Launch-day tracking checklist

Test for the hit leaving the browser, not for the tag in the source.

Actualyse Co.

On launch day

- [ ] GA4 Realtime shows my own visit from a private window within a minute
- [ ] Network tab, filtered for "collect", shows a request on every page view
- [ ] Page source contains no leftover "first_party" marker from the old platform
- [ ] The template that generates new pages has been checked, as well as a live page
- [ ] Each key conversion has been fired once and seen arriving
- [ ] Every inline script in the head has a reason to still be there

One week later

- [ ] Daily users chart slopes; it has not dropped to zero on launch day
- [ ] Each conversion action shows a recent recorded date
- [ ] Audiences and imported conversions in ad platforms are still filling

Standing guard

- [ ] A daily alert fires when sessions or conversions are zero
- [ ] A named person owns the check

Signed off by: _____ Date: _____