



# **Google Analytics 4 Migration Checklist**

**(THE LUMERY)**



# Google Analytics 4 Migration Checklist

## Property Settings

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- Confirm the correct industry category  
*Note: Makes benchmarking and some custom reports available for alike industries.*
- Confirm the correct time zone setting
- Confirm the correct currency setting  
*Note: Mostly relevant for ecommerce businesses and will determine your reporting currency*

- Validate cross-domain tracking setup in GA4 (if applicable)  
*Note: subdomains will be automatically tracked in GA4, however, entirely separate domains will need to be set up with cross-domain tracking.*
- Data retention period  
*Note: GA4 data retention options include 2 months and 14 months. Previously GAU had the option to indefinitely retain and store data. Should you need to store data for the purposes of historical analysis or benchmarking, The Lumery can support.*

## Data Streams

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- Verify tag implementation  
*Note: Implement correctly on all pages of the website, or across app and events are firing as expected.*
- Check data streams for websites and apps  
*Note: Are there any data sources left out?*
- Data filters  
*Note: Is internal traffic filtered?*
- Data Collection Settings: google signals, granular location, and device data collection

- Channel groups
- Content groupings  
*Note: If you had Content groupings defined in GAU, these need to be migrated via your tag manager to the send content categories into GA4.*

## Events

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- Confirm events and parameters are configured to track all relevant activities from UA.  
*Note: This should exclude orphaned or no longer relevant events which are not to be migrated over to GA4.*

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- Assess the counting method  
*Note: If a user completes 5 conversions in one session and the counting method is session based, one conversion would be counted. If the counting method is event based, 5 conversions would be counted. The recommended setting is event based.*

## Audiences

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- Identify any missing or additional audiences in GA4
- Ensure audience definitions and conditions align with UA

## Attribution

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- Assess attribution model (last click or DDA)  
*Note: First click, linear, time decay, and position-based attribution models across Google Ads and Google Analytics 4 will be going away.*
- Assess attribution window

## Integrations

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- Validate Google Ads linking in GA4
- Ensure products such as Search, Optimize, BigQuery etc. are linked to GA4 (if present in UA)
- Assess audience targeting and remarketing settings in Google Ads

## User Permissions

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- Compare and review permissions and access settings across the GA4 and UA

## Conversions

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- Ensure all necessary conversions are present in GA4 compared to UA  
*Note: if Conversion Values were defined in UA, these will need to be re-established as parameters for GA4.*