



GA4 Migration Checklist

Standard

- Create your GA4 property and data stream using the GA4 setup assistant.
- Add your users, either manually or using the User migration tool.
- If required:** install a new Google tag if you can't use an existing tag that's already on your website.
- Copy IP exclusions from your UA account.
- Turn on Google Signals in Property settings.
- Set up conversion events, either manually or using the Goals migration tool.



Notes:

If you use Google Ads, Google Tag manager or have advanced setup needs, please get in touch:

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