

GA4 E-Commerce Health Check

⌚ approx. 20 min

Module: GA4 for Shop Owners

Type: mini-audit

Task: Open GA4 and check the last seven days: (1) Are the five required events firing - view_item, add_to_cart, begin_checkout, add_payment_info, and purchase? (2) Do the purchase events include currency, transaction_id, and value? (3) Does GA4 revenue differ from your shop backend by more than five percent? Document the three biggest gaps in one sentence each.

Your audit result

Campaign	Ad copy / promise	Landing page	Click targets	Match score 1–5	ROI impact

Biggest mismatch & planned change

Next three actions

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1. Which of the five required events is most critical in your shop, and why?

2. How often do you think you should reconcile GA4 revenue with your shop backend?

3. Which vanity metric could be misleading you in your current reporting?

How to use this worksheet: Print it out or fill it in digitally. Complete the fields during or right after the module - that turns theory into concrete action for your shop.