

Free checklist

Consent and tracking health check

29 checks to find out whether your banner, GA4 and Mixpanel can be trusted. Each takes a few minutes. By Naitik Chandak, GA4 and Mixpanel certified, Usercentrics CMP expert.

Consent (Usercentrics or any CMP)

☐ **Nothing fires before a choice**

Open the site in a clean private window with the network tab open. No analytics or advertising requests should appear until the visitor chooses.

☐ **Declining really blocks**

Choose reject all, reload, and check cookies and requests. No non-essential cookies, no calls to ad or analytics endpoints.

☐ **Consent signals reach Google**

Consent Mode defaults to denied before the choice and updates after it. Check the consent state in tag debugging, not just the banner.

☐ **Withdrawing is as easy as agreeing**

A permanent link or button reopens the settings, and changing a choice takes effect without a new visit.

☐ **The CMP list matches the site**

Every script on the site appears in the CMP under the right category. No unlisted tags added by agencies or plugins.

☐ **Google tags respect consent**

In your tag manager, tags carry consent settings instead of relying on triggers alone. Preview a visit with consent denied and confirm what fires.

☐ **The choice is remembered correctly**

The decision persists across pages and subdomains, and the banner returns when the CMP interval ends or the list of services changes.

☐ **The privacy policy tells the same story**

Purposes, vendors and retention in the policy match what the CMP and the site actually do, and the date is current.

GA4

☐

Key events fire once

Purchases, sign-ups and leads fire a single time per action. Refreshing a thank-you page must not count again.

☐

Required parameters are present

Ecommerce events carry currency, value and items. Missing currency is the most common cause of revenue showing as zero.

☐

Campaigns are tagged consistently

UTM parameters follow one convention. Check that paid and email traffic is not landing in Direct or Unassigned.

☐

Retention and signals are deliberate

Event data retention is set on purpose, and the Google signals decision matches what visitors consented to.

☐

Raw data is exported

BigQuery export is on, so history and reconciliation do not depend on what the interface chooses to show.

☐

Totals reconcile with the backend

Compare orders and revenue with your own system for a week. Expect a gap from declined consent, but know its size.

☐

Sessions survive the journey

Cross-domain measurement and referral exclusions are set, so payment providers and booking tools do not start new sessions.

☐

Internal traffic is filtered

Your team, staff and developers are excluded, and the filter is active, not left in testing.

Mixpanel

☐

Names follow one convention

Events and properties use one documented naming style. The tracking plan and the live data agree.

☐

Identity is merged once

Anonymous visitors are linked to the user on login, so one person is not counted as two.

☐

No personal data by accident

Event properties do not carry emails, names or free text unless that is intended and covered by consent.

☐

It starts only after consent

Mixpanel initialises after analytics consent, and the right data residency region is set for EU users.

☐

Volumes match across tools

The same event counted in GA4 and Mixpanel is in the same range. A large gap means one of them is broken.

☐

Client and server events do not double count

Events sent from both browser and server share an identity and a deduplication id, so one action is counted once.

☐

Test data stays out of production

Development and staging send to a separate project, with its own token.

☐

Unused events are retired

The Lexicon is kept tidy: dead events are hidden, descriptions are filled in, and someone owns the tracking plan.

Tag manager and data layer

☐

The container is tidy

No unused or paused tags, versions have notes, and you can say what each live tag is for.

☐

Values exist when tags need them

Data layer pushes happen before the tags that read them. Check value, currency and user fields at the moment of firing.

☐

Preview mode is the habit

Changes are tested in preview and debug mode before publishing, and test traffic is kept out of live reports.

☐

Access has been reviewed

Former staff and agencies are removed, and only a few people can publish to the live container.

☐

Server-side tagging respects consent

If you use it, the endpoint runs on your own domain and receives the visitor's consent state, so it does not send data the browser would have blocked.

Not passing many of these?

That is normal, and fixable. I will go through your setup, rank what is costing you most, and give your team a plan to fix it.

naitikchandak.com