AI traffic tracking checklist for GA4

Go through this list to see what AI assistants bring to your site. Allow 15 minutes. You need GA4 and, if you have it, your server's log file. Status as of 19 November 2026.

1. The check in seven steps

Step	What you do	Done
1	Reports, Acquisition, Traffic acquisition. Period at least three months. Find the AI Assistant row.	☐
2	Dimension session source and medium. Write down the number of sessions per assistant.	☐
3	Search Referral for perplexity and claude. If one shows up, create the custom channel group (see regex).	☐
4	Add the landing page dimension. Write down the pages where AI visitors land.	☐
5	Add the key events column. Compare the share of AI visitors who send a request with Organic Search.	☐
6	Open a page with ?utm_source=test, also without www and with http. Does the parameter stay?	☐
7	Count visits with an AI assistant as referrer in your server log. Put the number next to GA4.	☐

2. What you see and what you do

What you see	What you do	Seen
AI Assistant row with chatgpt.com	Review landing pages and key events.	☐
Perplexity or Claude under Referral	Create a custom channel group.	☐
No AI Assistant row, but customers mention ChatGPT	Count in your server log and ask customers how they found you.	☐
Server log shows far more AI visits than GA4	Read GA4 as a lower limit.	☐
utm_source=test disappears after loading	Have the redirect changed so the query string is kept.	☐
Organic Search drops, impressions in AI answers rise	Track the Search Console AI report next to GA4.	☐

Regex for your custom channel group (source)

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^(.*\.)?(chatgpt\.com|chat\.openai\.com|perplexity\.ai|gemini\.google\.com|copilot\.com|copilot\.microsoft\.com|claude\.ai|chat\.deepseek\.com|grok\.com|meta\.ai|chat\.mistral\.ai)$
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This is an example list and one line. Copy it as a single line. Second condition, with OR: medium exactly matches ai-assistant.

Good to know
Clicks from Google AI Overviews and AI Mode sit in Organic Search. You cannot separate them in GA4.
A custom channel group applies retroactively. A standard property can have 2.
Put the AI assistants channel above AI Assistant and Referral. Do not put google.com in the regex.
With few visitors a single month says nothing. Look at several months.

Sources: Google Analytics Help (What's new in Google Analytics, 13 May 2026; Default channel group; Custom channel groups), Google Search Central (Identify Google Search traffic in your web analytics or server logs, updated 12 November 2026), OpenAI Help Center (Publishers and Developers FAQ, version of October 2026). Accessed on 19 November 2026.