

CHECKLIST: TRACKING FOR SMES

Cookie banner, Tag Manager, GA4, Google Ads and data quality in eight blocks

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Go through this list with every new website, cookie banner or agency, and otherwise once a quarter.
Block 7 only applies if you measure server-side.

1. COOKIE BANNER AND CONSENT MODE

- ☐ "Reject all" sits on the same level as "Accept all", without nudging colours ^[1].
- ☐ No pre-ticked boxes; closing the banner or continuing to browse does not count as consent ^[1].
- ☐ Withdrawing is as easy as giving consent, and the tags really follow that choice ^[1].
- ☐ Pixels and local storage also wait for consent; analytics cookies are not exempt ^[1].
- ☐ Consent Mode defaults to `denied` before a single measurement tag fires ^[2].
- ☐ Your advertising category controls `ad_storage`, `ad_user_data` and `ad_personalization` ^[2].
- ☐ Basic or advanced is documented and tested: after "Accept all", `gcs` shows G111.

2. GOOGLE TAG MANAGER

- ☐ Your cookie banner loads on the Consent Initialization - All Pages trigger ^[3].
- ☐ Third-party tags require additional consent, and the Consent Overview shows none without a setting ^[3].
- ☐ The account is in your company's name, your own organisation manages it, and there is an extra administrator ^[4].
- ☐ The Google tag fires on Initialization - All Pages ^[5], and GA4 loads only once.
- ☐ No Google tags or consent in Custom HTML ^[6]; every publication has a version name.

3. KEY EVENTS IN GA4

- ☐ Only actions that are worth money, such as a submitted form or a purchase.
- ☐ You use the recommended event names, such as `generate_lead` and `purchase` ^[7].
- ☐ The event only fires after a successful submission, via the data layer, not on a click.

- ☐ Counting method and default value are chosen deliberately per key event and written down.
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4. PURCHASES AND LEADS: WHAT YOU SEND ALONG

- ☐ `purchase` has a `transaction_id` and `items`; if you send `value`, you also send `currency` ^[7].
 - ☐ The transaction ID is unique, never empty, and contains no customer data ^[8].
 - ☐ `value` follows one definition (with or without VAT and shipping), in GA4 and in Google Ads.
 - ☐ The ecommerce object is cleared every time, and refunds come in via `refund` ^[9].
 - ☐ No personal data in event parameters or URLs, such as an email address from a form ^[10].
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5. CONVERSIONS IN GOOGLE ADS

- ☐ One primary conversion per action: a GA4 import or a Google Ads tag, not both ^[11].
 - ☐ Counting method "One" for leads and "Every" for purchases ^[11]; no page view set to primary.
 - ☐ Conversions you create from GA4 are deliberately set to primary or secondary.
 - ☐ Auto-tagging is on, and GA4 and Google Ads are linked.
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6. ENHANCED CONVERSIONS

- ☐ On at account level, and old settings per conversion action have been cleaned up ^[12].
 - ☐ Conversion-based customer lists are a deliberate choice, covered by your privacy policy ^[13].
 - ☐ Customer data only leaves with `ad_user_data` set to granted ^[3].
 - ☐ Your privacy policy mentions the hashed customer data: hashing is pseudonymisation ^[14].
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7. SERVER-SIDE, IF YOU USE IT

- ☐ The server container runs on your own domain, preferably same origin ^[15].
 - ☐ Third-party tags in the server container follow consent themselves ^[16].
 - ☐ Pixel and Conversions API share the event ID ^[17], and GA4 receives each event only once.
 - ☐ European region, data processing agreement, and cloud project and containers in your company's name.
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8. DATA QUALITY, EVERY MONTH

- ☐ (not set) and Unassigned stay stable in Traffic acquisition ^[5].
 - ☐ No unknown sources or hostnames with spikes, and no duplicate transaction IDs.
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- ☐ The domains of your payment pages are in the unwanted referrals ^[18].
- ☐ The internal traffic filter was set to Testing first, because active is permanent ^[19].
- ☐ GA4 is compared with your own orders or requests, in the Brussels time zone.

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