

The afternoon GA4 funnel audit

Four checks to run before you trust a drop-off report. Work through them in order, and tick a box only when the check passes.

PROPERTY

FUNNEL

DATE RANGE

CHECKED BY / ON

1 Walk the flow on a real phone

Go through the funnel twice: once as a new user in a private tab, once as a returning user. Keep **Reports** → **Realtime** open beside you.

- ☐ The new session shows `session_start` and `first_visit`; the returning one shows no `first_visit`.
- ☐ Each step fires when you do the thing, not on page load or scroll.
- ☐ Every step's button is visible on mobile without opening an accordion or a menu.
- ☐ A desktop run behaves the same way. Note any step that differs.

2 Confirm every event fires once

Turn on debug mode with the Google Analytics Debugger extension or Tag Assistant, then open **Admin** → **Data display** → **DebugView**. Look at one event at a time.

- ☐ `add_to_cart` appears once per click, never twice a few milliseconds apart.
- ☐ `begin_checkout` fires once each time checkout starts.
- ☐ `purchase` fires once per order, each with its own `transaction_id`.
- ☐ `item_id`, `value` and `currency` are filled in on every step.

In a free-form exploration, compare Event count with Sessions for steps that should happen once a session. A ratio near 2 points to a double fire.

3 Split by device, then by source

In **Explore** → **Funnel exploration**, set Breakdown to **Device category**, then to **Session source / medium**. Write down each step's completion rate.

STEP	DESKTOP	MOBILE	ALL
<code>view_item</code> → <code>add_to_cart</code>	_____	_____	_____
<code>add_to_cart</code> → <code>begin_checkout</code>	_____	_____	_____
<code>begin_checkout</code> → <code>purchase</code>	_____	_____	_____

- ☐ The biggest drop sits in one segment, not only in the total.
- ☐ An open or closed funnel was chosen on purpose, and written into check 4.

4 Write the assumptions down

Paste this block at the top of the report, fill in every line and date it. GA4 ends a session after 30 minutes of inactivity unless the property says otherwise.

ASSUMPTIONS · UPDATED _____

1 Session definition _____

2 Open or closed funnel, and why _____

3 How duplicates are removed _____

4 Conversion window and attribution _____

5 Excluded traffic _____

Owner _____