

Tracking-Hygiene Checklist

The biggest risk is the one off your dashboard.

Run this before every launch, and once a month after. A dashboard only counts what it was told to. This check finds the leaks before they shape a bad decision.

Conversions

- ☐ Every conversion action fires, and you have tested it yourself
- ☐ Only real conversions are marked primary
- ☐ No soft actions are quietly inflating the count

Off-dashboard leads

- ☐ Chat leads are counted, not just form fills
- ☐ Phone and call leads are counted
- ☐ Offline or CRM conversions are imported

GA4 cross-domain

- ☐ Every domain is listed in GA4 cross-domain settings
- ☐ The stitching parameter carries across, checked in debug mode
- ☐ No URL-cleaning script is stripping it
- ☐ Cookie consent is not blocking cookies on one domain

Counting

- ☐ No duplicate conversions from GA4 and Google Ads both firing
- ☐ The attribution model is chosen on purpose, not left default

Sanity

- ☐ The totals roughly match what the business actually received

If any box is empty, do not trust the number.