Template: Blogging Analytics Setup Checklist

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Based on Article: "Understanding Blogging Analytics: Tools to Measure Your Success"
Website: https://scaleblogger.com

A practical checklist for setting up and optimizing your blogging analytics.

Checklist Items:

☐ **1. Confirm Account Access**
Ensure you have a business Google Workspace account and that team members have the necessary permissions for analytics and search tools.
Reference Section: What You'll Need (Prerequisites)

☐ **2. Install Google Analytics 4**
Create a GA4 property and add a data stream. Copy the Measurement ID and integrate it either via Tag Manager or directly into the CMS header.
Reference Section: How to Set Up Core Tracking (Step-by-step)

☐ **3. Verify Google Search Console Ownership**
Add your site to Google Search Console and verify ownership via DNS TXT or HTML file upload. This allows tracking of search performance.
Reference Section: How to Set Up Core Tracking (Step-by-step)

☐ **4. Log and Deploy Tracking Snippets**
Implement tracking snippets in your CMS header or through Google Tag Manager to capture event data accurately.
Reference Section: How to Set Up Core Tracking (Step-by-step)

☐ **5. Setup Basic Metrics Tracking**
Identify key events to track like pageviews, CTA clicks, and signups. Create corresponding tags and triggers in your analytics tool.
Reference Section: Essential Metrics to Track (Step-by-step)

☐ **6. Check Real-Time Reports**
Use an incognito browser tab to test your setup by checking the real-time reports in Google Analytics to ensure data is being captured.
Reference Section: How to Set Up Core Tracking (Step-by-step)

☐ **7. Configure Email Alerts in GSC**
Enable email alerts in Google Search Console to receive notifications about any crawl issues or errors.
Reference Section: How to Set Up Core Tracking (Step-by-step)