CHECKLIST · MARKETING

Google Analytics now lets you allowlist your own domains, but test before you switch it on

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digitaladvisors.com.au/journal/google-analytics-hostname-include-filter/

- [ ] **Find your hostnames.** In GA4, go to Explore, start a Free form exploration, add the Hostname dimension and the Event count metric, and set the date range as long as your property allows (on our reading, three months or more if available).
- [ ] **Sort legitimate from stray.** List every domain and subdomain you own or use: main site (www and non-www), booking, shop, checkout and landing pages built on other platforms (see our ad-to-page checklist). Ask your web developer and booking or shop provider to confirm.
- [ ] **Check your access.** Confirm you have Editor or above at the property level, and count your existing data filters against the limit of 10.
- [ ] **Create the filter in Testing.** Go to Admin, then Data collection and modification, then Data filters. Create a web hostname traffic filter and choose Include (your screens may differ from Google's current guide), add your approved hostnames, and set the state to Testing.
- [ ] **Validate.** After at least 24 to 36 hours, build a Free form exploration with Test data filter name, Event name and Hostname as rows and Event count as values, then add a filter where Test data filter name contains your filter's name. Google's guide uses Test data filter name and Event name; on our reading, adding Hostname is what shows you which domains are affected.
- [ ] **Leave it for a week or two.** Recheck the exploration before you decide.
- [ ] **Activate, then record it.** Set the filter to Active, note the date and the approved list somewhere your team can find it, and update the list whenever you add a new domain or booking tool.

General information only, not legal, tax or financial advice. Check the full story and its sources before acting.