

GA4 DATA CHECKLIST

Complete this checklist for key data relating to your website audience and traffic.

LOCATIONS

Top 3 Locations

1. _____
2. _____
3. _____

DEMOGRAPHICS

Gender Breakdown

Male: _____%

Female: _____%

Top 2 Age Groups

1. _____
2. _____

Top 3 Interests

1. _____
2. _____
3. _____

DEVICES

What devices are your audiences using?

Mobile: _____%

Desktop: _____%

Tablet: _____%

SITE SEARCH

Top 3 Site Searches

1. _____
2. _____
3. _____

SOURCES & REFERRALS

Top 3 Sources

1. _____
2. _____
3. _____

Top 3 Referral Traffic Sources

1. _____
2. _____
3. _____

Top 3 Social Media Referrals

1. _____
2. _____
3. _____

LANDING PAGES

Top 5 Landing Pages

1. _____
2. _____
3. _____
4. _____
5. _____