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AUSTRALIAN DIGITAL AGENCY

WEBSITES | APPS | AI | AUTOMATION

CHECKLIST FOR AUSTRALIAN BUSINESSES

Can you trust your analytics? Ten implementation checks.

Installing the tag is a small part of analytics. Tick each check your setup passes. Anything unticked is a reason your numbers may not match your inbox or your sales.

- [ ] **01** **A measurement plan exists** — Business questions, the number that answers each, and the event that produces it. — Definition of done
- [ ] **02** **A data layer feeds the tags** — The website pushes plain facts, such as form name or product price, as things happen. — Stops guessing
- [ ] **03** **One tag manager container** — Google Tag Manager holds every tag, trigger and variable in one place. — One place to look
- [ ] **04** **One tag per destination** — No duplicate GA4 or ad tags firing on the same page. — No double counting
- [ ] **05** **Events named consistently** — The same naming pattern across forms, calls, purchases and downloads. — Clean reports
- [ ] **06** **Key events set in GA4** — The actions that matter are marked and appear in reports. — GA4 ready
- [ ] **07** **Ad platforms get the same conversions** — Google Ads, Meta and others receive the events in your plan. — Ads optimise properly
- [ ] **08** **Consent and personal data handled** — Tags respect consent, and personal information stays out of analytics. — Privacy
- [ ] **09** **Every tag tested and reconciled** — Checked in preview and DebugView, then compared with real enquiries or sales. — Proven
- [ ] **10** **Documentation kept up to date** — What exists, why, and who to tell when the website changes. — Survives changes

Quick test today

Submit your own contact form and check it appears once in GA4, once in each ad platform, and once in your inbox. If the counts differ, the setup needs work.

It is not one-off

A setup that is right in March can be wrong by September if a form is rebuilt. Review tracking after every website change.

Full guide: high10.com.au/blog/what-is-analytics-implementation

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