Template: Google Analytics Content Performance Tracking Checklist

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Based on Article: "Using Google Analytics to Track and Benchmark Content Performance"
Website: https://scaleblogger.com

A practical checklist for configuring Google Analytics to effectively track and benchmark your content performance.

Checklist Items:

☐ **1. Verify Google Analytics Access**
Log into Google Analytics 4 and confirm you have Editor access for the relevant GA4 property.
Reference Section: What You'll Need (Prerequisites)

☐ **2. Check Website Tagging**
Load a representative page of your site, view the source, and verify that the GA4 tagging is present with the correct Measurement ID (G-XXXXXXXXX) visible.
Reference Section: What You'll Need (Prerequisites)

☐ **3. Export Content Performance Data**
Pull a 90-day performance report for your content by navigating to the relevant GA4 section and downloading the data.
Reference Section: What You'll Need (Prerequisites)

☐ **4. Create GA4 Property and Data Stream**
In Google Analytics, create a new GA4 property and add a Web data stream for your website URL.
Reference Section: Step-by-Step Setup: Configure Google Analytics for Content Tracking

☐ **5. Install Tracking Tag**
Choose your tagging method (gtag.js, Google Tag Manager, or CMS plugin) and install the appropriate tracking tag. If using GTM, create a GA4 Configuration tag using the Measurement ID.
Reference Section: Step-by-Step Setup: Configure Google Analytics for Content Tracking

☐ **6. Verify Data Collection**
Use GA4's DebugView to confirm that page views and content events are firing correctly by enabling debug mode and triggering content visits.
Reference Section: Step-by-Step Setup: Configure Google Analytics for Content Tracking

☐ **7. Enable Enhanced Measurement**
In the Web data stream settings, turn on Enhanced Measurement to automatically capture vital events like page views, scrolls, and outbound clicks.
Reference Section: Step-by-Step Setup: Configure Google Analytics for Content Tracking

8. Create Custom Dimensions

Under Property > Custom definitions in GA4 Admin, create custom dimensions such as Content Type or Author, and map these via event parameters.

Reference Section: Step-by-Step Setup: Configure Google Analytics for Content Tracking

9. Optional: Link Additional Tools

Consider linking Google Search Console and BigQuery for enhanced insights and richer data analysis capabilities.

Reference Section: Step-by-Step Setup: Configure Google Analytics for Content Tracking