

KOENIG SOLUTIONS • COURSE OUTLINE

GA4 in a Day: Event Tracking & Funnel Exploration

Learn to plan, set up and analyse GA4 tracking, from events and conversions to funnel and attribution reports.

8 Hours

DURATION

9

MODULES

37

TOPICS

COURSE 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.

WHO THIS COURSE IS FOR

Digital Marketers

Web Analysts

Marketing Campaign Managers

E-Commerce Managers

Business Analysts

LEARNING 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

9 Modules, 37 Topics

Introduction

TOPICS

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

01

Planning Your Analytics

TOPICS

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

02

Setup - Event Tracking, Conversions, Purchases

TOPICS

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

03

Setup: Other Considerations

TOPICS

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

04

Reports Part #1 - Standard Reports

TOPICS

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

05

Reports Part #2 - Explorations and Custom Reports

TOPICS

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

06

Reports Part #3 - Marketing Campaigns and Attribution

TOPICS

UTM Tracking · Analyzing Traffic Sources · Marketing Campaign Analysis · Advertising Reports

07

Reports Part #4 - Funnel Tracking

TOPICS

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

08

Insights from GA4 Reports

TOPICS

Finding Revenue Opportunities · Analyzing E-Commerce Data

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.

FLEXIBLE DELIVERY

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