

The Tracking & Attribution Checklist

Twelve checks across six categories — run through it before you trust another dashboard.

1

Conversion Events

- ✓ Every meaningful action is tracked as its own event — form submits, calls, bookings, purchases — not just page views.
- ✓ Thank-you and confirmation pages fire a single, deduplicated conversion, not one on every page reload.

2

Platform Tags

- ✓ Meta Pixel, Google Ads tag, and GA4 are all installed and verified firing on the right pages.
- ✓ Conversion value and currency are passed on every event, not just the event name.

3

UTM Discipline

- ✓ Every paid campaign, email, and social post uses consistent UTM source, medium, and campaign parameters.
- ✓ A shared naming convention is documented so campaigns don't fragment your data over time.

The Tracking & Attribution Checklist — continued

4

Server-Side Backup

- ✓ Conversions API (Meta) or server-side GA4 tagging is in place as a backup to browser pixels.
- ✓ You're not relying on browser cookies alone to capture iOS 14.5+ traffic.

5

Attribution Window

- ✓ Your platform attribution windows (click and view) match your actual sales cycle length.
- ✓ You're not crediting the same conversion to two different channels at once.

6

Data Accuracy

- ✓ Platform-reported conversions are reconciled against your CRM or actual revenue every month.
- ✓ Lead counts in your ad platforms match what your sales team is actually working.

Not sure where you stand?

Send me your tracking setup — I'll tell you exactly what's broken or missing.

No charge, no obligation. — alexd.com/tracking-checklist.html