



MIGRATION

This checklist works in conjunction with my article titled "[The 2022 GA4 Migration Checklist](#)".

Even if you've already created a GA4 account, follow these steps to start building your own Data Oil Rig... *the right way*.

Wynne Pirini, [Measurebit.com](#), 2022.

[Book a free 20-minute call](#) to discuss your tracking or analytics project

Preparation

- All domains listed
- All customer journey funnels mapped out
- All tracking & pixel IDs listed
- Old Universal Analytics system audited
- Tracking Blueprint completed
- Event Tracking Matrix created

Setup Google Analytics 4

- Create GA4 property
- GA Measurement ID _____
- Enhanced Measurebit enabled
- Cross-domain tracking configured
- Referral exclusions configured
- Data retention set to 14-months
- Custom events configured (if relevant)
- Custom definitions configured (if relevant)
- Custom metrics configure (if relevant)
- Conversions configured
- Google Ads account is linked
- Google Search Console is linked
- Google BigQuery is linked
- Debug filter configured (to remove data pollution from testing)

Deploy with Google Tag Manager

- GTM web container created

If you're setting up GTM service-side (optional, best-practice, highly recommended)

- Google Cloud Platform (GCP) account created
- Billing information added
- GTM server container created
- Tracking subdomain setup in GCP
- Tracking subdomain DNS settings added to domain registrar (or DNS router)
- GTM browser streaming data to GTM server
- GTM server upgraded from "Testing" to "Production" mode for best reliability

- GA4 configuration tag configured and triggered to fire on all page views
- Events configured to fire from your web application (Wordpress, Shopify, Clickfunnels, Squarespace, Wix, Typeform, etc.)
- Triggers created (ideally, based on events rather than page views)
- GA4 events tag configured
- Content grouping configured (if relevant to your setup)

Consent Management

- If consent management is an issue, you've researched a solution that fits your specific needs

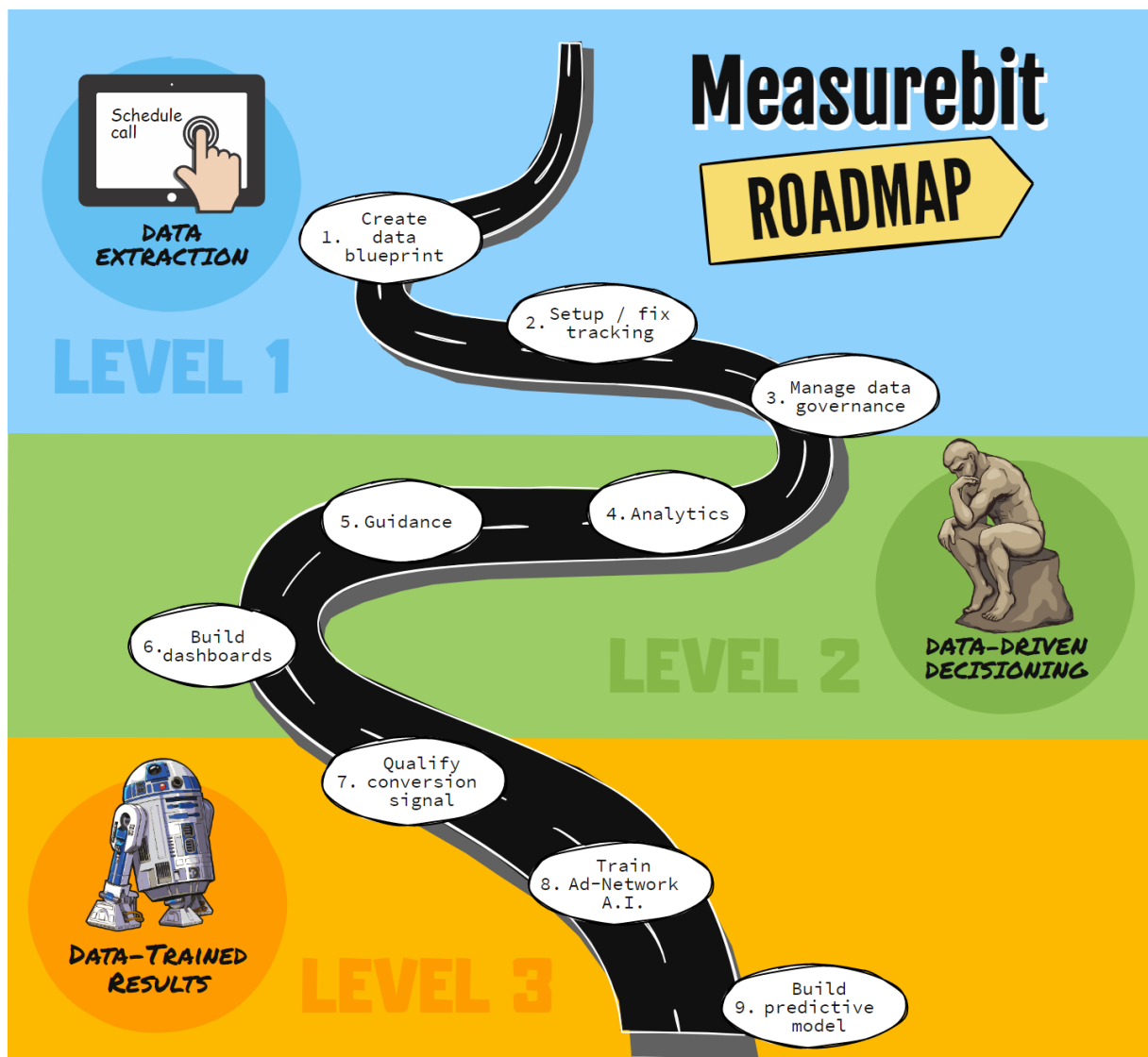
Conclusion

If data is the new oil, setting your own first-party data platform the right way is like owning an oil rig. Do it the right way yields two key outcomes:

1. Enables Data-Driven Decisioning
2. Helps you train the ad-network A.I. to send you better quality prospects

Both outcomes make a BIG difference to your bottom line.

If you want to discuss building your first-party data oil rig [Book a free 20-minute call](#) today.



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About Measurebit

Measurebit helps dozens of businesses to ramp-up their profitability by:

- Setting best-tracking systems
- Connecting data from websites, apps, funnels, and shopping carts
- Assisting decision-makers with executive reports, visualizations, dashboards, and providing guidance
- Feeding better qualified signals back to the ad-network A.I.s to deliver better quality prospects