

Google Analytics (GA4) Setup Checklist

This checklist helps verify that Google Analytics 4 (GA4) is properly set up and working. Use it to confirm your current configuration, identify gaps, or hand off to a colleague who manages your analytics.

1. GA4 Account & Property

Checklist Item	Notes / How to Check
Account Basics	
<input type="checkbox"/> A Google Analytics account exists for your organization	<i>admin.google.com/analytics</i>
<input type="checkbox"/> A GA4 property (not Universal Analytics) is set up for your website	<i>Look for 'GA4' tag in property name</i>
<input type="checkbox"/> You (or a trusted staff member) have Admin or Editor access	<i>Settings → Account Access Management</i>
<input type="checkbox"/> At least one other staff member has access as a backup	<i>Don't rely on a single login</i>

2. Data Stream & Tracking Code

Checklist Item	Notes / How to Check
Website Data Stream	
<input type="checkbox"/> A web data stream is configured and your GA4 Measurement ID (G-XXXXXXXXXX) is saved	<i>Admin → Data Streams</i>
<input type="checkbox"/> The GA4 tag is installed and firing on your website	<i>Confirm by visiting your site and checking Reports → Realtime</i>
<input type="checkbox"/> If using Google Tag Manager (GTM), the container is published with the GA4 tag included	<i>tagmanager.google.com → check container is live</i>

3. Conversion Tracking

Checklist Item	Notes / How to Check
Key Conversions	
<input type="checkbox"/> Your most important action (donation or membership form) is tracked and marked as a conversion	<i>Admin → Events → toggle 'Mark as conversion'</i>
<input type="checkbox"/> Other key actions are tracked as events (Passport sign-ups, newsletter opt-ins, event purchases)	<i>Confirm with your web developer which apply to your site</i>
<input type="checkbox"/> Conversion events are visible in GA4 Reports	<i>Reports → Engagement → Conversions</i>

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4. Traffic Sources & Attribution

	Checklist Item	Notes / How to Check
	Where Is Your Traffic Coming From?	
<input type="checkbox"/>	You can see a breakdown of traffic sources (organic, paid, direct, referral)	<i>Reports → Acquisition → Traffic Acquisition</i>
<input type="checkbox"/>	Paid campaign traffic (if running ads) is tagged and visible separately from organic	<i>Look for 'cpc' or your campaign names</i>
<input type="checkbox"/>	Email campaign links use UTM parameters so clicks are trackable	<i>Use Google's UTM builder to tag links</i>
<input type="checkbox"/>	You've reviewed where most of your visitors come from	<i>Is it what you expected?</i>

5. Audience & Behavior Insights

	Checklist Item	Notes / How to Check
	Understanding Your Visitors	
<input type="checkbox"/>	You know what your most-visited pages are	<i>Reports → Engagement → Pages and Screens</i>
<input type="checkbox"/>	You know your average engagement time per session	<i>Engagement → Overview</i>
<input type="checkbox"/>	You can see which devices visitors are using (mobile vs. desktop)	<i>Reports → Tech → Tech Overview</i>
<input type="checkbox"/>	You know the geographic location of most of your traffic	<i>Reports → Demographics → Geographic</i>
<input type="checkbox"/>	Audience segments have been created (donors, lapsed, site visitors)	<i>Configure → Audiences</i>

6. Linked Google Tools

	Checklist Item	Notes / How to Check
	Tool Connections	
<input type="checkbox"/>	Google Ads account is linked to GA4 (if running paid ads)	<i>Admin → Product Links → Google Ads Links</i>
<input type="checkbox"/>	Google Search Console is linked to GA4	<i>Admin → Product Links → Search Console Links</i>
<input type="checkbox"/>	Google Grant account is linked (if you have a Google Grant)	<i>Verify with your Grant account manager</i>
<input type="checkbox"/>	Audience lists from GA4 are shared with Google Ads for remarketing	<i>Requires Google Ads link above</i>

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7. Reporting & Ongoing Monitoring

	Checklist Item	Notes / How to Check
	Is Someone Watching?	
<input type="checkbox"/>	A staff member is designated to review GA4 reports regularly	<i>Weekly or bi-weekly is a good starting cadence</i>
<input type="checkbox"/>	You have a dashboard or saved report to check quickly	<i>Use GA4's Explore or a Looker Studio dashboard</i>
<input type="checkbox"/>	You have baseline data from the past 90 days to compare against	<i>Needed to identify trends and anomalies</i>
<input type="checkbox"/>	You receive alerts for significant traffic changes	<i>Admin → Custom Alerts (or use Data API)</i>

8. Google Grant (If Applicable)

Eligible nonprofits receive up to \$10,000/month in free Google Search ad spend. If your station has a Google Grant, verify the following:

	Checklist Item	Notes / How to Check
	Google Grant Setup	
<input type="checkbox"/>	Your Google Grant account is active and in good standing	<i>ads.google.com</i>
<input type="checkbox"/>	Your monthly spend is reaching or approaching the \$10,000 limit	<i>Check billing summary in Google Ads</i>
<input type="checkbox"/>	Campaigns are running on your key branded keywords	<i>Your station name, programs, local content</i>
<input type="checkbox"/>	Conversion tracking from GA4 is active in your Grant campaigns	<i>Required to maintain Grant eligibility</i>
<input type="checkbox"/>	You've reviewed the Google Grant policy requirements recently	<i>University licensees may not qualify</i>

Need help getting set up?

The CBA team works with public media stations at every stage of their digital journey, from initial setup to advanced multi-platform campaigns. If you'd like to talk about what a digital program could look like for your station, don't hesitate to contact us.

Contact: info@carlbloom.com / [Schedule a meeting](#)