - or |
- Have I thought about the reports I need for my business?

### Training & AOB checklist:

- Do I follow analytics on LinkedIn?
- Have I taken then the GA4 Training Program and Certification?  
[https://skillshop.exceedlms.com/student/catalog/list?category\\_ids=6431-google-analytics-4](https://skillshop.exceedlms.com/student/catalog/list?category_ids=6431-google-analytics-4)
- Have I followed the Google Analytics blog?  
<https://blog.google/products/marketingplatform/analytics/>
- Have I planned out the data I want to retain from UA and started to download this?

Contact us on  
[data@ab-uk.com](mailto:data@ab-uk.com)

### Brand and Marketing Agency

#### Exeter

Floor 3, Clockwise,  
Broadwalk House,  
Southernhay W,  
Exeter | EX1 1TS  
T +44 (0)1392 211 765

ab-uk.com  
🐦 ab\_and\_beyond

#### London

Paddington Works,  
8 Hermitage Street,  
London, W2 1BE  
T +44 (0)20 7866 2162

