



# Performance Framework **Checklist**

# 1. Foundation

	ACTION	TASK	FREQUENCY	IMPACT	NOTES/DOC/SCRIPT/EXT
Tags	<input type="checkbox"/>	Check GTM (Google Tag Manager) is installed on website	Once	MID	Confidential
	<input type="checkbox"/>	Check Conversion Linker installed in GTM	Once	MID	Confidential
	<input type="checkbox"/>	Check Google Analytics tracking code added to GTM and the code	Once	HIGH	Confidential
	<input type="checkbox"/>	Check Analytics is firing on dead pages (404)	Once	HIGH	Confidential
	<input type="checkbox"/>	Check your entire site for missing Google Analytics	Once	HIGH	Confidential
	<input type="checkbox"/>	Check product feed is migrated from Content API to Merchant API	Once	HIGH	Confidential
Google Analytics 4	<input type="checkbox"/>	Check Audit website for all pages and sections to be tracked	Once	HIGH	Confidential
	<input type="checkbox"/>	Check Confirm property level access on GA4	Once	HIGH	Confidential
	<input type="checkbox"/>	Check Timezone is correct	Once	MID	Confidential
	<input type="checkbox"/>	Check Your currency is correct	Once	MID	Confidential
	<input type="checkbox"/>	Check Define Internal Traffic rules - Exclude Internal traffic	Once	LOW	Confidential
	<input type="checkbox"/>	Check Integrate Google Search Console	Once	HIGH	Confidential
	<input type="checkbox"/>	Check Link Google Ads to GA4	Once	HIGH	Confidential
	<input type="checkbox"/>	Enable Enable Personalised Advertising	Once	HIGH	Confidential
	<input type="checkbox"/>	Check Setup Remarketing Audiences	Once	HIGH	Confidential
	<input type="checkbox"/>	Check Import conversions from GA4 property to your Google Ads account	Once	HIGH	Confidential
	<input type="checkbox"/>	Check Create Custom or Suggested Audiences	Once	HIGH	Confidential
	<input type="checkbox"/>	Check Create Audience Triggers	Once	MID	Confidential
	<input type="checkbox"/>	Check Set-up correct attribution model	Once	HIGH	Confidential
	<input type="checkbox"/>	Check Change Attribution Model Through Advertising Snapshot	Once	MID	Confidential
	<input type="checkbox"/>	Enable Enhanced Measurements (Enabled by default; don't change it)	Once	HIGH	Confidential

	ACTION	TASK	FREQUENCY	IMPACT	NOTES/DOC/SCRIPT/EXT
Google Analytics 4	<input type="checkbox"/>	Check Create custom definitions (with custom dimensions)	Once	MID	Confidential
	<input type="checkbox"/>	Check Bot Filtering (Know bots are Automatically Excluded in GA4)	Once	MID	Confidential
	<input type="checkbox"/>	Enable Site Search feature (Enabled by default, but it may require further configuration)	Once	HIGH	Confidential
	<input type="checkbox"/>	Enable Custom search query parameters	Once	MID	Confidential
	<input type="checkbox"/>	Enable Google Ads account linking	Once	HIGH	Confidential
	<input type="checkbox"/>	Enable Analytics remarketing audiences	Once	HIGH	Confidential
	<input type="checkbox"/>	Enable Google Signals - Analytics Demographics and Interests	Once	HIGH	Confidential
	<input type="checkbox"/>	Enable Verify Data Retention time period to match your privacy policies	Once	HIGH	Confidential
	<input type="checkbox"/>	Enable Set up Scroll Tracking	Once	HIGH	Confidential
	<input type="checkbox"/>	Check Spam referrals are excluded (unwanted lists)	Once	LOW	Confidential
	<input type="checkbox"/>	Check Self-referrals excluded	Once	LOW	Confidential
	<input type="checkbox"/>	Check Payment gateway referrals excluded	Once	HIGH	Confidential
	<input type="checkbox"/>	Optional Cross-domain tracking in place	Once	MID	Confidential
	<input type="checkbox"/>	Check UTM tagging is implemented correctly	Once	HIGH	Confidential
	<input type="checkbox"/>	Optional Upload data from external sources via Data Import	Ongoing	HIGH	Confidential
	<input type="checkbox"/>	Check Enable Google signals data collection to get cross-device and demographic data	Once	MID	Confidential
	<input type="checkbox"/>	Optional Configure session timeout setting (default is 30 mins)	Once	MID	Confidential
	<input type="checkbox"/>	Optional Setup ecommerce tracking (where appropriate)	Once	HIGH	Confidential
	<input type="checkbox"/>	Check Ecommerce data is correct and accurate (where	Once	HIGH	Confidential
	<input type="checkbox"/>	Enable Create Predictive Metrics for ecommerce	Once	MID	Confidential
	<input type="checkbox"/>	Check Importing Predictive Audiences into Google Ads	Once	MID	Confidential
	<input type="checkbox"/>	Optional Setup GA4 data transfer to BigQuery	Once	MID	Confidential

	ACTION	TASK	FREQUENCY	IMPACT	NOTES/DOC/SCRIPT/EXT
Conversion	<input type="checkbox"/>	💡 Are you using Micro conversions? Don't skip this.	Once	High	Confidential
	<input type="checkbox"/>	Review Micro conversion reference guide for ideas and examples	Once	High	Confidential
	<input type="checkbox"/>	Check Google Ads conversion tag has at least 1 Macro conversion configured	Once	High	Confidential
	<input type="checkbox"/>	Check Analytics has at least 1 Macro conversion configured	Once	High	Confidential
	<input type="checkbox"/>	Apply Setup Micro conversions based on your analysis of visitor behaviour	Once	High	Confidential
	<input type="checkbox"/>	Optional Setup video triggers within GTM for micro engagement	Once	Mid	Confidential
	<input type="checkbox"/>	Optional Analytics Macro and Micro conversion goals imported	Once	Mid	Confidential
	<input type="checkbox"/>	Check Each unique conversion is set to report in Conversion columns - no duplicates!	Once	High	Confidential
	<input type="checkbox"/>	Check Conversion attribution is configured where appropriate (see Attribution below to find your ideal model)	Once	High	Confidential
	<input type="checkbox"/>	Check Have you tried to 'convert' yourself? Go through the steps/enquiry form/checkout.	Once	High	Confidential
Destination	<input type="checkbox"/>	Check Website is using an SSL so pages load as https and http pages redirect to their secure equivalent	Once	High	Confidential
	<input type="checkbox"/>	Check Sitespeed is good to great	Once	High	Confidential
	<input type="checkbox"/>	Apply Remove any scripts or tags you don't need or use	Once	High	Confidential
	<input type="checkbox"/>	Check Search console is linked to Analytics	Once	Mid	Confidential
	<input type="checkbox"/>	Check Website sitemap submitted via search console and website is indexed	Once	Mid	Confidential
	<input type="checkbox"/>	Review Basic on-page SEO structure is done right	Once	High	Confidential
Shopping Specific	<input type="checkbox"/>	Check Google Merchant Centre account is setup	Once	High	Confidential
	<input type="checkbox"/>	Check Verified and claimed your domain in Google Merchant Centre	Once	High	Confidential
	<input type="checkbox"/>	Apply Product feed created and uploaded it to Google Merchant Centre appropriate)	Once	High	Confidential
	<input type="checkbox"/>	Review Merchant Centre diagnostics tab and fix any critical errors	Once	High	Confidential
	<input type="checkbox"/>	Check Ecommerce tracking is enabled in Analytics	Once	High	Confidential
	<input type="checkbox"/>	Check Google Merchant Centre is linked to Google Ads	Once	High	Confidential

	ACTION	TASK	FREQUENCY	IMPACT	NOTES/DOC/SCRIPT/EXT
Performance Max	<input type="checkbox"/> <b>Apply</b>	For Accurate conversions use gtag not GA imports	Once	High	Confidential
	<input type="checkbox"/> <b>Check</b>	Enhanced conversions are setup and accurate	Ongoing	High	Confidential
	<input type="checkbox"/> <b>Check</b>	Monitor macro vs micro conversions against other campaign types	Ongoing	High	Confidential
	<input type="checkbox"/> <b>Apply</b>	Lead gen quality measurement with first party data	Ongoing	High	Confidential
	<input type="checkbox"/> <b>Optional</b>	Set values for your qualified conversions	Ongoing	Mid	Confidential
	<input type="checkbox"/> <b>Apply</b>	Update your conversion goals to Not Account Default	Ongoing	High	Confidential
	<input type="checkbox"/> 	Be careful when adding "Converted Leads" to account default goalsto Adsreports	Once	High	Confidential

## 2. Attribution

	ACTION	TASK	FREQUENCY	IMPACT	NOTES/DOC/SCRIPT/EXT
Attribution	<input type="checkbox"/> <b>Check</b>	Attribution model isn't Last-click, unless there's a good reason for it to be (new account or recent installed conversion tracking)	Once	High	Confidential
	<input type="checkbox"/> <b>Review</b>	Attribution - Picking the Right Model!	Quarterly	High	Confidential
	<input type="checkbox"/> <b>Check</b>	Path Length - how many touches occur before your customers convert?	Quarterly	High	Confidential
	<input type="checkbox"/> <b>Check</b>	Top Conversion Paths - visualise your most common paths to conversion.	Quarterly	High	Confidential
	<input type="checkbox"/> <b>Check</b>	Analytics attribution model comparison report.	Quarterly	High	Confidential
	<input type="checkbox"/> <b>Check</b>	Each Google Ads conversion action's attribution model is updated.	Quarterly	High	Confidential
	<input type="checkbox"/> <b>Apply</b>	The most appropriate attribution model (you will review this during your Optimisation routine)	Quarterly	High	Confidential

### 3. Planning

	ACTION	TASK	FREQUENCY	IMPACT	NOTES/DOC/SCRIPT/EXT
Planning	<input type="checkbox"/>	Do you want ROI or volume? Pick a side.	Ongoing	High	Confidential
	<input type="checkbox"/>	Review Appropriate naming convention is in place.	Once	Low	Confidential
	<input type="checkbox"/>	Review The 'Account Structure Dogma'	Once	High	Confidential
	<input type="checkbox"/>	Review Build Accounts For Better Results (visualised frameworks for account.)	Ongoing	High	Confidential
Find Your Keywords	<input type="checkbox"/>	Apply Do 'proper' keyword research (without paying for tools)	Once	High	Confidential
	<input type="checkbox"/>	Review Site search data in Analytics for seed and longtail keyword ideas.	Once	Mid	Confidential
	<input type="checkbox"/>	Check Shared negative keyword lists have been created.	Once	High	Confidential
	<input type="checkbox"/>	Review Search console data for additional keyword opportunities.	Once	High	Confidential
	<input type="checkbox"/>	Check Verify the keyword selection and projections make sense against your business metrics.	Once	Mid	Confidential
Bidding Strategy	<input type="checkbox"/>	Review Bid Strategy Foundation	Once	High	Confidential
	<input type="checkbox"/>	Check Your ideal starting bids	Once	Mid	Confidential
	<input type="checkbox"/>	Check Manual versus automated bidding (Do you have enough data?)	Once	High	Confidential
Budget For Success	<input type="checkbox"/>	Review How to Approach Budget & KPI	Once	High	Confidential
	<input type="checkbox"/>	Check Verify the ultimate goal - the one thing the ads need to achieve?	Once	High	Confidential
	<input type="checkbox"/>	Check The targets for the account - KPI agreed and realistic expectations are set.	Once	High	Confidential
	<input type="checkbox"/>	Check Agree the monthly account budget (and any flexibility to overspend)	Once	High	Confidential
	<input type="checkbox"/>	Check Agreed budget structure and campaign allocation (see Optimisation for ongoing)	Once	High	Confidential

## 4. Building

	ACTION	TASK	FREQUENCY	IMPACT	NOTES/DOC/SCRIPT/EXT
Planning	<input type="checkbox"/>	Keyword Match Type Methodology - Follow Sprocket's 'Best Practice' guide	Ongoing	MID	Confidential
	<input type="checkbox"/>	Instead of thinking SKAG and SPAG, see 'Account Structure Questions and Answers'	Ongoing	HIGH	Confidential
	<input type="checkbox"/>	How to work with international accounts	Ongoing	MID	Confidential
	<input type="checkbox"/>	What to expect with a new account/campaigns	Ongoing	HIGH	Confidential



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