

Google Analytics GA4: Events & Funnel Exploration

Learn to install, configure and use GA4 for event tracking, custom reports and funnel and cohort exploration.

12 Hours

DURATION

9

MODULES

35

TOPICS

COURSE 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.

WHO THIS COURSE IS FOR

Digital Marketers

Web Analysts

Marketing Analysts

SEO Specialists

Website Administrators

Data Analysts

LEARNING 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

9 Modules, 35 Topics

Introduction to GA4

TOPICS

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

01

Installation and Setup

TOPICS

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

02

Real-Time and Standard Reports

TOPICS

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

03

Customization and Events

TOPICS

- 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

04

Reports and Analysis

TOPICS

- 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

05

Advanced Features and Integrations

TOPICS

- 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

06

Configuration and Tracking

TOPICS

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

07

Permissions and Tools

TOPICS

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

08

Metrics and Dimensions

TOPICS

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

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

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