

Google Analytics 4: Server-Side Tracking & Funnels

Learn to configure GA4 server-side tracking, custom events, funnels and integrations for data-driven marketing analysis.

16 Hours

DURATION

8

MODULES

39

TOPICS

7

HANDS-ON ACTIVITIES

COURSE OVERVIEW

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.

WHO THIS COURSE IS FOR

Digital Marketers

Marketing Analysts

Web Analysts

GA4 Administrators

SEO Specialists

PREREQUISITES

Audience Prerequisites

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

LEARNING OBJECTIVES

- Connect WordPress and set up a GA4 demo account
- Explain server-side tracking and how it differs from client-side
- Configure a GTM server container on a cloud platform
- Create custom events in GA4 using Google Tag Manager
- Analyse funnel, path, segment overlap and cohort reports
- Integrate Google Ads with Google Analytics
- Configure cross-domain and subdomain tracking in GA4
- Apply filters and manage user permissions in GA4

8 Modules, 39 Topics

01

Assignment

Installation and Setup

TOPICS

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

02

Introduction to Server-Side Tracking

TOPICS

- 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

03

Assignment

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

Assignment

Reports and Analysis

TOPICS

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

05**Assignment**

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**Assignment**

Configuration and Tracking

TOPICS

- 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

07**Assignment**

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

08**Assignment**

Metrics and Dimensions and Introduction to PPID

TOPICS

- 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

Practise What You Learn

#	MODULE	ACTIVITY
01	Installation and Setup	Connecting WordPress to google analytics, setting word press account
03	Customization and Events	Create a custom event in GA4 using Google Tag Manager
04	Reports and Analysis	Create a funnel analysis report and share insights on user behavior
05	Advanced Features and Integrations	Connecting google ads with google analytics
06	Configuration and Tracking	Configure subdomain tracking and create a basic report
07	Permissions and Tools	Set up user permissions and apply filters in GA4. Compare GA4 and GTM functionalities.
08	Metrics and Dimensions and Introduction to PPID	Create a report using key metrics and dimensions. Analyze and present findings.

WHAT IS INCLUDED

Everything You Need to Succeed

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

Learn the Way That Suits You

Classroom Training

Live Online Classes (ILO)

Fly-Me-A-Trainer (FMAT)

Flexi (Self-Paced)

1-on-1 Training

Ready to Get Started?

Talk to a learning advisor about schedules, group training and customised delivery.

Visit koenig-solutions.com

✉ info@koenig-solutions.com