

## GTM Audit Checklist

The TAGGRS Audit Checklist is a tool for reviewing Google Tag Manager setups with a focus on tracking accuracy. It does not cover website functionality. This checklist serves as a template and should be customized based on the specific setup being audited.

### 1. General

- Are events sent to server?

### 2. Google Analytics (GA4)

- Are the tags firing correctly? (e.g correct triggers)
- No duplicate Google tags that interfere with the tracking?
- Are all events being sent to the property?
- No duplicate Google tags that interfere with the tracking?
- Are consent params send to server?

### 3. Meta

- Is deduplication set-up correctly?
- Is the CAPI firing?
- Is consent correctly set up?
- Are events registered in Facebook?
- Are necessary parameters added and correctly named?

### 4. Google Ads

- Are conversions fired?
- Are there no duplicate conversions (e.g. same conversion in web and server container)
- Is enhanced conversions set up with necessary parameters?

### 5. TikTok

- Are tags firing properly?
- Is deduplication correctly installed?
- Are all necessary parameters present and represent correct structure?
- Are there no duplicate entries of the same pixel?

### 6. Pinterest

- Are tags firing properly?
- Is deduplication correctly installed?
- Are all necessary parameters present and represent the correct structure?
- Are there no duplicate entries of the same pixel?

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7. LinkedIn 

- Are tags firing properly?
- Are server side events installed on seperate conversion?
- Are all necessary parameters present and represent the correct structure?

8. Snapchat 

- Are tags firing properly?
- Is deduplication correctly installed?
- Are all necessary parameters present and represent the correct structure?
- Are there no duplicate entries of the same pixel?

9. PiwikPRO 

- Are tags firing properly?
- Are all necessary parameters present and represent the correct structure?

10. Klaviyo 

- Are tags firing properly?
- Are all necessary parameters present and represent the correct structure?

11. Consent Mode 

- Is Cookiebanner working properly?
- Are consent parameters send to server?
- Do all tags fire only when consent is given? (Not related to Google Tags)
- Is Consent mode V2 installed?

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