



# Template: Content Marketing Analytics Tracking Checklist

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Based on Article: "How to Set Up Effective Analytics Tracking for Your Content Marketing"

Website: <https://scaleblogger.com>

A practical checklist to ensure effective analytics tracking for content marketing.

## Checklist Items:

- ☐ **1. Confirm Account Access**  
Ensure you have administrative or editor access to Google Analytics 4, Google Tag Manager, your CMS, and Looker Studio. Check that you can view and edit necessary settings.  
Reference Section: Prerequisites and What You'll Need
- ☐ **2. Define Tracking Goals**  
Translate your business objectives into measurable signals. Identify the primary metric that reflects success such as revenue or leads.  
Reference Section: Define Tracking Goals and Metrics
- ☐ **3. Select Key Metrics and Events**  
Choose concrete event names you will track (e.g., `form\_submit`, `newsletter\_optin`) and define the dimensions for better analysis.  
Reference Section: Define Tracking Goals and Metrics
- ☐ **4. Establish Success Thresholds**  
Set realistic success thresholds based on past performance data or industry benchmarks to help identify when to adjust strategies.  
Reference Section: Define Tracking Goals and Metrics
- ☐ **5. Plan Data Collection Strategy**  
Create a strategy for how data will be collected consistently using naming conventions and event schemas. Ensure strategies are repeatable.  
Reference Section: Plan Your Data Collection Strategy
- ☐ **6. Implement Tagging**  
Set up Google Tag Manager to deploy necessary tags for tracking the defined events and metrics across your content marketing channels.  
Reference Section: Implement Tagging and Tracking (GA4 + GTM)
- ☐ **7. Validate Tracking Implementation**  
Test and validate your tagging implementation to ensure data is being collected correctly. Debug any issues that arise.  
Reference Section: Validate Tracking and Debug

- ☐ **8. Set Up Reporting Dashboards**  
Create dashboards in Looker Studio to visualize your content marketing metrics. Ensure stakeholders can access needed reports.  
Reference Section: Set Up Reporting and Dashboards
- ☐ **9. Configure Attribution Models**  
Determine how to attribute conversions and engagement to specific content, campaigns, or channels for advanced insights.  
Reference Section: Configure Attribution and Advanced Measurements
- ☐ **10. Maintain Data Quality Regularly**  
Implement ongoing data governance practices to ensure data quality and consistency over time. Address issues as they arise.  
Reference Section: Maintain Data Quality and Governance