

GA4 Ecommerce Audit Template

The ultimate GA4 audit and implementation checklist for ecommerce teams.

Client: _____

Date: _____

Property ID: _____

Auditor: _____

Need help with your GA4 setup?

Oneiro Digital implements GA4 for luxury and retail ecommerce brands. We handle implementation, server-side tagging, attribution modelling and ongoing reporting.

oneiro.digital/services/analytics

01

Account and Property Setup

The foundation of any reliable GA4 implementation. Getting these settings wrong affects every report, every audience, and every downstream decision. Check these before touching tracking.

GA4 property confirmed, Universal Analytics fully deprecated

WHY:

UA stopped processing data in July 2023. Any reporting from UA is historical only. Confirm GA4 is live and receiving data.

PATH:

Admin > Property Settings > confirm Property type shows "Google Analytics 4"

Data retention extended to 14 months

WHY:

The default is 2 months. With 14 months you retain enough data for year-on-year comparisons in Exploration reports. Standard reports are unaffected but Explorations are not.

PATH:

Admin > Data Settings > Data Retention > User and event data retention

Reporting time zone matches primary market

WHY:

Mismatched time zones distort day-over-day trends, especially at midnight. Reports, Looker Studio dashboards, and Google Ads data all reference this setting.

PATH:

Admin > Property Settings > Reporting Time Zone

Currency matches primary trading currency

WHY:

Revenue figures shown in the wrong currency create reporting errors that compound when imported into Google Ads as conversion values.

PATH:

Admin > Property Settings > Currency

Developer traffic excluded via data filter (active, not testing)

WHY:

Developer and office traffic inflates session counts, distorts conversion rates, and contaminates audience lists used for retargeting. Filters must be set to Active, not Testing, to exclude data.

PATH:

Admin > Data Streams > [stream] > Configure tag settings > Data Filters

Google Signals enabled

WHY:

Required for cross-device reporting, demographic data, and Remarketing audiences based on Google account data. Without it, audience reach in Google Ads is significantly reduced.

PATH:

Admin > Data Collection > Google Signals Data Collection > Enable

Reporting identity set appropriately

WHY:

Blended identity (User ID + Signals + device) gives the most complete picture of cross-device journeys. Modelled identity fills gaps left by cookie consent. Review this against your consent implementation.

PATH:

Admin > Data Collection > Reporting Identity

 Search Console linked

WHY:

Unlocks the Organic Search Traffic report showing queries, clicks and impressions alongside on-site behaviour. Essential for content and SEO strategy.

PATH:

Admin > Product Links > Search Console Links

 Google Ads linked

WHY:

Required for importing GA4 conversions into Google Ads, sharing audiences, and seeing post-click site behaviour in the Ads interface. Without this, Smart Bidding uses incomplete data.

PATH:

Admin > Product Links > Google Ads Links

Data Streams and Tag Verification

Your data stream is the pipeline between your website and GA4. Misconfigured streams, untested tags, or missing cross-domain setup are among the most common sources of data loss.

Web data stream exists and domain is correct

WHY:

A mismatched domain means the stream is not collecting from your site, or is collecting duplicates if multiple streams exist.

PATH:

Admin > Data Streams > Web > confirm URL

Enhanced Measurement reviewed setting by setting

WHY:

Enhanced Measurement is on by default and fires events automatically, but some defaults (such as outbound clicks and file downloads) may not match your tracking plan and can inflate event counts.

PATH:

Admin > Data Streams > [stream] > Enhanced Measurement

Site search parameter confirmed

WHY:

Without the correct query parameter, GA4 cannot capture on-site search terms. For ecommerce, this is one of the richest sources of purchase intent data available.

PATH:

Admin > Data Streams > [stream] > Enhanced Measurement > Site search > query parameter

Measurement ID confirmed on the live site

WHY:

If the wrong ID is deployed or the tag fires on staging only, you are collecting nothing. Verify the ID in source code or via browser dev tools.

PATH:

Admin > Data Streams > [stream] > Measurement ID (G-XXXXXXXXXX)

Implementation verified in DebugView

WHY:

DebugView shows events in real time so you can confirm tags fire correctly before relying on reports. Use it to catch parameter errors, missing items arrays, and duplicate events.

PATH:

Admin > DebugView (activate via ?gtm_debug=x or GA4 DebugView extension)

Cross-domain tracking configured if applicable

WHY:

Without cross-domain configuration, users moving between your main site and checkout subdomain (or a separate domain) appear as new sessions, breaking funnel data and inflating session counts.

PATH:

Admin > Data Streams > [stream] > Configure tag settings > Domains

Ecommerce Event Tracking

GA4 ecommerce tracking requires a correctly structured data layer with an items array on every event. Missing events break funnel analysis. Incorrect parameters corrupt revenue reporting.

view_item_list fires on category, collection, and search results pages

WHY:

This event powers item list performance reports showing which product positions and lists drive the most downstream purchases. Without it, you cannot measure merchandising effectiveness.

PATH:

Admin > DebugView > confirm event, items array, item_list_name

view_item fires on all product detail pages

WHY:

Required for the Product Detail Views metric and for calculating add-to-cart rate by product. The items array must include price and currency.

PATH:

Admin > DebugView > confirm currency, value, items[0].price

add_to_cart fires correctly after cart addition

WHY:

This is the first hard intent signal in the purchase funnel. It is also used to build abandoned cart audiences in GA4 for retargeting in Google Ads.

PATH:

Admin > DebugView > confirm items array matches product added

remove_from_cart fires on item removal

WHY:

Tracking removals identifies which products are frequently abandoned after cart addition, indicating pricing or description issues.

PATH:

Admin > DebugView > confirm event present and items correct

begin_checkout fires at checkout initiation

WHY:

This defines the start of your checkout funnel in Funnel Exploration reports. Without it, you cannot calculate checkout drop-off rates.

PATH:

Admin > DebugView > confirm currency, value, items array present

add_shipping_info fires at shipping selection step

WHY:

Shipping cost is the number one reason for checkout abandonment. This event lets you isolate where in the shipping step users drop off and test interventions.

PATH:

Admin > DebugView > confirm shipping_tier parameter present

add_payment_info fires at payment entry step

WHY:

Identifies drop-off at the payment step specifically. High drop-off here indicates trust issues, payment method gaps, or UX problems.

PATH:

Admin > DebugView > confirm payment_type parameter present

 purchase fires on order confirmation page only

WHY:

Firing on any other page creates duplicate transactions. Duplicate revenue is one of the most common GA4 data quality issues and silently inflates reported ROAS.

PATH:

Admin > DebugView > confirm transaction_id, value, currency, items

 Transaction IDs are unique per order (deduplication active)

WHY:

If a user refreshes the confirmation page or navigates back, GA4 can fire the purchase event twice. Server-side deduplication or a check against localStorage prevents double-counting.

PATH:

Reports > Monetisation > Ecommerce Purchases > check for identical transaction IDs

 GA4 revenue reconciled against platform within 3 percent

WHY:

A variance above 3 percent usually indicates a tracking gap: missing events, ad blocker loss, or server-side returns not being subtracted. Identify and close the gap before trusting ROAS figures.

PATH:

Reports > Monetisation > Overview vs Shopify/platform admin revenue total

GA4 does not automatically treat purchase as a conversion if it was configured differently during migration. Incorrect conversion counting directly affects Smart Bidding in Google Ads, often causing campaigns to underperform.

 Purchase event marked as a conversion

WHY:

Without this, Google Ads Smart Bidding has no purchase signal to optimise toward. This is the single most important conversion setting in the entire implementation.

PATH:

Admin > Events > purchase > toggle Mark as Conversion ON

 Key micro-conversions defined and marked

WHY:

Micro-conversions (sign_up, generate_lead, add_to_wishlist) give Smart Bidding additional signal at earlier funnel stages, improving performance for prospecting campaigns before purchase data accumulates.

PATH:

Admin > Events > relevant events > Mark as Conversion

 Conversion counting mode is correct per event

WHY:

Purchase conversions should count every conversion (one per transaction). Lead gen events should count once per session. Wrong settings inflate or deflate reported conversion volume.

PATH:

Admin > Conversions > [event name] > Edit > Counting method

 GA4 conversions imported into Google Ads

WHY:

Google Ads must use GA4 as its conversion source rather than its own tag, to ensure consistent attribution and avoid double-counting between platforms.

PATH:

Google Ads > Tools > Conversions > Import > Google Analytics 4

 Conversion window appropriate for purchase cycle

WHY:

A 7-day conversion window misses luxury customers who take 30 or 90 days to purchase. The window should match your actual consideration cycle to capture the conversions your campaigns generate.

PATH:

Google Ads > Tools > Conversions > [action] > Conversion window

05

Attribution and Data Quality

Attribution determines how credit is distributed across your marketing channels. The default settings in GA4 are rarely optimal for ecommerce brands with multi-touch customer journeys.

Attribution model reviewed and set appropriately

WHY:

Last-click (the legacy default) undervalues upper-funnel channels like display and organic social. Data-driven attribution uses your own conversion data to assign credit more accurately. Review this quarterly.

PATH:

Admin > Attribution Settings > Reporting attribution model

Lookback windows set to match purchase cycle

WHY:

The default acquisition lookback window is 30 days. If your customers take longer to convert, you are not crediting the channels that started the journey.

PATH:

Admin > Attribution Settings > Acquisition, engagement, and conversion lookback windows

UTM naming convention documented and consistent

WHY:

Inconsistent UTM values (e.g. "Email" vs "email" vs "e-mail") fragment your channel reporting. Every campaign, across every agency and platform, must follow the same naming convention.

PATH:

Reports > Acquisition > Traffic acquisition > Session source/medium (check for duplicates)

Source and medium values are clean in reports

WHY:

Self-referrals, (direct) misattribution, and duplicate source names are all signs of tagging problems. Each one means revenue is being credited to the wrong channel.

PATH:

Reports > Acquisition > Traffic acquisition > filter for anomalies

Auto-tagging enabled in Google Ads

WHY:

Auto-tagging applies gclid parameters to Google Ads clicks automatically, ensuring accurate channel attribution without relying on manual UTMs which can be stripped or overwritten.

PATH:

Google Ads > Admin > Account settings > Auto-tagging > check ON

Channel groupings reviewed and customised

WHY:

The default GA4 channel groupings may not reflect your media mix. Custom groupings ensure Paid Social, Affiliates, and Email are categorised as you expect, not lumped into Unassigned.

PATH:

Admin > Channel Groups > Default Channel Group > review rules

Connecting GA4 to BigQuery should be done at the start of any implementation, not as an afterthought. GA4 only exports data from the date the link is created. You cannot backfill historical data. Starting the export now future-proofs your analytics stack regardless of whether you query BigQuery immediately.

 BigQuery project created with billing enabled**WHY:**

BigQuery requires a Google Cloud project with billing active. The free tier covers most ecommerce query volumes but billing must be enabled for the export to function.

PATH:

`console.cloud.google.com > Create or select project > Billing`

 GA4 BigQuery link created and active**WHY:**

Data export begins from the date the link is created. Every day without a link is data you can never recover. Even if you have no immediate use for BigQuery, create the link now.

PATH:

`Admin > BigQuery Links > Link > select Cloud project > enable`

 Both daily and streaming exports enabled**WHY:**

Daily exports create partitioned tables (`events_YYYYMMDD`) ideal for historical analysis. Streaming exports create intraday tables updated throughout the day, useful for real-time dashboards and same-day reporting.

PATH:

`Admin > BigQuery Links > [link] > Edit > Export frequency: select both Daily and Streaming`

 Dataset region confirmed as appropriate**WHY:**

Data residency matters for brands with EU customers subject to GDPR. Once set, the dataset region cannot be changed without deleting and recreating the export.

PATH:

`Admin > BigQuery Links > Link > Dataset location (choose EU or US carefully)`

 BigQuery data export validated (`events_YYYYMMDD` table visible)**WHY:**

The daily table should appear within 24 hours of enabling the export. Absence after 48 hours indicates a permissions or billing issue that must be resolved before data loss occurs.

PATH:

`BigQuery console > your dataset > confirm events_YYYYMMDD tables exist`

GA4 audiences are the bridge between your analytics data and your paid media. Well-built audiences reduce wasted spend, improve remarketing performance, and allow Google Ads Smart Bidding to optimise toward your most valuable customer segments.

Purchasers audience created and published to Google Ads

WHY:

Your purchasers list is your suppression list for acquisition campaigns and your seed for Similar Segments (where available). Without it, acquisition campaigns waste budget on existing customers.

PATH:

Admin > Audiences > New audience > Purchasers template > publish to Google Ads

Abandoned cart audience created

WHY:

Users who added to cart but did not purchase are your highest-intent retargeting segment. This audience typically converts at 3 to 5 times the rate of general site visitors.

PATH:

Admin > Audiences > New audience > Custom > include add_to_cart, exclude purchase

High-value customer segment defined

WHY:

Not all customers are equal. Segmenting by predicted or actual lifetime value allows you to bid more aggressively for customers who look like your best buyers.

PATH:

Admin > Audiences > New audience > Custom > filter by event value threshold on purchase

Predictive audiences eligibility confirmed

WHY:

Predicted purchasers and predicted churning customers are ML-powered audiences only available when your property meets Google's data thresholds. Check eligibility and enable if available.

PATH:

Admin > Audiences > New audience > filter "Predictive" category

All key audiences published to Google Ads

WHY:

Audiences exist in GA4 but have no effect on paid media until explicitly published to a linked Google Ads account. Check every audience has at least one destination set.

PATH:

Admin > Audiences > [each audience] > Destinations > confirm Google Ads account listed

Existing customer suppression applied in Google Ads

WHY:

Without suppression, acquisition campaigns show ads to customers who already bought. This wastes budget and can damage brand perception with luxury shoppers.

PATH:

Google Ads > Shared library > Audience manager > Exclusions > add purchasers list

GA4 360 is the paid enterprise tier of Google Analytics. For high-traffic ecommerce brands, it removes the data sampling limits and thresholds that affect standard GA4. This section helps you assess whether 360 is relevant for your property.

Sampling thresholds assessed in Exploration reports

WHY:

Standard GA4 samples data in Exploration reports once your date range exceeds approximately 10 million events. Sampled data means your funnel reports and cohort analysis are estimates, not facts. GA4 360 removes this limit with unsampled reports.

PATH:

Explore > any Exploration > check for sampling indicator (shield icon, top right)

Data freshness requirements reviewed

WHY:

Standard GA4 data can lag by 24 to 48 hours. GA4 360 offers data freshness as low as 1 hour for high-volume properties, which matters for same-day campaign optimisation and trading decisions.

PATH:

Reports > Realtime (standard) vs 360 sub-hourly data freshness SLA

Higher event limits assessed

WHY:

Standard GA4 allows 500 distinct event names per property. GA4 360 raises this to 2,000. For complex ecommerce implementations with many custom events (A/B test exposure events, personalisation triggers, loyalty events), the limit can be reached.

PATH:

Admin > Events > count distinct event names vs 500 limit

Sub-properties and roll-up properties evaluated

WHY:

GA4 360 allows sub-properties (filtered views of a parent property, replacing UA Views) and roll-up properties (aggregated across multiple properties). Essential for multi-brand or multi-region ecommerce groups.

PATH:

Available in Admin only when 360 is active > Sub-properties > Create

Google Ads Data Hub access considered

WHY:

GA4 360 includes access to Ads Data Hub, which allows privacy-safe joining of GA4 event data with Google Ads impression and click data at the campaign and creative level. This enables attribution analysis not possible in standard GA4.

PATH:

Requires GA4 360 + Google Ads account > ads.google.com/adsdatahub

BigQuery export row limits reviewed**WHY:**

Standard GA4 BigQuery exports are subject to a daily row export limit. GA4 360 removes this limit. For high-volume ecommerce brands exporting millions of events daily, this is a practical constraint worth verifying.

PATH:

Admin > BigQuery Links > monitor export row counts vs free tier limits

