PRE-PLANNING GA4 CHECKLIST

☐ **Examine your business's objectives**: identify the key performance indicators (KPIs) that matter most and determine which metrics to track in GA4. This will help determine which reports to create and measure progress toward your business goals.

☐ **Determine what marketing activities to pursue**: ensure that you collect the right data in GA4 in relation to marketing activities to measure your efforts' effectiveness. For example, if you run a social media ad, you'll want to ensure your tracking metrics, like clicks, conversions, and engagement rates for those ads.

☐ **Deciding which metrics to track and why**: focus on the data that matters most to your business, which will help you make better-informed decisions about where to invest time and resources to drive growth and improve performance.

☐ **Decide what software to integrate with GA4**: CRM systems, email marketing platforms, social media management tools, and other software integrated with GA4, including Google Ads, Google Search Console, Google Optimize, Google Tag Manager, Salesforce, Shopify, WordPress, Hubspot, and many more.

☐ **Review your reports and dashboards:** set up regular reporting schedules and stick to them. Checking frequently is an excellent way to track data with business goals, avoid getting overwhelmed by the volume of data collected over time, monitor activity specific to a time frame such as a promotional period or peak season, and recognize any changes to user behavior.

☐ **Call an expert: reach out to a Google-certified partner like Site-Seeker**.