



GA4 CHECKLIST



LEVEL	ITEM	YES	NO
Basic	G4 property has been set up.		
	GA4 configuration tag has been set up in GTM or installed in the global header.		
	Enhanced measurement events have been turned on and are firing as intended.		
	Data retention has been adjusted to 14 months.		
	Internal traffic has been defined and the filter is active.		
Advanced	Events, conversions, and custom dimensions are being tracked.		
	Cross-domain tracking has been defined.		
	Unwanted domain referrals are set up.		
	GA4 has been linked to Google Ads and GSC (Optional: Big Query, Merchant Center).		
	Session timeout is adjusted.		
	Time period for engaged sessions is adjusted.		
	Predictive audiences are enabled and Google Signals is set up.		

