



GA4 CHECKLIST

Google Analytics 4 Checklist

In July 2023, all **Google Universal Analytics** accounts will **stop collecting data**. Businesses relying on marketing and website performance data for decision-making need to **upgrade** to Google's new **Google Analytics 4**, GA4.

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- Is your website on **multiple platforms** (eg. CMS, checkouts)?
 - Is your website on **multiple domains**?
 - Can users **complete any actions** on domains that aren't fully owned/controlled by you (eg. checkout/account registration)?
 - Is your website using **Google Tag Manager** (GTM)?
 - Does your website have **iframes**?
 - Do you need **tracking of content** categories/authors/tags etc?
 - Do you need **tracking of lead** forms?
 - Do you need **tracking of account** creation?
 - Do you need **tracking of purchases**?
 - Do you need tracking of other **ecommerce steps** (eg. add to cart, begin checkout)?
 - Do you need **tracking of logged-in users**?
 - Do you need to **integrate** with offline/non-GA systems (eg. your CRM)?
 - Do you need setup of **Google Data Studio reporting**?
 - Will you need an **archive** of your Universal Analytics data available for the long-term?

Why partner with Tactic Lab?

Tactic Lab ensures your new analytics foundations are set up correctly.

We utilise GA4's best features and can protect and integrate important historical data.



Two simple steps to enter the next generation of Analytics with GA4

01 Measurement Plan + Implementation Scoping

Once off
AU\$1,500

- **Discovery call** with our analytics experts to understand your business.
- **Review** of your existing analytics and reporting.
- **Customised GA4** Measurement Plan for your business, including tracking architecture and project reporting considerations.
- **No obligation quote** for Measurement Plan implementation with Tactic Lab.

02 Implementation Assistance + Training

Starting from
AU\$2,000

- **Feedback process** to finalise measurement plan and recommendations.
- **GA4, BigQuery and Google Tag** Manager setup.
- **Rollout**, testing, feedback.
- **Optional** (but recommended)
 - **Data Studio** and/or GA4 custom report configuration.
 - **Staff training** session on using GA4 reports and conducting analysis.
 - **Export** of historical Universal Analytics data into BigQuery.
 - **Ongoing support** and optimisation options available.

For more information, contact us on info@tacticlab.com.au or fill out the [website form](#)