CHECKLIST

GA4 vs Shopify Order Reconciliation Checklist

For store owners whose GA4 purchases and Shopify orders disagree.

START HERE

Compare GA4 with **online store orders only**, then match by order ID. Under **1,000** consented users a day, GA4 can't estimate declined-consent sales.

Line up the numbers (4)

- [ ] **Compare GA4 with online store orders, never total orders**
  Renewals and POS sales never reach a browser.
- [ ] Use 14 days that ended a week ago
- [ ] **Set the same time zone in GA4 and Shopify**
  Different clocks move evening orders to the next day.
- [ ] Leave out POS, draft, subscription and marketplace orders

Match order IDs (5)

- [ ] **GA4 transaction IDs look like your Shopify order names**
  STOP IF NO
  If not, the tag isn't sending the order ID. Fix that first.
- [ ] Export online store orders with payment method and country
- [ ] Export GA4 purchase transaction IDs from Explore
- [ ] Flag every Shopify order with no GA4 match
- [ ] **Group unmatched orders by payment method, country and device**
  UK and EU heavy: consent. One payment method: Thank you page.

Fix in this order (5)

- [ ] **GA4 purchases sit at or below online store orders**
  STOP IF NO
  Above it means a copy is counting each sale twice.
- [ ] One purchase source only: Google & YouTube app or one pixel
- [ ] No hardcoded gtag purchase calls in the theme or GTM
- [ ] No purchase tag left in Additional Scripts after August 26, 2026
- [ ] **Cookie banner sends consent signals Google can read**
  Shopify collects non-essential data only after consent in banner regions.

Prove the fix held (4)

- [ ] **Test order shows exactly one purchase in GA4 DebugView**
  Check it carries your Shopify order ID.
- [ ] Repeat the test with your main off-site payment method
- [ ] Rerun the order ID match after 14 days
- [ ] Server-side tracking ($145 to $650 a month) only after all of this

Ticked: ___ / 18 Any STOP item unticked: fix it before anything else.

Still not matching? Send me both numbers. kaspianfuad.com/contact

Kaspian Fuad, Shopify developer and CRO consultant
Audited 14 stores' GA4 setups: 5 showed 0% conversion while Shopify logged sales.

kaspianfuad.com/blog/shopify-analytics-vs-google-analytics | v1.0 | 2026-11-04
Sources: Google Analytics Help; Shopify developer docs; Shopify Help Center