

Google Analytics Quick Start

GoSkills online course syllabus

Skill level

Beginner

Lessons

18

Pre-requisites

No prior experience needed

Video duration

50m

Estimated study time

50m 23s

Instructor

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Introduction

1 Unlock actionable insights with Google Analytics

Google Analytics is a valuable tool that can help you make informed decisions for your business by providing valuable insights and data-driven information about website performance, audience behavior, and marketing effectiveness.

Introduction to Google Analytics 4

2 Google Analytics 4 definitions

Before you begin exploring Google Analytics 4 reports, it's critical to ensure you have base-level knowledge of website analytics.

3 How Google Analytics 4 works

Google Analytics 4 is designed to accommodate evolving privacy standards while balancing users' needs for actionable reporting.

4 Universal Analytics vs Google Analytics 4

With the shift from Universal Analytics to Google Analytics 4, Google has re-defined key metrics and dimensions.

Setting Up Google Analytics 4

5 Import data into Google Analytics 4

The default and most common way of getting your data into Google Analytics is via Google Tag Manager.

6 Send data with Google Tag Manager

Google Tag Manager is a tag management system that allows you to send data to different platforms.

7 Add the Google Analytics 4 Google Tag
The Google Analytics 4 Google Tag allows you to capture basic reporting information such as pageviews, site searches, video engagement and more.

8 Create custom Google Analytics 4 events
The Google Analytics 4 Google Tag automatically tracks basic reporting information such as pageviews, site searches, and more.

Key Google Analytics 4 Reports

9 Navigate the Google Analytics 4 interface
Google Analytics 4 has a new user interface compared to Universal Analytics.

10 Google Analytics 4 reports snapshot
The reports snapshot in Google Analytics 4 is an executive-level view of all the reports within Google Analytics 4.

11 Google Analytics 4 acquisition reports
Google Analytics 4 breaks out site visits in two ways.

12 Google Analytics 4 engagement reports
Engagement reports within Google Analytics 4 highlight how users are using your site.

13 Google Analytics 4 monetization reports
For those who have eCommerce tracking implemented, the monetization reports drill into product performance and how users are navigating through your checkout funnel.

14 Google Analytics 4 user reports
If you want to know more about the makeup of your audience, Google Analytics demographic report is a great place to start.

15 Google Analytics 4 retention reports
The Retention reports are a new set of reports within Google Analytics 4 that provide insight into how you are retaining your users.

16 Google Analytics 4 advertising reports
As a separate area within Google Analytics 4, the advertising section reports out on your top converting marketing channels as well as how long it takes users to convert.

17 Create comparisons and audiences
With a basic knowledge of the reports within Google Analytics 4, the next step of being able to unlock your website analytics is to be able to segment your visitors.

Conclusion

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Your path forward with Google Analytics 4

Thank you for watching this course!

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