

Making the Switch to Google Analytics 4

GoSkills online course syllabus

Skill level

Beginner

Lessons

17

Pre-requisites

No prior experience needed

Video duration

1h 9m

Estimated study time

1h 9m

Instructor

Benjamin Kepner

Introduction

- 1** **Introducing Google Analytics 4**
Google Analytics 4 is the newest iteration of Google Analytics that is meant to provide robust tracking and reporting for websites and apps.
- 2** **Getting started with Google**
Before getting started with Google Analytics, you'll need a Google account.

Setting Up Google Analytics 4

- 3** **Creating a Google Analytics 4 property**
There are different approaches for creating a Google Analytics 4 property depending on whether or not you already have an existing Universal Analytics property or not.
- 4** **Data collection and tracking**
The first step to set up your property to track your website or app is to connect Google Analytics 4 through a tracking tag.
- 5** **User settings and account linking**
Different members of your team will be able to use Google Analytics at varying levels, which can help you cut costs.

Web and App Reports

- 6** **Metrics and dimensions**
There are lots of different metrics and dimensions available to you to build your reports.
- 7** **Realtime reports**
You'll encounter data points where you want your data particularly fast, so a realtime report works best.

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Acquisition reports

Acquisitions reports can give you insight into new clients or customers, which informs how your marketing efforts are working.

9

Engagement reports

Engagement reports can let you know where users are completing events and conversions as well as how they behave on various pages and screens.

10

Monetization reports

Monetization reports can let you measure purchase revenue and checkout funnels to keep track of ecommerce transactions.

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Retention reports

Retention reports help you discern how frequently users engage with your website or app after their first visit.

New Workspaces

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Explorations

Having a strong idea of how different pages work together and impact a visitor's journey through your website or app can allow you to adjust your marketing accordingly.

13

Funnel explorations setup

The Funnel exploration visualization is an especially useful dynamic diagram that lets you see how users are completing different steps in one particular funnel.

14

Advertising workspace

In marketing, there are different ways to attribute how users complete tasks.

Events and Conversions

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Google Analytics 4 events

An event in Google Analytics 4 is a point when a consumer takes an action on your website or app, such as scrolling or clicking a link.

16

Configuring conversions

Conversions in Google Analytics 4 are events that are "important" to your business.

Conclusion

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Time to get tracking!

Thank you for watching this course! Now it's your turn to get started tracking and optimizing your website or app using Google Analytics 4.

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