

GA4 audit checklist

Twenty checks. The first one catches the most common analytics defect there is.

Verify the tag fires exactly once before anything else. A double-fired pageview or conversion makes every downstream decision wrong -- budget, channel, targets -- and nothing on the surface looks broken.

Installation

- ☐ The tag is present on every page -- check a sample, including the checkout or thank-you page
- ☐ It fires exactly ONCE per page. Verify in preview or DebugView, not by assumption
- ☐ Internal traffic is filtered by IP or by a debug parameter
- ☐ Developer and staging environments are excluded or send to a separate property
- ☐ Cross-domain measurement configured if a visitor crosses domains to convert

Conversions

- ☐ Key events are defined for the actions that actually matter, not for every click
- ☐ Each key event has been triggered by you and verified in the reports
- ☐ A form submission is measured on confirmation, not on button click
- ☐ Conversion counts are within a sensible margin of your CRM or inbox
- ☐ The same conversion is NOT imported from GA4 and tracked by the Ads tag at the same time
- ☐ Only one conversion action per outcome is set to Primary -- GA4-imported duplicates are Secondary
- ☐ Value is set where a value exists, or deliberately left out

Data quality

- ☐ Data retention set to 14 months rather than the 2-month default
- ☐ Google Search Console linked to the property
- ☐ Google Ads linked if you run paid, so conversions can be imported
- ☐ Unwanted referrals configured, so your own payment provider is not credited with sales
- ☐ Site search, outbound clicks and file downloads enabled if they mean anything to you
- ☐ No personally identifying data in event parameters or page paths

Usability

- ☐ Channel groupings make sense for how you actually market
- ☐ UTM conventions are written down and used consistently, in lower case
- ☐ One report or exploration exists that answers the question people always ask
- ☐ Someone other than you can find the conversion number without help

Three settings people leave on the default

Worth changing today

- Data retention. The default is 2 months. Set it to 14 -- you cannot recover data you did not retain, and year-on-year comparison needs it.
- Unwanted referrals. Without this, your own payment provider gets credited for sales and the referral report becomes fiction.
- Internal traffic filtering. Your own visits inflate exactly the pages you look at most, which is the worst possible bias.

Your score

Count the unticked boxes per group. Fix the group with the most gaps before starting anything new.

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