



Digital Tracking Documentation

A ready-to-use template for documenting your GA4 and Google Tag Manager setup

Prepared for: [Company Name]

Website: [website URL]

Prepared by: [Your Name]

Date: [Date]

Version: 1.0

About this template

This is a free, fill-in-the-blanks template for documenting a website and app's tracking setup. Replace every placeholder in [square brackets] with your own details, and edit the example events, variables, and dataLayer pushes to match what you actually track. A complete tracking document keeps marketers, developers, and analysts aligned, and protects your data quality over time.

1. Systems Connected

Website: www.example.com

Customer portal / app: app.example.com

How to use: List every website, app, or subdomain in scope for tracking.

2. Measurement Objectives

The business questions this tracking setup is designed to answer:

- Lead generation tracking
- Funnel tracking
- Revenue attribution
- Product usage tracking
- Personalisation
- ML model inputs
- Customer health
- Customer support
- Upsell

How to use: Define why you are tracking before deciding what to track. Each objective should map to events below.

3. Architecture Overview

How data flows from the source through to analytics, advertising, and BI platforms:

Website > GTM > GA4 > BigQuery > BI / ML
Website > GTM > BigQuery > Google Ads
CRM > GA4
CRM > BigQuery

How to use: Map the route data takes through your stack. Adjust platform names to match your tools.

4. Tracking Type

Tracking type: Browser side

5. GTM Container ID

Container ID: GTM-XXXXXXX

How to use: Record the live GTM container ID. Replace the placeholder with your own (format GTM-XXXXXXX).

6. Naming Convention

A consistent naming convention keeps tags, triggers, and variables organised and analysable. All event and parameter names use snake_case.

Item	Pattern	Example
Tags	[Platform] - [Type] - [event_name]	GA4 Event - article_view
Triggers	[event_name]	blog_filter_click
Variables	[DLV] - [event_name]	DLV - accept_cookie_form

How to use: Lock your naming rules down before building. Inconsistent names are the biggest cause of messy GA4 data.

7. Tag Inventory

Every tag in the container, its trigger, consent requirement, status, and purpose.

Tag	Type	Trigger	Consent	Status	Description
Cookie Consent Banner	Consent	Consent Initialization	NA	Live	Cookie consent banner
GA4 - Configuration	GA4 Setup	All Pages	Required	Live	Main GA4 tag
GA4 - Pageview	GA4 Setup	All Pages	Required	Live	Page view tag
GA4 Event - form_submit	GA4 Event	form_submit	Required	Live	Form submission tracking
GA4 Event - article_view	GA4 Event	article_view	Required	Live	Article / blog detail view
GA4 Event - blog_filter_click	GA4 Event	blog_filter_click	Required	Live	Filter on resources
GA4 Event - breadcrumb_click	GA4 Event	breadcrumb_click	Required	Live	Clicks on breadcrumbs
GA4 Event - resource_download	GA4 Event	resource_download	Required	Live	Resource downloaded
GA4 Event - cta_click	GA4 Event	cta_click	Required	Live	Clicks on a CTA
GA4 Event - cta_hover	GA4 Event	cta_hover	Required	Live	Hover on a CTA
GA4 Event - calculator_use	GA4 Event	calculator_use	Required	Live	Online tool / calculator used
GA4 Event - faq_interaction	GA4 Event	faq_interaction	Required	Live	Interaction with an FAQ
GA4 Event - generate_lead	GA4 Event	generate_lead	Required	Live	Lead generated
GA4 Event - get_client_id	GA4 Event	custom_client_id	Required	Live	Send GA client ID
GA4 Event - link_click	GA4 Event	link_click	Required	Live	Click on any link

GA4 Event - meeting_requested	GA4 Event	meeting_requested	Required	Live	Schedule meeting CTA
GA4 Event - outbound_link	GA4 Event	outbound_link	Required	Live	Click leaving the site
GA4 Event - pricing_select	GA4 Event	pricing_select	Required	Live	Select a pricing option
GA4 Event - video_start	GA4 Event	video_start	Required	Live	Video started
GA4 Event - chat_open	GA4 Event	chat_open	Required	Live	Live chat opened
GA4 Event - ticket_created	GA4 Event	ticket_created	Required	Live	Support ticket created
GA4 Event - invoice_download_click	GA4 Event	invoice_download_click	Required	Live	Invoice download
GA4 Event - integration_connected	GA4 Event	integration_connected	Required	Live	Integration connected
GA4 Event - notification_click	GA4 Event	notification_click	Required	Live	In-app notification click
Heatmap Tool	Tool	All Pages	Optional	Live	Session recording / heatmaps

How to use: *Keep one row per tag. Update status as tags go live or are paused.*

8. Variable Inventory

Every dataLayer variable (and constant) used by the tags above, and where it is used.

Name	Type	Used In
DLV - accept_cookie_form	dataLayer	GA4 Event - form_submit
DLV - article_author	dataLayer	GA4 Event - article_view
DLV - article_category	dataLayer	GA4 Event - article_view
DLV - article_publish_date	dataLayer	GA4 Event - article_view
DLV - article_tags	dataLayer	GA4 Event - article_view
DLV - article_title	dataLayer	GA4 Event - article_view
DLV - breadcrumb_depth	dataLayer	GA4 Event - breadcrumb_click
DLV - breadcrumb_label	dataLayer	GA4 Event - breadcrumb_click
DLV - broken_url	dataLayer	GA4 Event - error_404
DLV - calculator_location	dataLayer	GA4 Event - calculator_use
DLV - calculator_name	dataLayer	GA4 Event - calculator_use
DLV - calculator_result	dataLayer	GA4 Event - calculator_use
DLV - client_id	dataLayer	GA4 Event - get_client_id
DLV - cta_location	dataLayer	GA4 Event - cta_click
DLV - cta_text	dataLayer	GA4 Event - cta_click
DLV - faq_action	dataLayer	GA4 Event - faq_interaction
DLV - faq_category	dataLayer	GA4 Event - faq_interaction
DLV - faq_question	dataLayer	GA4 Event - faq_interaction
DLV - field_name	dataLayer	GA4 Event - form_error
DLV - file_name	dataLayer	GA4 Event - resource_download
DLV - file_type	dataLayer	GA4 Event - resource_download
DLV - filter_name	dataLayer	GA4 Event - blog_filter_click
DLV - filter_slug	dataLayer	GA4 Event - blog_filter_click
DLV - form_location	dataLayer	GA4 Event - form_start
DLV - form_name	dataLayer	GA4 Event - form_submit
DLV - link_location	dataLayer	GA4 Event - link_click
DLV - link_text	dataLayer	GA4 Event - outbound_link
DLV - link_url	dataLayer	GA4 Event - outbound_link
DLV - nav_item	dataLayer	GA4 Event - nav_click
DLV - nav_location	dataLayer	GA4 Event - nav_click
DLV - page_type	dataLayer	GA4 Event - page_section
DLV - pricing_plan	dataLayer	GA4 Event - pricing_select

DLV - pricing_price	dataLayer	GA4 Event - pricing_select
DLV - reason	dataLayer	GA4 Event - email_unsubscribe
DLV - video_provider	dataLayer	GA4 Event - video_start
DLV - video_title	dataLayer	GA4 Event - video_start
DLV - account_plan	dataLayer	Multiple (app events)
DLV - ticket_id	dataLayer	Multiple (ticket events)
DLV - integration_name	dataLayer	Multiple (integration events)
DLV - chat_provider	dataLayer	Multiple (chat events)
GA4 - Measurement ID	Constant	All

How to use: Each variable should trace back to at least one event. Unused variables are candidates for removal.

9. dataLayer Specification

The full specification for each event: the developer pushes these objects into the dataLayer and GTM reads them.

event format

```
1. dataLayer.push({
2.   event: "",
3.   additional_param: "",
4.   additional_param: "",
5.   additional_param: ""
6. });
```

page section

```
1. window.dataLayer = window.dataLayer || [];
2. dataLayer.push({
3.   event: "page_section",
4.   page_type: "homepage", // or "service_page", "blog_post", "contact_page"
5.   page_title: "Homepage",
6.   ga_id: "GA1.2.xxxx"
7. });
8.
```

cta click

```
1. dataLayer.push({
2.   event: "cta_click",
3.   cta_text: "Book a Demo",
4.   cta_location: "Homepage Hero Banner"
5. });
6.
```

nav click

```
1. dataLayer.push({
2.   event: "nav_click",
3.   nav_item: "Features",
4.   nav_location: "Main Menu"
5. });
6.
```

form started

```
1. dataLayer.push({
2.   event: "form_start",
3.   form_name: "Lead Contact Form",
4.   form_location: "Contact Page"
5. });
6.
```

form submitted

```
1. dataLayer.push({
2.   event: "form_submit",
3.   form_id: 9,
4.   page_id: 822,
5.   inputs: {
6.     business_type: "[business_type]",
7.     region: "[region]"
8.   }
9. });
10.
```

form error

```
1. dataLayer.push({
2.   event: "form_error",
3.   form_name: "Contact Form",
4.   error_message: "Email field invalid"
5. });
6.
```

resource download

```
1. dataLayer.push({
2.   event: "resource_download",
3.   file_name: "Getting Started Guide.pdf",
4.   file_type: "Guide",
5.   file_location: "Resources Section"
6. });
7.
```

video start

```
1. dataLayer.push({
2.   event: "video_start",
3.   video_title: "Product Overview",
4.   video_url: "https://www.youtube.com/watch?v=XXXXXXXXX",
5.   video_provider: "youtube",
6.   video_location: "Homepage"
7. });
8.
```

article view

```
1. dataLayer.push({
2.   event: "article_view",
3.   article_title: "How to Improve Your Workflow",
4.   article_author: "[author_name]",
5.   article_category: "Tips",
6.   article_tags: ["productivity", "2025"],
7.   article_publish_date: "2025-05-24"
8. });
9.
```

faq interaction

```
1. dataLayer.push({
2.   event: "faq_interaction",
3.   faq_question: "How does billing work?",
4.   faq_category: "Billing",
5.   faq_action: "expand" // or "view"
6. });
7.
```

calculator use

```
1. dataLayer.push({
2.   event: "calculator_use",
3.   calculator_name: "Pricing Estimator",
4.   calculator_result: "[result]",
5.   calculator_location: "Pricing Page"
6. });
7.
```

outbound link

```
1. dataLayer.push({
2.   event: "outbound_link",
3.   link_url: "https://www.linkedin.com/company/example",
4.   link_text: "Follow us on LinkedIn"
5. });
6.
```

pricing select

```
1. dataLayer.push({
2.   event: "pricing_select",
3.   pricing_plan: "Starter",
4.   pricing_price: 195,
5.   pricing_currency: "GBP"
6. });
7.
```

error 404

```
1. dataLayer.push({
2.   event: "error_404",
3.   broken_url: window.location.href,
4.   referrer: document.referrer
5. });
6.
```

notification interaction

```
1. dataLayer.push({
2.   event: "notification_click",
3.   notification_id: "[notification_id]",
4.   notification_title: "[notification_title]",
5.   notification_type: "[type]",
6.   notification_priority: "high",    // high | medium | low
7.   notification_status: "unread",   // unread | read
8.   account_plan: "pro"
9. });
10.
```

profile menu open

```
1. dataLayer.push({
2.   event: "profile_menu_click",
3.   menu_name: "my_profile",
4.   nav_location: "account_sidebar",
5.   account_plan: "pro"
6. });
7.
```

logout

```
1. dataLayer.push({
2.   event: "logout_click",
3.   nav_location: "account_sidebar",
4.   logout_method: "menu",    // menu | button | auto_timeout
5.   account_plan: "pro"
6. });
7.
```

chat opened

```
1. dataLayer.push({
2.   event: "chat_open",
3.   chat_provider: "[provider]",    // intercom | hubspot | zendesk | custom
4.   chat_entry_point: "dashboard",  // dashboard | sidebar | support_page
5.   chat_type: "support",           // support | sales | onboarding
6.   account_plan: "pro"
7. });
8.
```

support ticket created

```
1. dataLayer.push({
2.   event: "ticket_created",
3.   page_section: "my_tickets",
4.   creation_source: "create_ticket_modal",
5.   ticket_id: "[ticket_id]",
6.   category: "billing",    // billing | technical | account | onboarding | other
7.   attachment_count: 1
8. });
9.
```

billing - invoice download

```
1. dataLayer.push({
2.   event: "invoice_download_click",
3.   page_section: "billing",
4.   invoice_id: "[invoice_id]",
5.   invoice_status: "paid", // paid | unpaid | overdue
6.   invoice_amount: 299.00,
7.   currency: "GBP"
8. });
9.
```

integration successful

```
1. dataLayer.push({
2.   event: "integration_connected",
3.   integration_name: "[provider]",
4.   integration_type: "ecommerce", // ecommerce | accounting | marketplace
5.   connection_method: "oauth",
6.   connection_status: "success"
7. });
8.
```

report export

```
1. dataLayer.push({
2.   event: "report_export_success",
3.   page_section: "reports",
4.   export_type: "csv"
5. });
6.
```

table sort

```
1. dataLayer.push({
2.   event: "table_sort_change",
3.   page_section: "reports",
4.   table_name: "results_table",
5.   sort_column: "value", // column being sorted
6.   sort_direction: "desc" // asc | desc
7. });
8.
```

How to use: Copy this format for every custom event you add. A worked dataLayer push removes ambiguity for developers.

10. GA4 - Custom Dimensions and Custom Metrics

Each parameter that needs to appear in GA4 reports must be registered as a custom definition.

Custom Dimensions

GA4 Event	Custom Dimension	Scope
GA4 Event - form_submit	accept_cookies	Event
GA4 Event - article_view	article_author	Event
GA4 Event - article_view	article_category	Event
GA4 Event - article_view	article_publish_date	Event
GA4 Event - article_view	article_tags	Event
GA4 Event - article_view	article_title	Event
GA4 Event - breadcrumb_click	breadcrumb_label	Event
GA4 Event - error_404	broken_url	Event
GA4 Event - resource_download	file_name	Event
GA4 Event - resource_download	file_type	Event
GA4 Event - form_submit	business_type	Event
GA4 Event - calculator_use	calculator_name	Event
GA4 Event - cta_click	cta_location	Event
GA4 Event - cta_click	cta_text	Event
GA4 Event - get_client_id	custom_client_id	User
GA4 Event - form_error	error_message	Event
GA4 Event - faq_interaction	faq_action	Event
GA4 Event - faq_interaction	faq_category	Event
GA4 Event - faq_interaction	faq_question	Event
GA4 Event - blog_filter_click	filter_name	Event
GA4 Event - form_start	form_location	Event
GA4 Event - form_submit	form_name	Event
GA4 Event - outbound_link	link_text	Event
GA4 Event - outbound_link	link_url	Event
GA4 Event - nav_click	nav_item	Event
GA4 Event - nav_click	nav_location	Event
GA4 Event - page_section	page_type	Event
GA4 Event - pricing_select	pricing_plan	Event
GA4 Event - form_submit	region	Event
GA4 Event - video_start	video_title	Event
GA4 Event - notification_click	notification_type	Event
GA4 Event - ticket_created	category	Event
GA4 Event - integration_connected	integration_name	Event
Multiple (app events)	account_plan	User

Custom Metrics

GA4 Event	Custom Metric	Scope
GA4 Event - cta_hover	hover_duration_seconds	Event
GA4 Event - user_idle_detected	idle_duration_seconds	Event
GA4 Event - pricing_select	pricing_price	Event
GA4 Event - ticket_search	results_count	Event
GA4 Event - ticket_filter_change	filters_active_count	Event
GA4 Event - chat_engaged	message_count	Event
GA4 Event - invoice_download_click	invoice_amount	Event
(purchase / revenue events)	value	Event

Note: GA4 allows up to 50 event-scoped custom dimensions and 50 custom metrics. Register only what you report on.

11. Monitoring and Alerts

Ongoing checks to catch tracking breakages before they corrupt your data.

Tag Firing Health (GTM layer)

- Tag firing volume
- Sudden drop to zero
- Sudden spike
- Consent-blocked ratio
- Error rate (console errors)

Event Integrity (GA4 layer)

- Required parameters exist
- No null critical values
- No malformed data
- No undefined strings
- No unexpected parameter drift

Data Warehouse Quality (BigQuery layer)

- Data freshness monitoring
- Export failure monitoring
- Row count monitoring

Business Impact Signals (Conversion & Revenue layer)

- Conversion rate monitoring
- Attribution monitoring
- Funnel step monitoring
- Consent monitoring

How to use: *Set up automated alerts for each layer. The earlier a breakage is caught, the less data is lost.*

12. Data Imports

Additional first-party data can be imported from your CRM into GA4 as user-scoped custom dimensions and metrics (for example via a scheduled script or the Data Import feature). This enriches behavioural data with attributes you already hold about the user.

Imported Custom Dimensions

Custom Dimension	Scope	Example
user_type	User	Client / Lead
service	User	comma-separated (e.g. "service_a, service_b")
lead_score	User	High / Medium / Low
industry	User	[industry]
lead_status	User	qualified / non-qualified / lost
account_manager	User	[name]

Imported Custom Metrics

Custom Metric	Scope	Example
deal_value	User	Currency
refund	User	Currency

How to use: *Never import personally identifiable information (names, emails, phone numbers) into GA4.*