



FREE CHECKLIST · SUMMARY

Pre-launch attribution checklist

25 checks in nine groups. Measure the first lead before you need the numbers.





GROUPS 1 - 3

Verified, tagged, and named.

01

Search tools

The live https address is the verified property, verification survives deploys, the sitemap was read.

02

Campaign tags

One written UTM pattern for social posts; editorial and internal links stay clean.

03

CTA events

Each button sends a named event with its placement; a click is never counted as a lead.



GROUPS 4 - 6

Count saves, keep it private.

04

Form events

The lead event waits for the save, fires once, and names the form.

05

Privacy

Event values from fixed lists, no form contents in addresses, privacy signals respected.

06

Consent

The wording is stored with the record, marketing permission is separate, opt-outs reach every tool.



GROUPS 7-9

One contact, one test, one date.

07

CRM source

The form passes its source, the first source is kept, a repeat inquiry updates one contact.

08

End-to-end test

One labeled test lead through the live form; every tool tells the same story.

09

Baseline

A dated snapshot before launch, even at zero, and a log of every tracking change.



ATTRIBUTION PATH

One lead, traced through every tool.

Search tools, tagged links, CTA events, consent, the lead event, the CRM contact, a test lead, reconcile, then a dated baseline. Every check, with why and how, is on the page.

[Read the full checklist →](#)

teqprotech.com/resources/pre-launch-attribution-checklist

