Business Profile tracking

Location link and measurement worksheet

Property / profile: _____ Reviewer: _____

Date range: _____ Review date: _____

Plan and save links

- [ ] Record the profile/location code, owner and website destination.
- [ ] Use consistent source/medium; give each profile a distinct campaign.
- [ ] Use content labels for owned placements such as website or appointment.
- [ ] Check existing query strings, duplicate UTMs and personal identifiers.
- [ ] Save the correct profile field and inspect the published link.

Test website measurement

- [ ] Click the live profile on desktop and mobile where practical.
- [ ] Record the final URL; check that redirects preserve the labels.
- [ ] Check the landing event in the correct GA4 property with debug enabled.
- [ ] Verify a meaningful test action; arrival alone is not a completed booking.
- [ ] Review Session campaign and Session manual ad content after processing.

Review native reporting

- [ ] Confirm GA4 Editor/Admin and GBP Owner/Manager permissions.
- [ ] Record all profiles selected in the GA4 native link.
- [ ] Remember: native totals aggregate linked profiles and cover six months.
- [ ] Use GBP performance for location engagement and UTMs for website visits.
- [ ] Explain clicks versus sessions, call taps versus calls, and directions versus visits.

Exceptions / follow-up: _____

Official references: Setup documentation | Reporting guidance
A checklist records your own checks. It is not evidence of a successful import or live-account test.