

Google Analytics 4

AUDIT CHECKLIST

inflow[®]
Custom Digital Marketing Solutions

Use this checklist to identify and resolve common GA4 account errors.

FOR MORE INFORMATION, [CHECK OUT OUR COMPLETE GUIDE HERE.](#)



- ☐ Are your pages tagged using the proper analytics code?
- ☐ Do you have Enhanced Measurements turned on?
- ☐ Do you have the proper number of data streams enabled?
- ☐ Have you changed your data retention period?
- ☐ Have you linked necessary third-party platforms?
- ☐ Did you remember to configure cross-domain tracking?
- ☐ Are you tracking unnecessary URLs with messy parameters?
- ☐ Did you activate Google Signals?
- ☐ Have you turned on site search tracking?
- ☐ Have you properly set up event tracking?
- ☐ Are there any filters or modifications affecting your reporting?