



# Developer or tagging expert *briefing sheet*

Fill out this worksheet to send to your developer or tagging expert (Page #1)

FOUNDATIONAL

Please implement my:

**Google Analytics**

And track the following events or destination URL's as goals:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Facebook Pixel**

My pixel code is:

(how to find your Facebook Pixel guide [here](#))

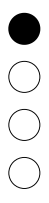
**And the other advertising I'm running includes...**

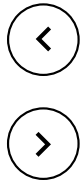
Space for your additional pixel codes. Label as needed.

For: \_\_\_\_\_

For: \_\_\_\_\_

For: \_\_\_\_\_





# Developer or tagging expert *briefing sheet*

spt.

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ADDITIONAL TRACKING

And for my \_\_\_\_\_ business type, I'll also need:

Take the prompts that apply to you from the "Business Type Tracking Checklist" or LovesData checklist suite.

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Once implemented, can you confirm you:

- Validated data against what I'm seeing "hit the bank" (leads or ecommerce)
- Tested to ensure codes are firing correctly and data is being pushed from Google Analytics into ad platforms as expected
- Have excluded IP addresses and connected Google Search Console (and Google Ads if applicable)

Thank you! Would you mind itemising the changes you made in my Change Log Governance Spreadsheet? →

[CHANGE LOG](#)