

Google Analytics 4 (GA4) Implementation Checklist

A professional configuration framework prepared by Admarg Digital.

This comprehensive framework covers the foundational, tracking, privacy, and integration architecture required for a professional, enterprise-grade GA4 configuration.

1. Account & Property Architecture

- ☐ **Account Hierarchy:** Establish a clean account framework with separate accounts for unrelated businesses, and shared properties only when journeys seamlessly cross domains.
- ☐ **Property Settings:** Confirm that the Reporting Time Zone and Currency explicitly reflect your primary business headquarters and financial reporting operations.
- ☐ **Data Streams:** Create appropriate production data streams (Web, iOS, or Android) and document your unique Measurement ID (G-XXXXXXXXXX).
- ☐ **Data Retention:** Update event data retention from the default 2 months to 14 months under Admin > Data Settings > Data Retention to preserve exploration report analysis parameters.
- ☐ **Reporting Identity:** Select your identity tracking preference (typically Blended or Observed) under Admin > Reporting Identity to control cross-device user deduplication.

2. Base Code Deployment & Privacy

- ☐ **Tagging Architecture:** Deploy the base Google Tag cleanly across all environments. Utilizing Google Tag Manager (GTM) is strongly recommended for organized deployment.
- ☐ **Consent Mode:** Implement Google Consent Mode v2 via an enterprise Consent Management Platform (CMP) to automatically scale tracking rules according to explicit user cookie preferences.
- ☐ **Cross-Domain Tracking:** For user journeys spanning distinct top-level domains, configure those rules directly inside Data Streams > Web Stream > Configure Tag Settings > Configure Your Domains.
- ☐ **Excluding Internal Traffic:** Define company office and developer IP addresses under Configure Your Domains > Define Internal Traffic, and ensure the active filter rule is toggled on inside Data Filters.
- ☐ **Unwanted Referrals:** Incorporate external payment gateways (e.g., Stripe, PayPal, or local banking portals) to the List of Unwanted Referrals to prevent fragmented sessions.

3. Event & Conversion Strategy

- ☐ **Enhanced Measurement:** Review default triggers (scrolls, outbound clicks, site search, downloads).

Note: If handling form submissions or video tracking manually via customized GTM triggers, disable those specific toggles here to avoid duplicated counting.

- ☐ **Recommended & Custom Events:** Deploy vertical-specific actions (e.g., generate_lead for B2B or view_item for e-commerce stores) strictly aligning with standard GA4 schema conventions.
- ☐ **Custom Dimensions & Metrics:** Explicitly register custom event parameters (e.g., author_name, button_location) within Admin > Custom Definitions to expose them cleanly in reporting menus.
- ☐ **Mark Key Events (Conversions):** Navigate into Admin > Events and explicitly mark crucial strategic milestones (e.g., generate_lead) as Key Events to feed core advertising attribution funnels.

4. Platform Integrations

- ☐ **Google Ads Linkage:** Link Google Ads properties to share customized GA4 behavioral audiences and pass conversion metrics seamlessly for bidding adjustments.
- ☐ **Google Search Console:** Integrate GSC properties to populate raw organic query footprints directly inside standard GA4 reporting layouts.
- ☐ **BigQuery Cloud Export:** Establish the daily raw event data stream directly to Google Cloud BigQuery, guaranteeing an archival storage model exempt from standard analytics interface constraints.

5. Verification & Customization

- ☐ **DebugView Testing:** Engage GTM Preview Mode or custom tracking helpers to trigger live user workflows, validating precision mapping inside Admin > DebugView.
- ☐ **Realtime Dashboard Inspection:** Audit active traffic lines, geographic variables, and accurate page title resolutions across the live operational dashboard.
- ☐ **Publish UI Customizations:** Utilize Reports > Library to publish hidden sets (such as Search Console summaries) or assemble tailored detail cards built specifically for company stakeholders.