

Master Google Analytics GA4

Duration: 12 Hrs

Overview:

This Google Analytics 4 (GA4) course provides comprehensive training on how to utilise GA4 for tracking and analysing website and app performance. It covers the installation and setup of GA4, real-time and standard reporting, event tracking, custom reports, and advanced features. By the end of the course, you'll have a thorough understanding of GA4's capabilities to effectively measure and optimise digital marketing efforts.

Course Objectives:

- Understand the differences between GA4 and Universal Analytics (UA)
- Install and configure GA4 on websites and apps
- Explore real-time, acquisition, engagement, and retention reports
- Create and manage custom events and reports
- Utilise advanced features such as funnel exploration, cohort analysis, and cross-domain tracking
- Integrate GA4 with Google Ads and other tools
- Ensure privacy compliance and effective use of GA4's reporting identity features

Introduction to GA4

- Difference between GA4 and UA
- What's New in GA4

Module 1: Installation and Setup

- How to Install GA4 on Website
- Installing GA4 using Plugin
- Google Analytics Demo Account for Free
- Walkthrough of GA4 Dashboard

Module 2: Real-Time and Standard Reports

- Real Time Reports in GA4
- Acquisition Reports in GA4
- Engagement Reports in GA4
- Retention Report in GA4
- Users Report in Google Analytics 4

Module 3: Customization and Events

- Introduction to Events in Google Analytics 4
- Creating Custom Events in GA4 - Step by Step
- Custom Events in GA4 using Google Tag Manager - Step by Step

Module 4: Reports and Analysis

- Explore Report in Google Analytics 4 - Free Form Report
- Funnel Exploration in Google Analytics
- Open & Closed Funnel in Google Analytics 4
- Path Explore Report
- Segment Overlap Report Analysis
- Cohort Analysis & Exploration in GA4

Module 5: Advanced Features and Integrations

- Connect Google Ads & Google Analytics - All Benefits
- What is Debug View in GA4
- Insights & Ask Intelligence Feature in GA4
- Reporting Identity in GA4 - Cross Device Tracking

Module 6: Configuration and Tracking

- Exclude IP & Internal Traffic in GA4
- Create Landing Page Report in GA4
- Create Basic Report in GA4
- Understanding Segments in Google Analytics
- Sub Domain Tracking in GA4
- Cross-Domain Configuration in GA4

Module 7: Permissions and Tools

- How to Give Access in Google Analytics 4
- Concept of Filters in GA4 & How to Use Them
- Difference Between Google Analytics & Google Tag Manager

Module 8: Metrics and Dimensions

- What are Dimensions & Metrics in Google Analytics 4
- GA4 Introducing Metrics & Dimensions - GA4 Updates