

The GA4 Audit Checklist for 2026

1. Setup & configuration

- ☐ Confirm the property and data streams are set up correctly
- ☐ Set the correct time zone and currency
- ☐ Extend data retention to the maximum available
- ☐ Confirm Google signals and reporting identity are configured intentionally
- ☐ Set the session timeout to match how people actually use the site
- ☐ Check enhanced measurement toggles match what you actually want tracked

2. Tracking accuracy

- ☐ Deploy GA4 through Google Tag Manager, not hardcoded and GTM both
- ☐ Check there are no duplicate tags inflating pageviews
- ☐ Set up cross-domain tracking if you span multiple domains
- ☐ Filter out internal and developer traffic
- ☐ Maintain the unwanted referrals list so payment and auth domains do not start sessions

3. Events & conversions

- ☐ Confirm key events fire with the right parameters
- ☐ Mark the true business conversions as key events
- ☐ Validate ecommerce or lead events end to end
- ☐ Check you are not double-counting conversions
- ☐ Validate every key event in DebugView before you trust it in a report
- ☐ Register custom dimensions and metrics for the parameters you actually report on

4. Data quality

- ☐ Filter referral spam and bot traffic
- ☐ Confirm no PII (emails, names) is being sent to GA4
- ☐ Set referral exclusions for payment and auth domains
- ☐ Implement Consent Mode where required for privacy compliance
- ☐ Check whether data thresholding is hiding rows, which Google signals can trigger

5. Integrations

- ☐ Link GA4 to Google Ads for conversion import and audiences
- ☐ Link GA4 to Search Console for organic reporting
- ☐ Enable the BigQuery export if you need raw data
- ☐ Confirm the Google Ads link is importing the key events you actually bid on
- ☐ Consider server-side tagging where client-side collection is being blocked

6. Reporting

- ☐ Build the audiences and custom reports the team actually uses
- ☐ Choose and document the attribution model
- ☐ Set up alerts for anomalies and tracking breakages
- ☐ Review channel groupings so traffic lands in the bucket you expect
- ☐ Document the attribution lookback window alongside the model
- ☐ Check Looker Studio and any exported dashboards read the same numbers as GA4

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