

Google Analytics 4 in a Day

Duration: 08hrs

Overview:

This comprehensive course on Google Analytics 4 (GA4) is designed to equip you with the skills and knowledge to effectively track, analyze, and optimize your digital presence. Starting with an introduction to the benefits of GA4, you'll learn how to track customer journeys, analyze user engagement, and set up goals and events with ease. The course covers enhanced visualizations and reporting, providing you with a plethora of parameters to work with.

Course Objectives:

In this course, you will learn:

- Google Analytics 4 and related concepts
- Planning your Analytics
- Set up and other considerations
- Reports and insights from GA4 reports

Course Content:

INTRODUCTION

- Benefits of Google Analytics 4
- Customer Journey Tracking
- User Engagement Analysis
- Simplified Goals and Events Setup
- Enhanced Visualizations and Reporting
- A Plethora of Parameters

Module 1: Planning Your Analytics

- Identifying Business Goals and Objectives
- Determining What's Important to Track
- Preparing a Measurement Plan

Module 2: Setup - Event Tracking, Conversions, Purchases

- Preparing a Tag Implementation Plan
- Event Tracking
- Purchase Tracking and Key Events
- Dimensions and Metrics
- Recommended Event Naming Conventions

Module 3: Setup: Other Considerations

- User-Scoped Custom Dimensions and User ID
- Custom Metrics
- Audiences
- Integrations with Google Ads, Google Merchant Center & Search Console

Module 4: Reports Part #1 - Standard Reports

- Acquisition
- Engagement
- Monetization
- Other Reports
- Metrics and Dimensions

Module 5: Reports Part #2 - Explorations and Custom Reports

- Free Form Exploration
- Segments and Comparisons
- Funnel Exploration
- Path Exploration

Module 6: Reports Part #3 - Marketing Campaigns and Attribution

- UTM Tracking
- Analyzing Traffic Sources

- Marketing Campaign Analysis
- Advertising Reports

Module 7: Reports Part #4 - Funnel Tracking

- Introduction to Funnels
- Planning Funnel Tracking
- Setting Up Funnel Tracking
- Viewing Funnel Data in Reports

Module 8: Insights from GA4 Reports

- Finding Revenue Opportunities
- Analyzing E-Commerce Data