

Advanced Google Analytics Training

Course Duration: 8 Hours (1 Day)

Overview

The Advanced Google Analytics Training course is a comprehensive program designed for learners looking to deepen their understanding of Google Analytics 4 (GA4). This course covers an extensive range of topics, from the basics of setting up and understanding the platform to Advanced reporting and Data analysis techniques. Participants will learn about the pros and cons of GA4, Customer journey tracking, User engagement analysis, and simplified Goals and events setup. The course offers practical lessons on identifying business goals, tracking KPIs, and creating a measurement plan. It also covers technical aspects like Event tracking, Conversions, Privacy settings, and Integration with other Google services. By obtaining an advanced google analytics certification, learners will be equipped with the skills required to leverage analytics for strategic decisions and gain insights into user behavior and performance metrics, which is essential for any data-driven organization. The course is beneficial for those looking to migrate from Universal Analytics to GA4 and seeking to find revenue opportunities through advanced Event tracking and analysis.

Audience Profile

The Advanced Google Analytics Training at Koenig Solutions is designed for professionals seeking to deepen their analytics expertise and leverage GA4's advanced features.

- This training is ideal for:
- Digital Marketing Managers
- SEO and SEM Specialists
- Data Analysts
- Marketing Analysts
- Web Analysts
- Digital Analytics Consultants
- E-commerce Managers
- IT Professionals involved in website/app development and analytics
- Product Managers
- UX/UI Designers seeking to understand user behavior
- Conversion Rate Optimization (CRO) Experts
- Content Strategists
- Social Media Managers
- PPC Specialists
- Business Intelligence Professionals
- Marketing Technologists

- Entrepreneurs and Business Owners who directly manage their online presence

Course Syllabus

- Google Tag Manager
- E-commerce Tracking and Reporting
- Social Media Analytics
- Virtual Pageviews
- Event Tracking
- Custom Dimensions and Metrics