

Implementing Google Analytics 4

Checklist

There are a lot of steps to remember when you properly implement GA4. Use this checklist to keep you on track.

Step 1.

Once You Have a Google Analytics Account

Run GA4 in conjunction with Universal Analytics (if you already have Google Analytics installed).

- ☐ Log into Universal Analytics
- ☐ Click the banner alerting you to the deadline. Click “let’s go” to initiate GA4 setup assistant.
- ☐ Follow the prompts, do not import existing goals or tags.

Starting with a new install:

- ☐ Go to www.google.com/analytics.
- ☐ Sign in with your Gmail account to create your account.
- ☐ Fill out the required information, including account name, website name, industry category, and time zone.
- ☐ Agree to the Terms of Service and Privacy Policy. Click “Create Account” button.
- ☐ In the Google Analytics dashboard, grab the GA tracking code to add to your website.
- ☐ Copy the entire code and paste it into the <head> section of your site’s HTML code.
- ☐ Verify that your website has properly installed Google Analytics by opening a new browser tab and navigating to your website. View the source code of your site by pressing Ctrl + U (Windows, Linux) or Command + U (Mac) and look for your tracking code.

Step 2.

Adjusting Settings

Working in the Admin settings:

- ☐ Add the GA4 Tracking tag to your site using Google Tag Manager.
- ☐

Step 3.

- ☐ Adjust GA4 Data stream settings for enhanced measurement.
- ☐ Go to data streams > click on your data stream for the Web stream details panel.
- ☐ In Enhanced measurement section, click the gear icon. Make sure the 6 events are toggled on:
 - ☐ Page views
 - ☐ Scroll
 - ☐ Outbound clicks
 - ☐ Site search
 - ☐ Video engagement
 - ☐ File downloads

Step 4.

- ☐ Adjust the data stream settings for “more tagging settings.”
- ☐ Set up Cross domain tracking under “Configure your domains (if applicable).”
- ☐ Exclude internal traffic under “Define internal traffic.”

Step 5.

- ☐ Adjust Data settings > Data retention to 14 months.
- ☐ Activate Google Signals under Data Settings > Data Collections.

Step 6:

- ☐ Activate Google Signals under Data Settings > Data Collection.

Step 7:

Intermediate set up

- ☐ Set up GA4 Custom Events.
- ☐ Set up Conversion Tracking.
- ☐ Create User properties.
- ☐ Create Custom Insights.
- ☐ Create Custom Audience.
- ☐ Create Audience Triggers.

Step 8:

Advanced set up

- ☐ Set up predictive metrics.
- ☐ Create predictive audiences.
- ☐ Set up Ecommerce Tracking.