

Analytics Setup Guide (Client-Facing Template)

1. Google Analytics 4 (GA4) Setup

- Create GA4 property for client domain
- Install gtag.js or connect via GTM
- Verify data collection (DebugView + Realtime)
- Enable Enhanced Measurement (scrolls, outbound, file downloads)
- Configure E-commerce (if applicable)
- Build audience segments (remarketing, engaged users)

2. Google Tag Manager (GTM) Setup

- Create GTM container
- Install GTM snippet on all site pages (use Tag Assistant to confirm)
- Add GA4 configuration tag (firing on all pages)
- Create triggers for conversions (forms, calls, WhatsApp clicks)
- Test all tags in GTM Preview & GA DebugView

3. Conversion Tracking

- Define Primary Conversions (forms, calls, WhatsApp, checkout)
- Assign monetary values in INR for each goal
- Set up Google Ads → GA4 linking for imported conversions
- Configure phone tracking (Dynamic Number Insertion if possible)
- Verify WhatsApp & CTA button click tracking

4. Search Console Integration

- Verify site ownership (DNS / HTML / Tag Manager)
- Submit & validate XML sitemap
- Link Search Console with GA4 property
- Review Index Coverage + Core Web Vitals
- If client has an app → set up mobile property

5. Reporting & Dashboards

- Create Looker Studio (Data Studio) dashboards
- Integrate GA4, Google Ads, Search Console, Meta Ads (if running)
- SMB-friendly KPIs: Leads, Cost/Lead, ROAS, CTR, Top Channels
- Set up automated weekly reports to email stakeholders

6. Compliance & Data Integrity

- Enable Consent Mode (GDPR/CCPA compliance if global)
- Set up IP anonymization
- Use server-side tagging (optional, advanced)
- Maintain Data Dictionary for events & conversions

