Google Analytics V4

Business-ready skills for growth, operations, and

A practical, student-friendly outline covering google Analytics 4 - Course Overview, fundamentals of Google Analytics, and advanced Topics with Google Analytics.

MODULES
3

LESSONS
39

FORMAT
Self-paced

Module Breakdown

MODULE 1

Google Analytics 4 - Course Overview
1.0 About Google Analytics 4
1.1 Course Intro Welcome
1.2 Instructor Intro

MODULE 2

Fundamentals of Google Analytics
2.1 What is a Digital Product
2.2 Google Market Platform
2.3 Google Analytics Overview
2.4 Google Analytics 4 Overview
2.5 Whiteboad Discussion-How Does GA Work
2.6 Comparing GA3 to GA4
2.7 Whiteboard Compare Data Models
2.8 Demo- GA Console Walkthru
2.9 Admin Panel
2.10 Demo Admin Panel
2.11 Tag Manager
2.12 Demo Tag Manager
2.13 Segment Review
2.14 Segment Review Questions

Module Breakdown (continued)

MODULE 3

Advanced Topics with Google Analytics

3.1 Upgrading and Running Parallel
3.2 Whiteboard Discussion - Parallel
3.3 Demo Console Parallel
3.4 Hands on Demo - Install GA4 on a Live Site
3.5 Understand Reporting Options, Lifecycle Collections
3.6 Hands on Demo - Exploring reports
3.7 Hands on Demo - Set up GA4 Custom Eventsmp4
3.8 Hands on Demo - Conversions, Audiences, DebugView
3.9 Hands on Demo - Advertising
3.10 Hands on Demo - Explorations:Insights
3.11 Hands on Demo - Lifecycle and Users
3.12 Google Big Query Connections
3.13 Demo - BigQuery Data Integrations
3.14 Google Ads
3.15 Demo - Google Ads
3.16 Google Signals
3.17 Demo - Google Signals

MODULE 3

Advanced Topics with Google Analytics (continued)

3.18 Certification Options
3.19 Segment Summary
3.20 Review Questions
3.21 Resources
3.22 Course Closeout