Efficiently migrate to Google Analytics 4

⟶ The checklist for a successful transition to GA4

ON THE **WEBSITE**

- ○ **Delete** old tracking codes
- ○ **Delete** old events
- ○ Add new **tracking**
- ○ **Tip:** Check out other tracking tools
- ○ Consider a **data warehouse**
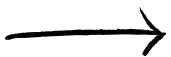- ○ Webshop? Switch to Enhanced E-commerce data

IN THE **DASHBOARD**

- ○ Use a proper checklist. (this one!)
- ○ Go through the current configuration in UA
- ○ Copy the config as precisely as possible
- ○ Personalize the dashboard with your data
- ○ Is your privacy policy still up to date?
- ○ Is your website still GDPR compliant?

EXTRA **INTEGRATIONS**

- ○ Connect GA4 with Google Ads
- ○ Connect GA4 with Google Search Console
- ○ Connect GA4 with Google Optimize
- ○ Connect GA4 with BigQuery
- ○ Connect GA4 with AdManager

TEST **THOROUGHLY**

- ○ Tracking codes implemented correctly?
- ○ Test different events
- ○ Compare the data from GA4 with UA
- ○ Test the custom dashboards
- ○ Verify Enhanced E-com tracking
- ○ Compliance with GDPR and privacy

⟶

Ready to make the switch? Take advantage of our **expertise** for a successful migration to GA4.