



# Google Analytics Course Syllabus

## Module 1: Introduction to Web Analytics

- Understanding the importance of web analytics
- Overview of Google Analytics and its evolution
- Differences between Universal Analytics and GA4
- Setting up a Google Analytics account

## Module 2: Setting Up Google Analytics

- Installing tracking codes on websites
- Configuring data streams in GA4
- Setting up filters and views (Universal Analytics)
- Linking Google Analytics with other Google tools (e.g., Google Ads, Search Console)

## Module 3: Navigating the Google Analytics Interface

- Understanding the dashboard and real-time reports
- Exploring standard reports: Audience, Acquisition, Behavior, and Conversions
- Customizing reports and creating dashboards
- Utilizing segments and annotations for deeper insights

## Module 4: Event Tracking and Goals

- Setting up and tracking events in GA4
- Defining and configuring goals (Universal Analytics)
- Measuring user interactions and conversions
- Understanding enhanced measurement features in GA4

## Module 5: E-commerce and Campaign Tracking

- Implementing e-commerce tracking
- Analyzing product performance and sales funnels
- Setting up UTM parameters for campaign tracking
- Interpreting campaign performance reports

## Module 6: Advanced Analysis and Reporting

- Creating custom reports and dashboards
- Utilizing exploration reports in GA4 [ONLC](#)

- Segmenting data for targeted analysis
- Exporting and sharing reports with stakeholders

## **Module 7: Data Privacy and Compliance**

- Understanding data privacy laws (e.g., GDPR, CCPA)
- Configuring data retention settings
- Managing user consent and data deletion requests
- Ensuring compliance with legal and ethical standards

## **Module 8: Practical Applications and Case Studies**

- Analyzing real-world scenarios using Google Analytics
  - Identifying key performance indicators (KPIs)
  - Making data-driven decisions to improve website performance
  - Continuous monitoring and optimization strategies
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### **Prerequisites:**

- Basic understanding of websites and digital marketing
- Familiarity with web browsers and internet navigation
- No prior experience with Google Analytics required

### **Tools and Resources:**

- Google Analytics account (Universal Analytics and GA4)
- Access to a website or demo account for practice
- Google Tag Manager (optional for advanced tracking)
- Supplementary materials and tutorials from Google Analytics Academy