FREE CHECKLIST

Conversion Tracking Setup Checklist

Use this to plan, build and test tracking with GA4, Google Tag Manager, Google Ads and Meta. Fix tracking before you scale spend.

1. Plan what to measure

- [ ] List the actions that matter: form submissions, calls, WhatsApp clicks, quote requests, purchases.
- [ ] Give each action a plain event name (lowercase with underscores) and note what triggers it.
- [ ] Decide which actions are primary conversions and which are supporting signals.
- [ ] Decide how a lead is marked as qualified or won, and where that is recorded.

2. Google Analytics 4

- [ ] A GA4 property and web data stream exist in your own account.
- [ ] Key events are marked in GA4 for the actions that matter.
- [ ] GA4 is linked to Google Ads and Search Console.
- [ ] Internal traffic is filtered out, and data retention is set sensibly.

3. Google Tag Manager

- [ ] One GTM container is installed on every page (and nothing else duplicates its tags).
- [ ] Tags, triggers and variables use clear, consistent names.
- [ ] Form, click-to-call and WhatsApp triggers are tested on real pages.
- [ ] Preview mode is used before every publish, and each publish has a version note.

4. Google Ads conversions

- [ ] Primary conversion actions are set; secondary actions do not distort bidding.
- [ ] Enhanced conversions are enabled where suitable.
- [ ] Offline outcomes (qualified lead, sale) are imported if you can send them.
- [ ] The same event is not counted by two tags.

5. Meta pixel and Conversions API

- [ ] The pixel fires once per event with the right parameters.
- [ ] The Conversions API sends the same events from the server with a shared event ID.
- [ ] Event match quality and diagnostics in Events Manager are checked.
- [ ] Domain verification and event priorities are set.

6. Calls, WhatsApp and offline leads

- [ ] Click-to-call and WhatsApp link clicks are tracked as events.
- [ ] A call tracking tool is considered if calls bring most of your sales.
- [ ] Leads are tagged by source in your CRM or sheet so quality can be traced to a campaign.

7. Campaign tagging

- [ ] A UTM naming standard exists for source, medium and campaign.
- [ ] Every ad URL carries UTM parameters.
- [ ] GA4 reports show leads by source, not just "direct".

8. Consent and privacy

- [ ] A consent tool controls which tags fire, and consent mode is configured.
- [ ] No sensitive personal data is sent to analytics or ad platforms.
- [ ] Your privacy policy describes the tools in use. (Check requirements with a legal professional.)

9. Test and document

- [ ] Submit a real test enquiry and confirm it appears once in GA4 DebugView, GTM Preview and Meta test events.
- [ ] Test on mobile and on a slow connection.
- [ ] Re-test after any website change, plugin update or redesign.
- [ ] Keep a one-page map of what is tracked, where and by which tag.

Want this checked for you?

A Growth Audit reviews your ad accounts, tracking and funnel and ends in a prioritised fix list. Request one at brikalpatel.in/consulting/growth-audit/ or message wa.me/917677607080.

Brikal Patel · Digital Marketing Consultant, Ahmedabad · brikalpatel.in · hello@brikalpatel.in