



X Infographic

GA4 Setup Checklist.

GA4 improves your decision-making by tracking user interactions, segmenting the audience, analyzing user behavior, and optimizing landing pages.

Integrate it with your marketing campaigns for performance analysis and ROI increment.

With this GA4 setup checklist, you will achieve your sales and marketing goals by enhancing user experiences.

Create a GA4 account & property

- Sign in to the Google Analytics homepage with your Google account. In the Admin panel, under the Account column, click the Create Account button and enter an account name.
- Once you've created the account after filling in the account name, select the property name, time zone, and currency. You can use your domain or website name for the property name.
- Your access to data will depend on the time zone you choose. Likewise, select the currency mindfully as it will be useful while monetizing your website or selling online.
- Under property, click on "Create Property" and choose GA4.



Set up Data Stream



- Adding data streams lets you connect your website or app to your GA4 property.
- You can find Data Stream under Admin.
- Choose a platform out of the Web, iOS, or Android.



Enable Enhanced Measurement

- Go to Data Streams under Admin, then choose your desired web data stream.
- In the Enhanced Measurement section, toggle the feature on or off.
- You can automatically track events like downloads, site searches, and video views by turning it on.



Verify your data collection



- Implement the GA4 tag, as it's essential for the data collection on your website or app.
- Utilize the GA4 DebugView to ensure that the data is moving correctly.
- Google Tag Assistant Chrome extension can be installed to look for errors.
- Use filters to exclude traffic from your own employees or internal IP addresses.
- An audit of the GA4 account should be done to ensure data collection accuracy.



Utilize custom events

- Use custom events to track specific touchpoints that are not captured by default.
- This helps you track data as per your business strategy.
- You can create them by using Google Tag Manager or gtag.js.



Link GA4 with other Google products



- Leverage other tools under the Google Marketing Platform like Google Search Console, Google Ads, BigQuery, etc., along with GA4 to strengthen your data hub.
- The other Google products are under Admin > Property > Product links.



Set up audiences

- Group users to improve marketing campaigns, create personalized experiences, and gain deeper insights.
- Navigate to the GA4 property, and find "Audiences" under the Property column. Click New Audience.
- Here you can select from the suggested audiences or create a Custom Audience based on your requirements.
- Under custom audience, You can even add specific conditions or set specific sequences for user actions. For example, you can filter out those customers who have made a total purchase of over 10000\$.



Monitoring continuously



- Apart from leveraging the standard GA4 reports like Acquisition, Engagement, Monetization, and Retention, you can also customize exploration reports for funnel analysis, segment overlap, and common user journeys.
- Using the Insight panel under Reports, enable Analytics Intelligence to automatically identify trends in your data.
- Create custom alerts by going to Custom Insights under Configure. Here you can define conditions to get alerts.

