

Conversion tracking checklist

For online stores and lead-gen businesses running Google or Meta ads who want numbers they can trust. Go through it once with your accounts open, then repeat the last section every month.

Time needed: **60 to 90 minutes**Updated: **October 2026**

01 GA4 and Google Tag Manager

- ☐ **Load your Google tags one way only: GTM, a platform app or code**
Two installs count every visit and sale twice, which inflates revenue and hides real problems.
- ☐ **Mark only real business actions as key events in GA4**
Purchases, form submissions, calls and bookings. Page views or scrolls as key events make every report look better than it is.
- ☐ **Send the purchase event with value, currency and a unique transaction ID**
Without currency, GA4 can't report revenue properly. The transaction ID stops a reloaded thank-you page from counting a second sale.
- ☐ **Fire lead events only after a form submits successfully, not on button click**
Clicks also count errors and abandoned forms. Fire on the success message or the thank-you page.
- ☐ **Add your payment providers to the unwanted referrals list in GA4**
Otherwise PayPal or a similar redirect takes credit for the sale instead of the ad or search that brought the buyer.
- ☐ **Filter out your team's visits and activate the data filter**
Define internal traffic by IP address, then switch the Internal Traffic filter from Testing to Active. Otherwise staff visits and test orders still show up as customers.
- ☐ **Name and describe every GTM version you publish**
When tracking breaks, a clear history shows what changed and lets you roll back quickly.

02 Google Ads conversions

- ☐ **Keep one primary conversion action per real goal and set the rest to secondary**
If both the Google Ads tag and a GA4 import are primary for purchases, every sale counts twice in bidding.
- ☐ **Count every conversion for purchases and one conversion for leads**
A customer can buy twice, but five form submissions from the same person are still one lead.
- ☐ **Pass the real order value and currency with each purchase conversion**
Value-based bidding and ROAS reports mean nothing when every sale carries the same placeholder amount.
- ☐ **Turn on enhanced conversions and send the customer's email from the order or form**
The email is hashed before matching, which recovers conversions lost to blocked cookies and tags.

- ☐ **Check each conversion action's status and diagnostics in the Goals section**
Look for inactive actions, ones with no recent conversions and any warnings before you trust the numbers.
- ☐ **Link Google Ads to GA4 and turn on auto-tagging**
Auto-tagging adds the click ID that ties each visit to the right campaign in both tools.

03 Meta Pixel and Conversions API

- ☐ **Use one Meta Pixel for your site and remove old or duplicate ones**
An old Pixel left in theme code or an app double-counts events and muddies delivery.
- ☐ **Send key events through both the Pixel and the Conversions API**
The browser Pixel misses events that ad blockers and browsers stop. The server copy fills the gaps.
- ☐ **Give the Pixel and server versions of each event the same name and event ID**
Meta uses both to deduplicate. Check each event's deduplication status in Events Manager.
- ☐ **Include value and currency on every Purchase event**
Without them, Meta can't report purchase ROAS or bid toward higher-value buyers.
- ☐ **Review Event Match Quality and send hashed email and phone when you have consent**
Better matching connects more sales to the people who actually saw your ads.

04 Shopify stores

- ☐ **Connect Google and Meta through the Google & YouTube and Facebook & Instagram apps**
These channel apps send purchases with their value, handle server events for Meta and follow your customer privacy settings.
- ☐ **Set data sharing to Enhanced or Maximum in the Facebook & Instagram app**
Both levels add Conversions API events on top of the browser Pixel. Standard uses the Pixel alone, which ad blockers can stop.
- ☐ **Remove Pixel or gtag code pasted into the theme once an app handles it**
Theme code plus an app sends the same purchase twice, which doubles sales in GA4 and Meta.
- ☐ **Move custom tracking scripts to Customer events in your Shopify settings**
Shopify retired the Additional scripts box on the thank-you and order status pages, so code left there no longer runs.
- ☐ **Use Shopify's cookie banner or a consent app connected to Shopify's privacy settings**
Native apps and custom pixels read that consent and wait for a yes where your settings require it.

05 Consent: Law 25 and Consent Mode

- ☐ **Show a consent banner before any analytics or ad cookies load**
Quebec's Law 25 requires technology that can identify, locate or profile visitors to be off by default.
- ☐ **Set Google Consent Mode v2 to denied by default for all four signals**
ad_storage, analytics_storage, ad_user_data and ad_personalization start as denied, then switch to granted when the visitor accepts.
- ☐ **Add a footer link so visitors can change their choice later**
Withdrawing consent should be as easy as giving it, and tracking should stop from that point.

- ☐ **Show the banner in French and English, matching the page language**
The Charter of the French language requires French, and a banner in the visitor's language is simply clearer.
- ☐ **List your tracking tools and their purpose in your privacy policy**
Name GA4, Google Ads, Meta and any others, and give the title and contact details of the person in charge of personal information.

06 Testing and monthly reconciliation

- ☐ **Test with Tag Assistant and GA4 DebugView before publishing any change**
Walk through a purchase or form submission and confirm each event fires once, with the right value.
- ☐ **Use Test Events in Meta Events Manager to watch Pixel and server events arrive**
Both should carry the same event ID and show as deduplicated, not as two separate events.
- ☐ **Place a real test order or form submission, then cancel or refund it**
Only a real transaction shows whether value, currency and order ID reach every platform.
- ☐ **Compare GA4 purchases and revenue to your store orders every month**
Use the same dates and time zone. A small gap is normal. A large or sudden gap means something broke.
- ☐ **Compare Google Ads conversions to the orders or leads you actually received**
If Google Ads reports more sales than your store recorded, look for duplicate primary conversions.
- ☐ **Check GA4 traffic reports for Unassigned and (not set) sessions**
A growing share usually means missing UTM tags, a broken redirect or a tag that fires before the page source is known. Find the cause before you trust channel reports.
- ☐ **Log every tracking change with its date in a simple shared document**
When numbers jump, the log tells you whether it was the market or your setup.

Want a second pair of eyes? Tracking is the first thing we check in a free Google Ads audit, and we tell you what we'd fix first. You don't have to hire us afterwards.

Ask for the free audit: nexasolutions.ca/contact

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