

Google Analytics 4: Comprehensive Course for Digital Marketers

Duration: 16 hours

Course Description:

This Google Analytics 4 (GA4) course provides an in-depth guide to leveraging GA4 for tracking, analyzing, and optimizing digital marketing performance. You'll learn how to set up GA4, configure server-side tracking, create custom events, and generate insightful reports. The course also covers advanced features such as audience segmentation, funnel exploration, cross-domain tracking, and Google Ads integration. By the end of this course, you'll have the skills to confidently use GA4 for data-driven decision-making and improving marketing strategies.

Audience Prerequisites:

- Familiar with digital marketing concepts
- Understanding the basics of google analytics like report creation, layout

Agenda for GA4 Course

Module 1: Installation and Setup

- Connecting WordPress to google analytics
- Google Analytics Demo Account for Free
- Walkthrough of GA4 Dashboard

Assignment : Connecting WordPress to google analytics, setting word press account

Module 2 : Introduction to Server-Side Tracking

- What is server-side tracking?
- How it differs from client-side tracking
- Benefits of server-side tracking (e.g., improved data accuracy, better privacy compliance)
- Setting Up a Server-Side Tag Manager (GTM Server-Side)
- Overview of Google Tag Manager (GTM) for server-side tracking
- Setting up a GTM server container
- Deploying GTM on a cloud platform

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

Assignment : Create a custom event in GA4 using Google Tag Manager

Module 4: Reports and Analysis

- Explore Report on Google Analytics 4 - Free Form Report and custom report
- Funnel Exploration in Google Analytics
- Open & Closed Funnel in Google Analytics 4
- Path Explore Report
- Segment Overlap Report Analysis
- Cohort Analysis & Exploration in GA

Assignment : Create a funnel analysis report and share insights on user behavior.

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

Assignment : Connecting google ads with google analytics

Module 6: Configuration and Tracking

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

Assignment : Configure subdomain tracking and create a basic report.

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
- Auditing the implementation in google analytics
- Google APIs and its usage in google analytics

Assignment : Set up user permissions and apply filters in GA4. Compare GA4 and GTM functionalities.

Module 8: Metrics and Dimensions and introduction to PPID

- What are Dimensions & Metrics in Google Analytics 4
- GA4 Introducing Metrics & Dimensions - GA4 Updates
- Definition and purpose of PPID (Publisher Provided Identifier)
- Role of PPID in digital advertising and user tracking
- The role of hashed and encrypted user identifiers

Assignment : Create a report using key metrics and dimensions. Analyze and present findings.