

Setting up Hubspot Form Tracking In GA4 using Google Tag Manager

Tracking Hubspot forms on Google Tag Manager doesn't have to be hard.

In this step-by-step guide, we will explain how to set up Hubspot forms on your website to set up GTM and track the form on Google Analytics.

Before we get started, make sure you have set up the following accounts -

1. Hubspot Account
2. Google Tag Manager Account
3. Google Analytics Account

Things to keep in mind for this tutorial.

Best Naming Practices:

- When naming variables, tags, or triggers, it's advisable to choose names that are meaningful and descriptive.
- Opt for names that clearly indicate the purpose or functionality to make it easier to understand.
- Keep it relevant to the specific role or function to maintain clarity.

Submission Process:

- Always remember to preview your changes before finalizing.
- Once satisfied with the setup of a new tag, variable, or trigger, go ahead and submit.

- This ensures that your configurations are applied and functional.

By adhering to these simple practices, you'll create a more organized and understandable structure in your Google Tag Manager, making it easier for yourself and others to manage and maintain over time.

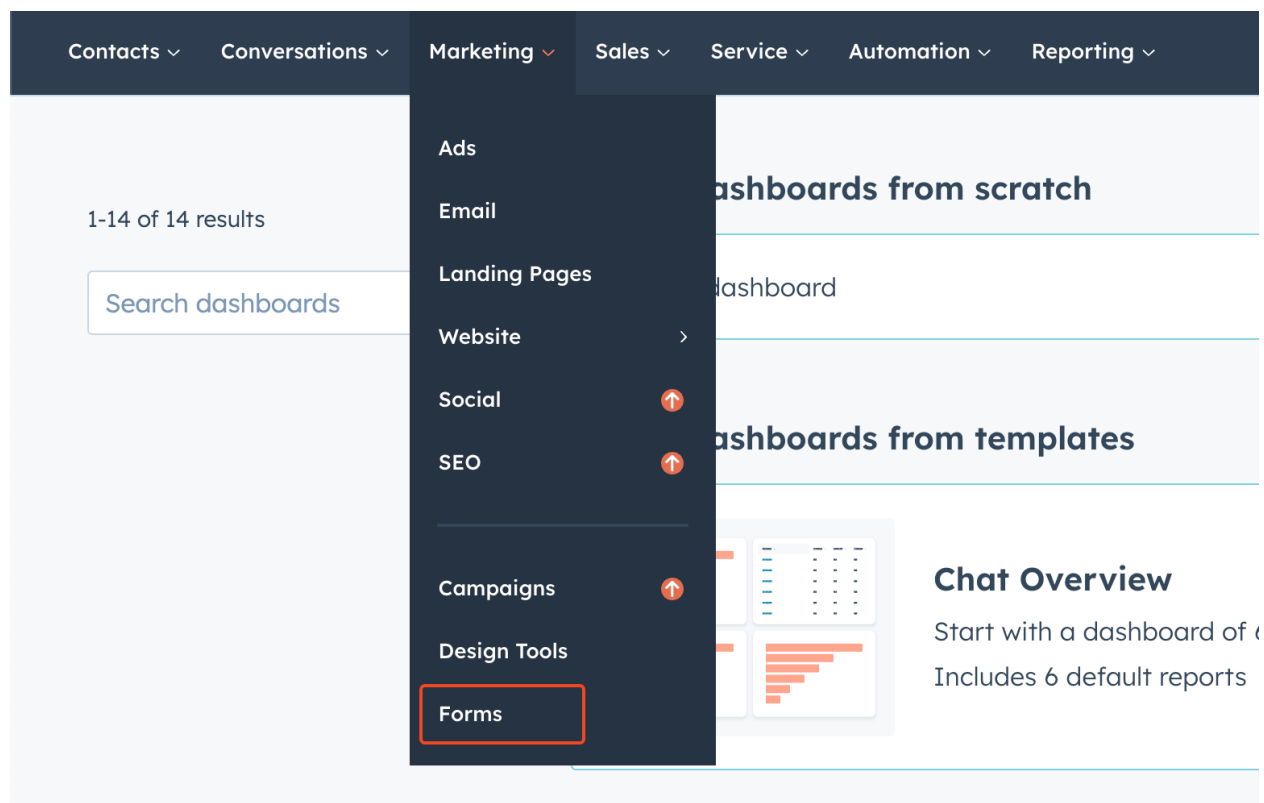
Let's get started

1. How to Create and Publish a Contact Form in HubSpot

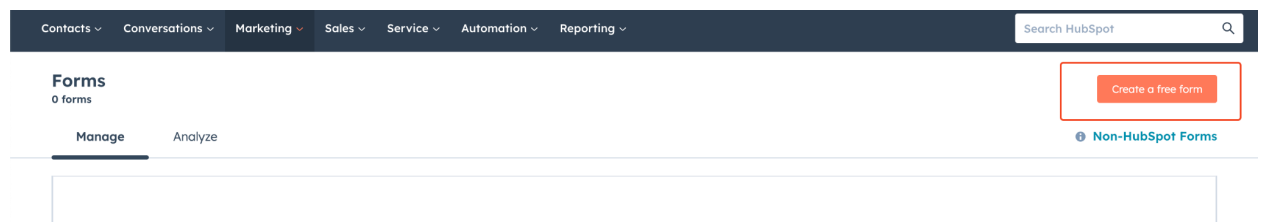
If you already have a HubSpot account with forms embedded in your website, Skip to the [next step](#)

Start by logging into your HubSpot account.

Once you're in, go to the "Marketing" section and select "Forms."



On the next page, click on "Create a free form."



Select the type of form you want. For this guide, we're going with the "embed form", because we want to embed a form on our website. Click next.

[Back to all forms](#)[Next](#)

Choose your form type

What kind of form would you like to create?

☒

Embedded form

Create a form that you can embed as part of your website or CTAs.

☐

Standalone page

Create a form on a standalone page that you can share through a link.

☐

Pop-up box

Add a form that pops up as a box in the center of the page.

☐

Dropdown banner

Add a form that will drop down from the top of the screen.

☐

Slide in left box

Add a form that slides in from the left side.

☐

Slide in right box

Add a form that slides in from the right.

You can choose a blank template to build from scratch, add your own fields, or select from pre-made templates. In this case, we're using the pre-made "contact form" template.



Blank template

Start with a blank form and add your own fields.

Templates



Payment  **NEW**

Collect payments for events, services and more by adding a payment link to a form.



Registration

Add a form to your website and allow visitors to register to your site, service, product, or program.



Contact us

Make it easy for visitors to get in touch with you by adding a contact form to your website.



Newsletter sign-up

Get new subscribers by adding a sign-up form for your newsletter and keep them up-to-date on the latest from your company.



Support

Add a support form to your website and automatically generate tickets.

After selecting the Contact Us template, click "Start."

By default, the premade form has property hints and it clutters the form and it is not necessary to have them always.

To make the form clean, click on "Actions" in the top right corner and turn off "property hints."

The screenshot shows a form builder interface. On the left is a sidebar with the following sections:

- Existing properties** (with a "Create new" button)
- A search bar: "Search for properties and fields" with a magnifying glass icon.
- Frequently used properties**
- Other form elements** (Captcha, data privacy and more)
- Payment** (with a lock icon and a toggle switch)
- Contact Properties** (40)
- Company Properties** (24)

The main area is titled "Form" and contains the following fields, each with a "Contact Property" link:

- Email *** *email* (with a "Contact Property" link)
- First Name** *firstname* (with a "Contact Property" link)
- Last Name** *lastname* (with a "Contact Property" link)
- Message** *message* (with a "Contact Property" link)
- State/Region** *state* (with a "Contact Property" link)

An "Actions" dropdown menu is open on the right, showing the following options:

- View
- Details
- View submissions
- Create list of contacts [↗](#)
- Clone
- Create translation
- Select campaign
- Turn off property hints** (highlighted with a red border)
- Delete

The property links will disappear and the form will look like this

The screenshot shows the form after the property links have been removed. The fields are now plain text inputs without the "Contact Property" links:

- Email ***
- First Name**
- Last Name**
- Message**
- State/Region**

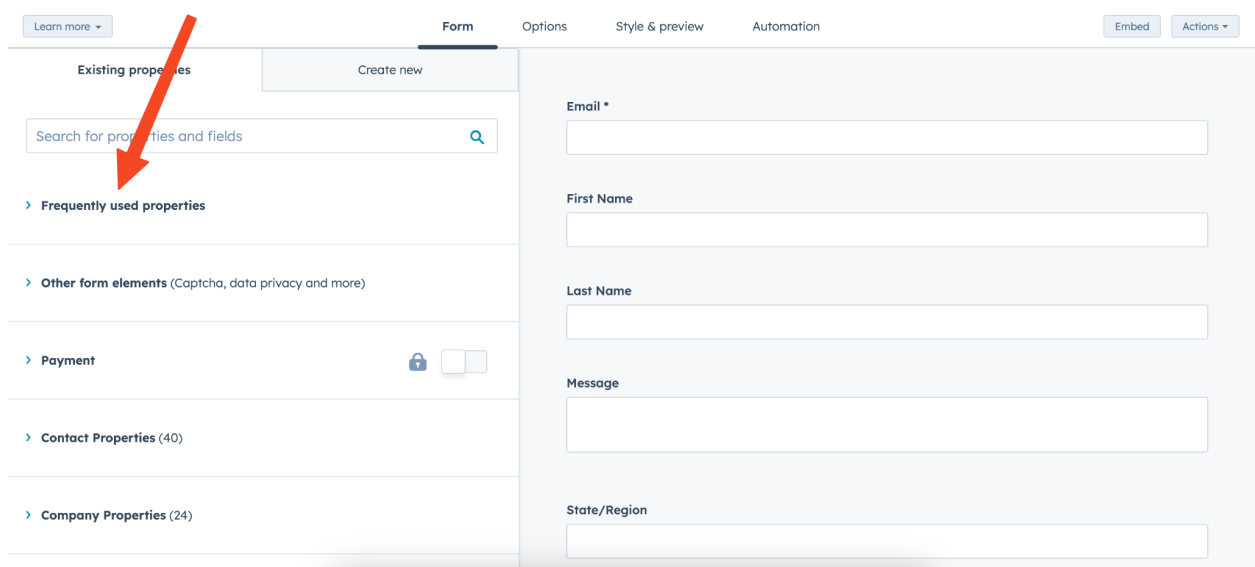
You are not limited to the fields you get from the premade template.

You can choose various fields from the left side panel such as phone number, city, a captcha, social media fields, payment, and many more.

While most of the fields are free, some of them are paid features like payment options.

Also don't forget to check out the options, style & preview, and Automation sections right next to the forms and customize as per your needs

Expand each section and add the features you want, then hit "Update."



The screenshot displays a form builder interface. On the left, a sidebar titled 'Existing properties' contains a search bar and several expandable sections: 'Frequently used properties', 'Other form elements (Captcha, data privacy and more)', 'Payment' (with a lock icon and toggle), 'Contact Properties (40)', and 'Company Properties (24)'. A red arrow points to the search bar. The top navigation bar includes 'Form' (selected), 'Options', 'Style & preview', and 'Automation', along with 'Embed' and 'Actions' buttons. The main area on the right shows a form preview with fields for 'Email *', 'First Name', 'Last Name', 'Message', and 'State/Region'.

Once you hit update, review any warnings and Click "Publish."

Review and publish

No warnings to review

What to expect from your submissions ⓘ
[Learn more about object records and HubSpot CRM](#)

> ⓘ Contacts

Publish

Cancel

After publishing, your form will be available in your Hubspot dashboard and a popup will appear.

×

Your updated form has been published



Add this form to your website to start getting submissions. If **'New contact us form (November 4, 2023 5:10:31 AM EDT)'** form was added to your website before, any updates will be applied automatically.

Share link

Embed code

Start sharing your form with contacts. Your form has been securely published and ready to use at the web address below.

`https://share.hsforms.com/1evi3lzuYT5ex5`

Copy

[Preview link in new tab](#) 

☐ Don't show this again.

In the popup, click on the embed code and click "Copy" and save this code in a secure location.

Share link

Embed code

To embed this form, simply copy and paste the code below into the HTML code on your website. [Learn more](#) 

```
<script charset="utf-8"
type="text/javascript"
src="//js.hsforms.net/forms/embed/v2.js">
</script>
<script>
  hbspt.forms.create({
    region: "na1"
```

Copy

☐ Don't show this again.

Embed the form into the website:

By following the above steps, you created a form on Hubspot.

But you need to embed the form on your website. For that, you need to paste the above code into your website.

In the above code, there are two script tags, take the first script and paste it inside the head tag of your website's HTML.

```
<head>
<script
  charset="utf-8"
  type="text/javascript"
  src="//js.hsforms.net/forms/embed/v2.js"
></script>
</head>
```

Paste the second script tag code between the body tag. Use the "Code" tag to embed the script in the body tag.

Also, make sure you paste the below code where you want the form to be on the website.

```
<body>
  <code>
    <script>
      hbspt.forms.create({
        region: "na1",
        portalId: "43712776",
        formId: "7af8b797-3b98-4f97-b1e6-136b8ff1c117",
      });
    </script>
  </code>
</body>
```

But if you are using cms such as WordPress or Wix, the process to paste the above code may vary.

So, if you're unsure, contact the person who set up your website or your CMS (Content Management System) expert.

Once you've embedded the code, you'll see the form live on your website.

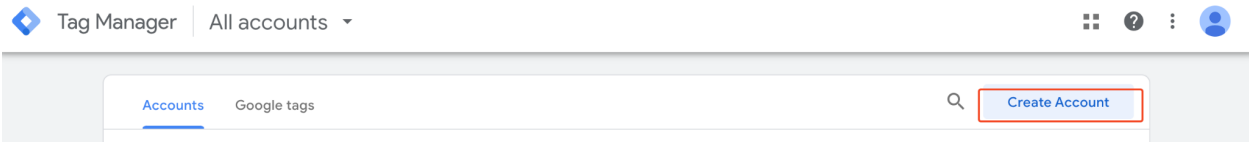
Make sure to style the form as per your requirements.

2. Setup Google Tag Manager The Right Way

If you have the GTM account set up, Skip to the [3rd Step](#)

1. Getting Started:

- Login to Google Tag Manager.
- Click on "Create Account" in the top right corner.



2. Account Setup:

- On the new page, enter your company name in the "Account Name" field.
- Choose your country from the dropdown list.
- Give your setup a recognizable name in the "Container Name" field.
- Choose "Web" and click "Create."

← Add a New Account

Account Setup

Account Name
My Company

Country
India

☐ Share data anonymously with Google and others ⓘ

Container Setup

Container name
Hubspot tracking

Target platform

	Web For use on desktop and mobile web pages	✓
	iOS For use in iOS apps	
	Android For use in Android apps	
	AMP For use in Accelerated Mobile Pages	
	Server For server-side instrumentation and measurement	

Create Cancel

3. Accept Terms:

- After clicking Create, you'll be asked to accept the terms. Tick the checkbox and click the "Yes" button in the top right corner.

× Google Tag Manager Terms of Service Agreement No Yes

English

By clicking "Yes" below or by using the Google Tag Manager service (the "Service"), you and the legal entity on whose behalf you are using the Service (if any) (together, "You") agree to use the Service in accordance with the Google Terms of Service (located at <https://www.google.com/intl/en/policies/terms/>), the Google Privacy Policy (located at <https://www.google.com/intl/en/policies/privacy/>), and the Google Tag Manager Use Policy (located at <https://www.google.com/analytics/tag-manager/use-policy/>), each as may be modified from time to time and collectively, the "Google Tag Manager Terms of Service."

Google Tag Manager Use Policy

Use of the Google Tag Manager (the "Service") is subject to this Google Tag Manager Use Policy (the "GTM Use Policy").

If You use the Service to support products or services from a 3rd party or designed by You (together, "3rd Party Tags") or Google, You will have and abide by an appropriate privacy policy and will comply with the EU user consent policy (located at <https://www.google.com/about/company/user-consent-policy.html>) and all applicable agreements and regulations (also relating to the collection of information), including for example:

- the Google Analytics Terms of Service located at: <https://www.google.com/analytics/terms/us.html>,
- the agreement between You and Google that is in effect during the dates that You are participating in the Service, and
- the Google LLC Advertising Program Terms (or, if applicable, as negotiated).

If You have 3rd Party Tags delivered through the Service:

☐ I also accept the Data Processing Terms as required by GDPR. [Learn more](#)

4. Code Snippets:

- On the next page, you'll get code snippets for your website.

- Copy the first code snippet and paste it into the head tag of your website's HTML source code.

- Copy the second code snippet and paste it right at the beginning of the body tag.

Install Google Tag Manager



1. Paste this code as high in the **<head>** of the page as possible:

```
<!-- Google Tag Manager -->
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
  new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
  j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
  'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-PB6NW7JZ');
<!-- End Google Tag Manager -->
```



2. Paste this code immediately after the opening **<body>** tag:

```
<!-- Google Tag Manager (noscript) -->
<noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-PB6NW7JZ"
  height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
<!-- End Google Tag Manager (noscript) -->
```



For more information about installing the Google Tag Manager snippet, visit our [Quick Start Guide](#).

OK

The HTML code looks something similar after embedding Hubspot Google Tag Manager codes above

```
<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="UTF-8" />
  <meta name="viewport" content="width=device-width, initial-scale=1.0" />
  <title>Document</title>

  <!-- Google Tag Manager -->
  <script>
    (function(w, d, s, l, i) {
      w[l] = w[l] || [];
      w[l].push({ "gtm.start": new Date().getTime(), event: "gtm.js" });
      var f = d.getElementsByTagName(s)[0],
          j = d.createElement(s),
          dl = l != "dataLayer" ? "&l=" + l : "";
      j.async = true;
      j.src = "https://www.googletagmanager.com/gtm.js?id=" + i + dl;
      f.parentNode.insertBefore(j, f);
    })(window, document, "script", "dataLayer", "GTM-55PJQ5GB");
  </script>
  <!-- End Google Tag Manager -->
  <script>
```

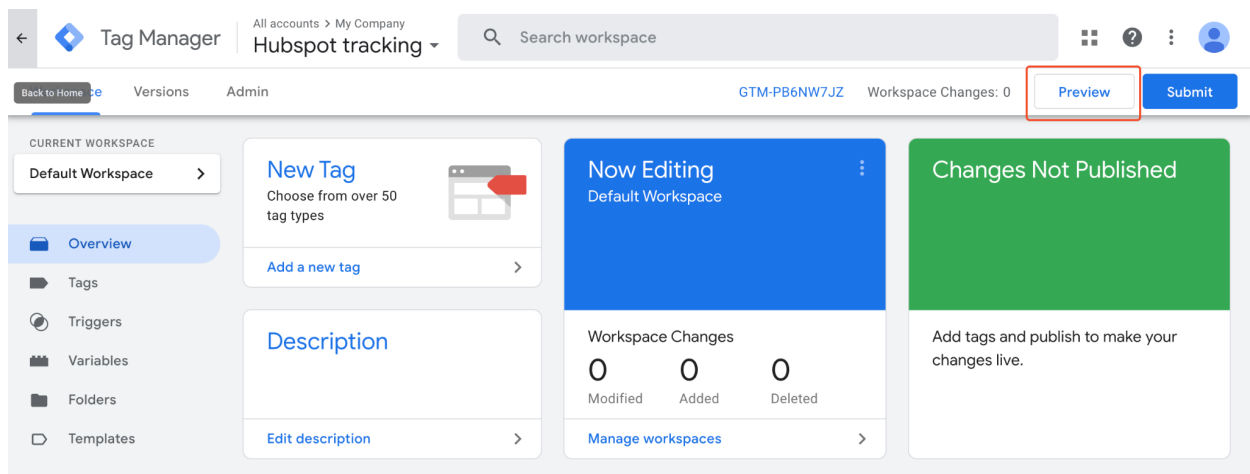
```

    charset="utf-8"
    type="text/javascript"
    src="//js.hsforms.net/forms/embed/v2.js"
  ></script>
</head>
<body>
  <!-- Google Tag Manager (noscript) -->
  <noscript>
    <iframe
      src="https://www.googletagmanager.com/ns.html?id=GTM-55PJQ5GB"
      height="0"
      width="0"
      style="display: none; visibility: hidden"
    ></iframe>
  ></noscript>
  <!-- End Google Tag Manager (noscript) -->
  <code>
    <script>
      hbspt.forms.create({
        region: "na1",
        portalId: "43712776",
        formId: "7af8b797-3b98-4f97-b1e6-136b8ff1c117",
      });
    </script>
  </code>
</body>
</html>

```

5. Preview:

- Click "OK" and then "Preview."



- Enter your website's URL and click "Connect."

Connect Tag Assistant to your site ✕



Tag Manager Preview Mode

[Learn why Tag Manager preview mode has changed](#)

Tag Manager container **GTM-MQ2RPQTT** will be put into debug mode in this web browser.
Enter a URL to your site to begin previewing your container.

Your website's URL [?](#)

Connect

Opens your site in a new window

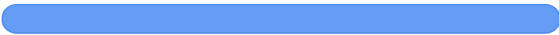
☒ Include debug signal in the URL [?](#)

6. Tag Assistant Connection:

- If everything goes smoothly, you'll see the connected message.

For an improved debugging experience for untagged pages, install the Tag Assistant Companion browser extension Install

Connected!

Tag Assistant 127.0.0.1

Debug information from the connected window will appear in this window.
Both windows must remain open for debug mode to operate. [Learn more](#)

Continue

- A new window will appear, saying "Tag Assistant is connected successfully."

127.0.0.1:5500/index.html?gtm_debug=1699260059114

Email*

Press **(fn) F** to exit full screen

First Name

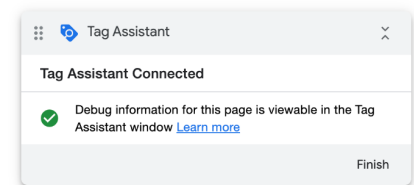
Last Name

Message

State/Region

Submit

Create your own [free form with HubSpot](#)



7. Final Steps:

- Go back to Google Tag Manager.
- Once you are okay with the preview, hit "Submit." and provide the necessary information such as version name and description.

By following these steps, you've successfully set up the Google Tag Manager(GTM)

Create a New Tag - Custom HTML Tag

Once you are done with the above setup, you can create Tags, variables, and triggers.

For now, we are creating a custom HTML tag. The purpose of this tag is to connect the HubSpot forms with Google Tag Manager.

The custom HTML tag allows you to inject specific code snippets or scripts into your website pages, and in this case, it can be used to integrate your HubSpot forms with GTM.

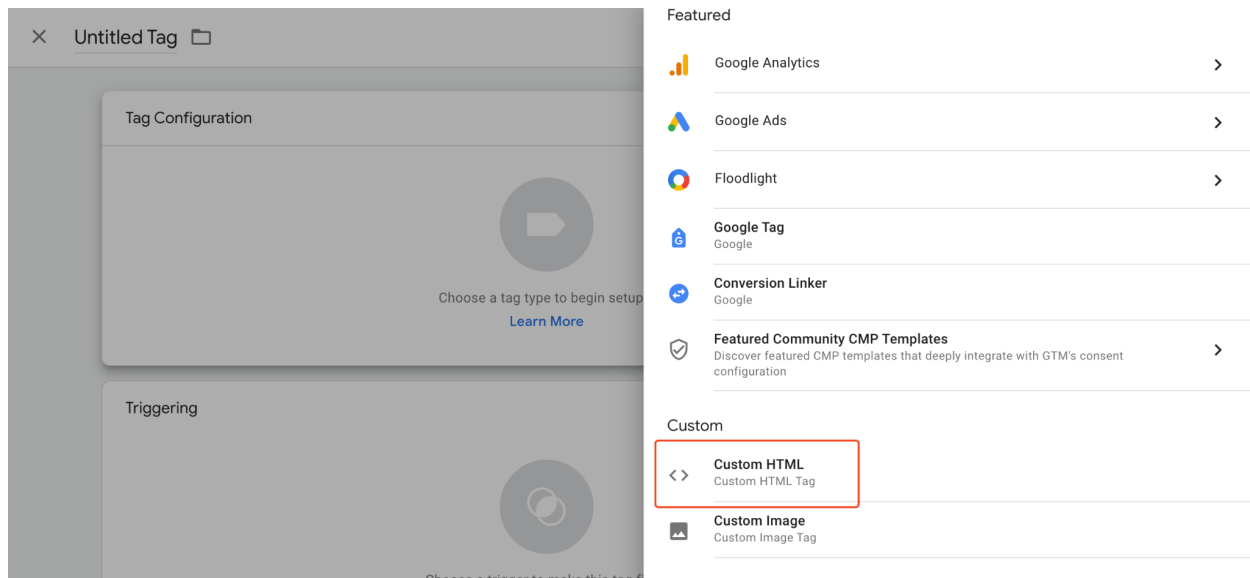
So, let's see how to create a custom HTML tag in Google Tag Manager.

1. Creating a New Tag:

- In Google Tag Manager, head to the "Tags" section and click on "New."

2. Tag Configuration:

- Choose "Custom HTML" as the tag type.



- Paste the provided code in the custom HTML field.

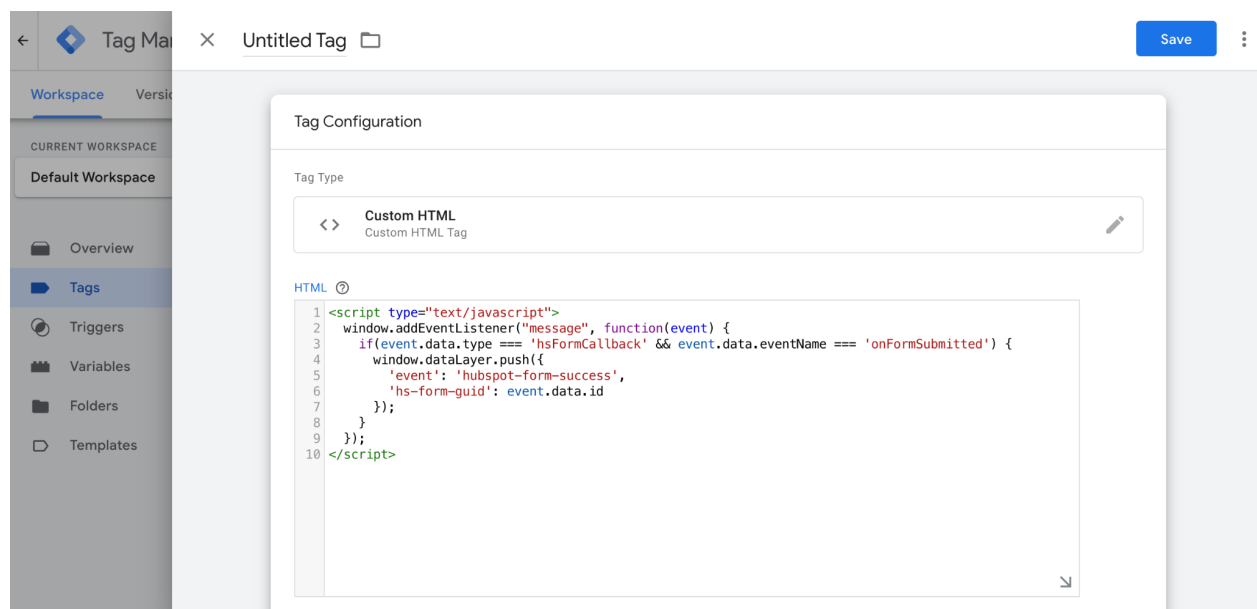
```
<script type="text/javascript">
  window.addEventListener("message", function(event) {
    if(event.data.type === 'hsFormCallback' && event.data.eventName
    === 'onFormSubmitted') {
      window.dataLayer.push({
        'event': 'Hubspot-form-success',
        'hs-form-guid': event.data.id
      });
    }
  });
</script>
```

```

    });
  }
});
</script>

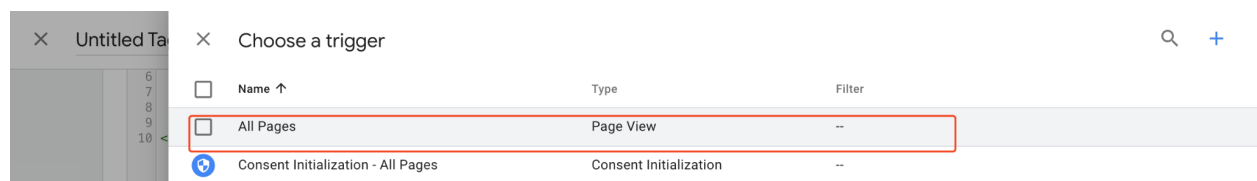
```

- This code listens for messages from HubSpot when a form is successfully submitted.
- If the correct message is received, it pushes data to the GTM data layer.
- Specifically, it sends an event named 'hubspot-form-success' along with the unique form identifier ('hs-form-guid').



3. Setting Triggers:

- Click on "Triggering."
- In the trigger section, select "All Pages."



4. Naming and Saving:

- Give your tag a name, like "Forms – HS Success Listener."
- Click "Save."

Remember, this setup ensures that every page on your website triggers this tag.

Create a new trigger

1. Accessing Triggers:

- Go to Google Tag Manager, and navigate to the "Triggers" section.
- Click on "New" to create a new trigger.

2. Trigger Configuration:

- Choose "Custom Event" in the trigger configuration.
- In the field provided, type 'hubspot-form-success' as the custom event name.

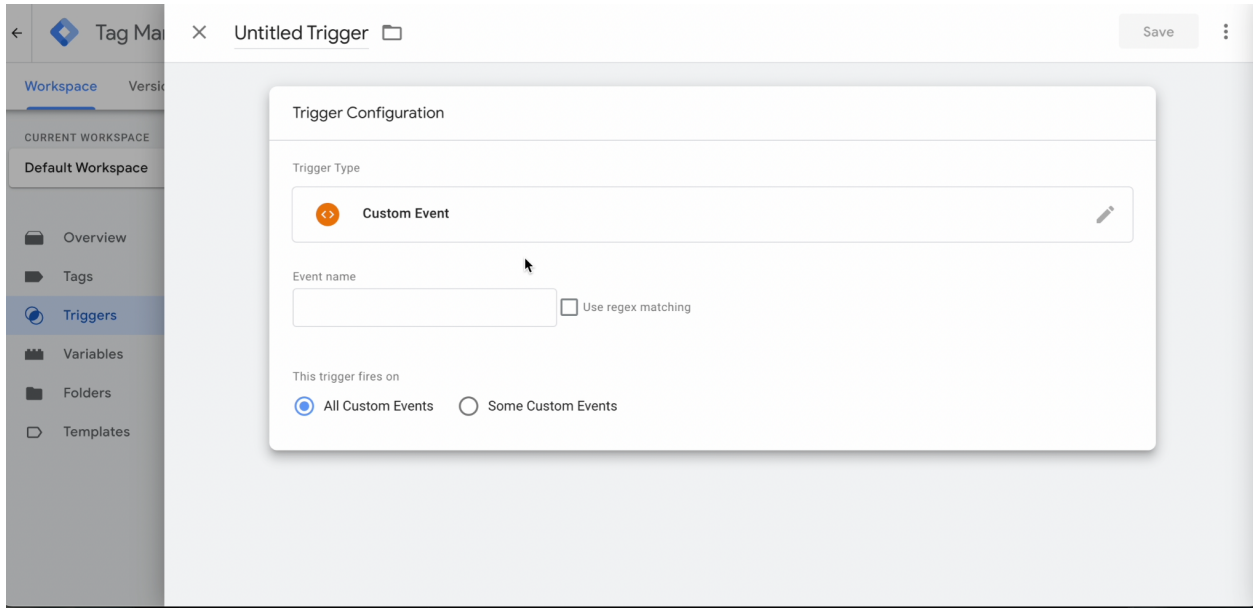
3. Trigger Fires On:

- Ensure that under the "This trigger fires on" section, you have selected "All Custom Events."

4. Naming and Saving:

- Give your trigger a name, such as "HubSpot Form Submit."
- Click "Save."

This trigger is set up to activate whenever the custom event 'hubspot-form-success' occurs.



Add a data layer to read Hubpost's form guid

1. Navigate to Variables:

- Go to the "Variables" section in Google Tag Manager.

2. Select User-Defined Variable:

- Look for the "User-Defined Variables" section.

3. Choose Data Layer Variable:

- In the variable configuration, select "Data Layer Variable."

4. Name the Variable:

- Give the variable a name - "forms-hs-form-guid."

By following these steps, you're essentially creating a user-defined variable that pulls information from the data layer and specifically names it "forms-hs-form-guid."

This variable can then be used in tags or triggers within Google Tag Manager for tracking or other purposes.

3. Setting up a Google Analytics Account

Skip to the [4th step](#) if you already created a Google Analytics Account.

Before making a GA4 tag, let's start by setting up your Google Analytics account. We need the Measurement ID from Google Analytics to put into the GA4 tag creation process.

Here's how to do it.

1. Google Analytics Account Setup:

- Log in to your Google Analytics account and go to the "Admin" section.
- Click on "Create" and choose "Account."
- Enter a name and click "Next."

 Analytics

[← Back](#)

1

2

3

4

5

Account creationProperty creationBusiness detailsBusiness objectivesData collection

Create an account

Create an Analytics account to collect and organize data. Accounts can access multiple data sources, using one or more measurement IDs.

Account details

Account name (Required)

Accounts can contain more than one measurement ID.

Google Analytics is a business tool. Use it exclusively for purposes related to your trade, business, craft, or profession.

Account Data Sharing Settings ⓘ

Google processes your Google Analytics data only as required to [maintain and protect](#) the Google Analytics service, as set out in the [Google Ads Data Processing Terms](#). The data sharing settings below allow you to customize whether the data that you collect in Google Analytics may also be shared with Google for additional purposes.

The data sharing options give you more control over sharing your Google Analytics data. [Learn more](#)

☐ Google products & services

Share your Google Analytics data with Google to help improve Google's products and services. Turning on this setting enables Google to better understand patterns of user behavior and expectation, and build features and functionalities that would benefit customers across our products, such as improving the Google Ads system tools that you use to create, manage, and analyze your ad campaigns. Google will not use your data for its own ad personalization or ad targeting. If you disable this option, data can still flow to other Google products linked to your property. Visit the product linking section in each property to view or change your settings.

☒ Modeling contributions & business insights

Enable features like predictions, modeled data, and benchmarking that can provide you with richer business insights when you contribute aggregated measurement data. The data you share (including information about the property from which it is shared) is aggregated and de-identified before being used to generate business insights. [Show Example](#)

☒ Technical support

Let Google technical support representatives access your Google Analytics data and account when necessary to provide service and find solutions to technical issues.

☒ Account specialists

Give Google sales access to your Google Analytics data and account so that they can help you make the most of your Google Analytics account including to help you to improve your configuration and analysis and to provide you with insights, optimization tips and recommendations across Google Analytics and other Google products.

Learn how Google Analytics [safeguards your data](#).

98 more accounts can be created. The maximum is 100. [Learn more](#)

By using Google Analytics you agree to the [Google Analytics Terms of Service](#).

Next

2. Property Configuration:

- Provide a property name, select your time zone and currency, and click "Next."

The screenshot shows the 'Property details' setup screen in Google Analytics. At the top, the Google Analytics logo and navigation icons are visible. The main heading is 'Property details'. Below it, there is a text box for 'Property name (Required)'. Underneath that is a dropdown for 'Reporting time zone' with 'United States' selected, and a note '(GMT-08:00) Los Angeles Time'. Below that is a dropdown for 'Currency' with 'US Dollar (\$)' selected. At the bottom of the form, there is a note: 'You can edit these property details later in Admin'. Below the form is a link 'Show advanced options'. At the very bottom are 'Back' and 'Next' buttons.

- Describe your business, select industry and size, and click "Next."

The screenshot shows the 'Describe your business' screen in Google Analytics. At the top, the Google Analytics logo and navigation icons are visible. The main heading is 'Describe your business'. Below it, there is a text box for 'Industry category (Required)' with a dropdown menu showing 'Select one'. Underneath that is a section for 'Business size (Required)' with four radio button options: 'Small - 1 to 10 employees', 'Medium - 11 to 100 employees', 'Large - 101 to 500 employees', and 'Very Large - 501+ employees'. At the bottom of the form are 'Back' and 'Next' buttons.

3. Objective Selection:

- Choose your business objectives and click "Create."
- Accept the terms and conditions by clicking "I Accept."

Choose your business objectives

For reports that are personalized to your business,
select the topics most important to you.



Generate leads

Analyze visitor metrics and attract new customers

☐

Drive online sales

Analyze purchase behavior and get more sales

☐

Raise brand awareness

Spread the word about your business

☐

Examine user behavior

Learn how people use your site or app

☐

Get baseline reports

Multiple types of reports (this option can't be combined
with other options)

☐[Back](#)[Create](#)

This will create your account and property.

Google Analytics Terms of Service Agreement



To use Google Analytics you must first accept the terms of service agreement for your country / region.

United States ▾

Google Analytics Terms of Service

These Google Analytics Terms of Service (this **"Agreement"**) are entered into by Google LLC (**"Google"**) and the entity executing this Agreement (**"You"**). This Agreement governs Your use of the standard Google Analytics (the



I also accept the [Data Processing Terms](#) as required by GDPR. [Learn more](#)

[I Accept](#)

[I Do Not Accept](#)

4. Create Data Stream:

- In the next screen, select "Web".

Analytics

Account creation Property creation Business details Business objectives Data collection

Start collecting data

To set up data collection for your website or app, choose from where you will be collecting data (the Web, an Android app, or an iOS app). Next, you'll get instructions for adding a data collection tag to that source.

[Learn more about data collection](#)

Choose a platform

☒ Web ☐ Android app ☐ iOS app

[Skip for now](#)

- Enter your website URL without "https."
- Name your website and click "Create Stream."

Set up data stream

Set up your web stream

Website URL

Stream name

Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

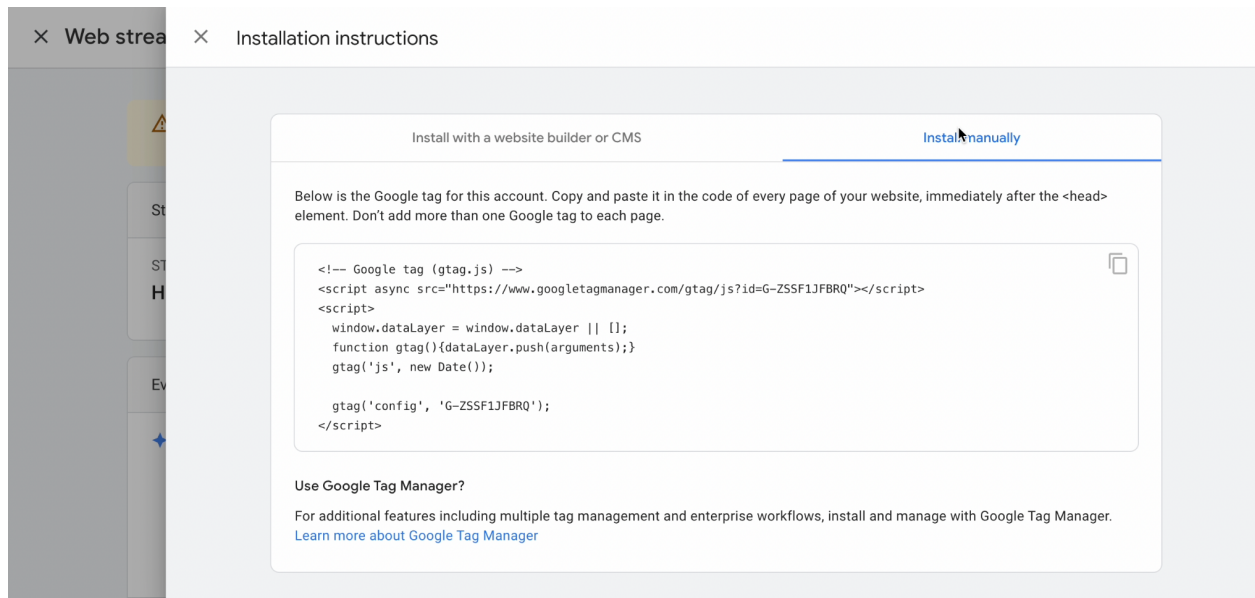
Measuring: ☒ Page views ☐ Scrolls ☐ Outbound clicks [+ 4 more](#)

[Create stream](#)

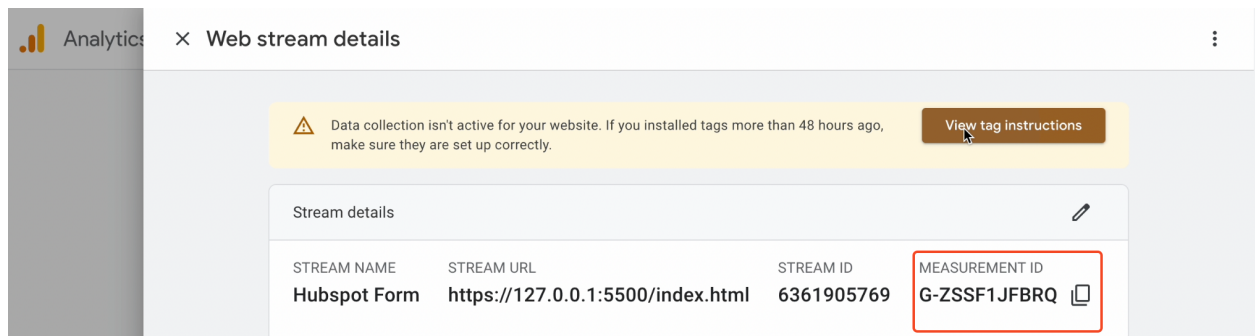
This will create a data stream for your website which can be used for capturing data.

5. Tag Manager Installation:

- Choose to install the tag manager manually.
- Copy the provided code and paste it at the beginning of the `` tag in your website's HTML.



- Copy the measurement ID from the stream details.



4. Create a Google Tag

In Google Tag Manager, go to "Tags," click "New," and select "Google Tag" from the list.

- Paste the measurement ID in the tag configuration.
- In the triggering section, select "All Pages."
- Click save

The screenshot shows the Google Tag Manager configuration interface. At the top, there is a green banner with the text "Added in this workspace" and a button labeled "Abandon changes". Below this, the "Tag Configuration" section is visible, showing the "Tag Type" as "Google Tag" with the "Tag ID" "G-ZSSF1JFBRQ". The "Triggering" section shows the "Firing Triggers" as "Initialization - All Pages".

Google Tag Manager configuration interface showing the following details:

- Tag Configuration:**
 - Tag Type: Google Tag
 - Tag ID: G-ZSSF1JFBRQ
- Triggering:**
 - Firing Triggers: Initialization - All Pages

5. Create a Ga4 tag

- In Google Tag Manager, go to "Tags" and click "New."
- Choose "Google Analytics > GA4 tag."



Use the **Google Tag** and **Google Analytics: GA4 Event** tag together to enable measurement for Google Analytics 4. [Learn more](#)



Google Tag

Load the Google tag associated with your Google Analytics stream



Google Analytics: GA4 Event

Send an event to GA4

Legacy



Google Analytics: Universal Analytics

Send a hit to legacy Universal Analytics



Google Analytics: Classic

Send a hit to legacy Google Analytics Classic

- Enter the measurement ID and give a name to the Event name field.
- You will see the Google Tag found in the container message.

GA4- Event — Form — HS Success

Save

Tag Configuration

Tag Type

 **Google Analytics: GA4 Event**
Google Marketing Platform 

Measurement ID

G-1VV33Z37D0 

✓ Google tag found in this container

Event Name ⓘ

Form_submit 

> Event Parameters

> User Properties

> More Settings

> Advanced Settings

Triggering

Firing Triggers

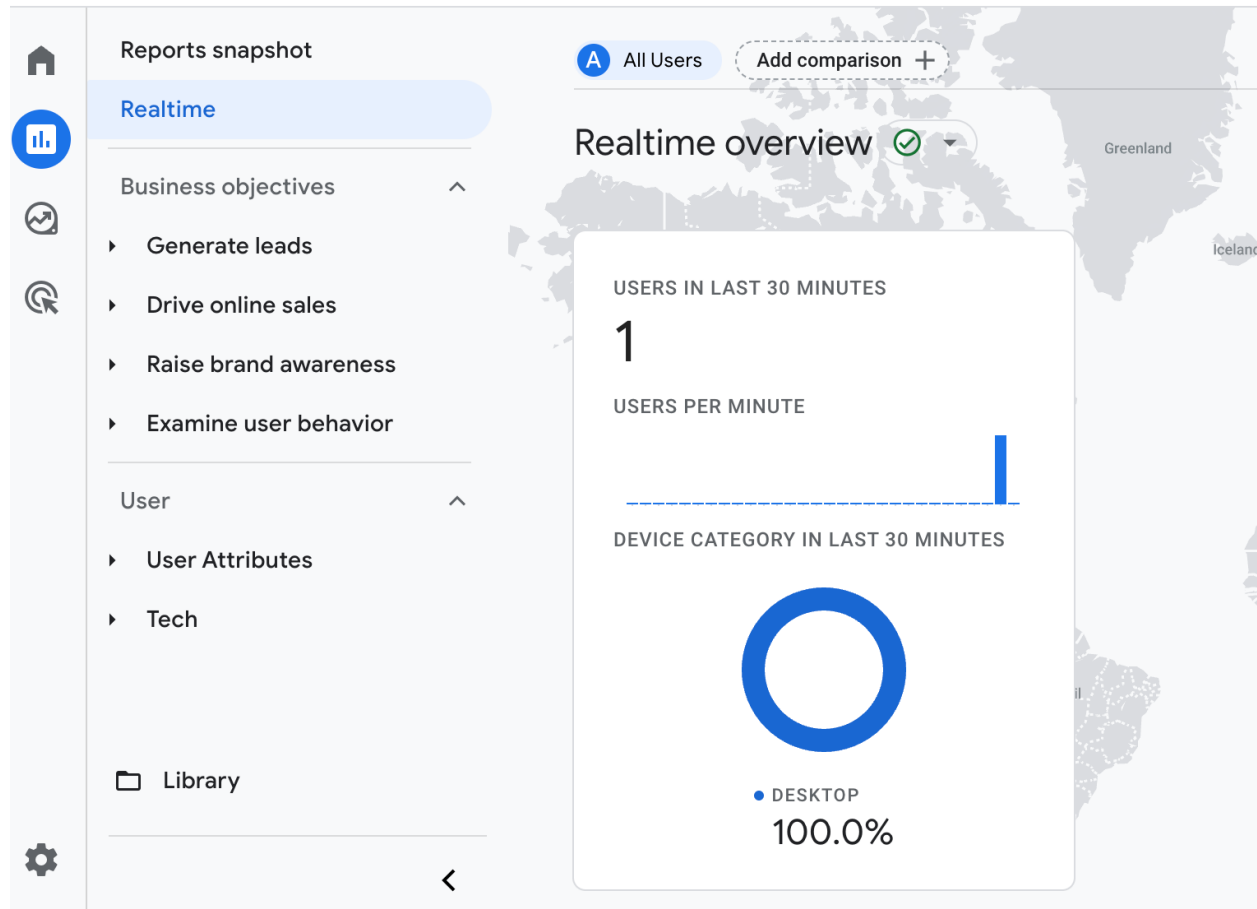
 **Event — hubspot-form-success**
Custom Event

- In the triggering section, choose "HS Form Submission."
- Name the tag as "hs_form_submission" and save.

6. Test The Hubspot Form in Google Analytics 4

Go to your form on the website and fill that.

Go to analytics and click reporting > Realtime and you can see the results below.



In conclusion, setting up HubSpot form tracking in Google Analytics 4 using Google Tag Manager is a manageable process when broken down into clear steps.

By ensuring you have the necessary accounts, such as HubSpot, Google Tag Manager, and Google Analytics, and following best practices like thoughtful naming conventions and careful submission processes, you establish a solid foundation for effective tracking.