

# GA Setup Audit

## Is Your Data Actually Working For You?

Google Analytics is powerful, but only if properly configured. This quick audit helps you confirm that the basics are in place so you can trust your data, answer key questions, and stop guessing. Built for someone not as familiar with Google Analytics, this checklist gives you confidence that GA4 is collecting what matters, without drowning in jargon.

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### Property Settings

✓	What to Check	Why It Matters	Where to Set or Confirm
	Property name, time zone, and currency are correct	So you don't mix data or confuse team members. Get correct timing based on your org's HQ.	Admin → Property Settings
	Data retention set to 14 months	Keeps long-term trends visible in Explorations.	Admin → Data Settings → Data Retention
	Google Signals is OFF (unless using Ads)	Avoids inflated user counts and consent issues. Also avoids data throttling.	Admin → Data Settings → Data Collection

## Enhanced Measurement

✓	What to Check	Why It Matters	Where to Set or Confirm
	Enhanced Measurement is ON	Enables scroll, outbound clicks, site search, video, etc.	Admin → Data Streams → Web Stream Details
	Scroll tracking is enabled	Lets you measure how far users scroll on pages.	Admin → Data Streams → Web Stream → Enhanced Measurement Settings
	Outbound clicks and file downloads are enabled	Helps track link engagement and resource usage.	Same as above

## Custom Dimensions

✓	What to Check	Why It Matters	Where to Set or Confirm
	file_name registered for downloads	Shows what files users are engaging with.	Admin → Custom Definitions → Custom Dimensions
	search_term registered for on-site search	Lets you see what users are looking for.	Admin → Custom Definitions → Custom Dimensions

## Events & Conversions

✓	What to Check	Why It Matters	Where to Set or Confirm
	Key Events like form_submit, membership_join, or donate are tracked	Tracks critical business actions.	Configure → Events (or GTM → Tags if custom)
	Important events are marked as Conversions or Key Events. Including default events such as file_download	Enables goal tracking across reports.	Configure → Conversions

## Site Search Tracking

✓	What to Check	Why It Matters	Where to Set or Confirm
	Site search parameter is configured (q, s, etc.)	Captures on-site search queries.	Admin → Data Streams → Web Stream → Configure Tag Settings → Show All → Site Search → Define Search Term Query Parameter
	search_term appears in reports or Explorations	Enables query analysis and content planning.	Explore → Free Form or Reports → Engagement → Events

## Bonus: Advanced & Integration Checks

✓	What to Check	Why It Matters	Where to Set or Confirm
	GSC integration enabled	Combines search data with behavior data.	Admin → Product Links → Search Console
	Looker Studio dashboard connected	Allows for custom reporting and stakeholder-friendly views.	Looker Studio: New Report or template → Connect new data source → GA4