10 Things Most Agencies Miss in GA4 & GTM – and How to Fix Them

The Problem	Insight	The Fix
No Clear Conversion Events Defined	Without defined conversions, you can't measure what matters.	Set up key events (form submissions, purchases, calls) as conversions in GA4.
Overtagging	Having too many tags and pixels - that cause data discrepancies	Implement all tags and pixels via GTM.
Duplicate Pageviews or Events Firing	Inflated data leads to bad decisions.	Use GTM's Preview Mode to check event triggers and avoid duplicates.
Missing UTM Tracking Standards	Inconsistent UTMs = unclear source attribution.	Create and enforce a simple UTM naming convention.
No Scroll or Engagement Tracking	You're blind to how people interact with your site.	Enable enhanced measurement or set custom scroll depth events in GTM.
Ignoring Server-Side Tracking	Relying only on browser tracking causes data loss.	Set up server-side GTM to improve accuracy and comply with privacy laws.

Events Not Mapped to Business KPIs	Tracking the wrong things = vanity metrics.	Align events with sales stages, lead quality, or ROI impact.
No Cross-Domain or Subdomain Tracking	GA4 sees sessions as new visits across domains.	Configure cross-domain linking in GA4 or GTM.
Weak Cookie Consent Integration	Poor implementation = missing data or legal risk.	Use a CMP that integrates with GTM and GA4 consent settings.
GA4 Default Settings Not Customized	Default reports are limited.	Create custom explorations, event parameters, and user properties.
BONUS: No Regular Tracking Audits	You don't know what broke until it's too late.	Set a monthly reminder to test key flows and check data accuracy.