Google Analytics 4 Training Course - Introduction to GA4 Reporting

Learn to use essential reports in this Google Analytics 4 training course. This course teaches how to locate and customize the most commonly used Google Analytics 4 reports, methods for analyzing data, and creating customized reports.

This is a half-day or one evening class, which can be combined with the Google Analytics 4 migration training for a full-day course. See all available Google Analytics Training options.

In this Google Analytics 4 course you will learn to use reporting to understand:

- The audience that is visiting a website, including the location, demographics, and devices used by visitors.
- The sources of traffic that brought visitors to the site, from social media to search engines and advertising.
- What actions visitors tools while on the site, including pages viewed, items clicked, and things downloaded.

This Google Analytics 4 course is focused on locating actionable information, emphasizing how to find and use reports that meet the objectives of your organization.

Training includes hands-on projects, and live hands-on use of Google Analytics. You can use your own analytics account, or use an account provided to you for the course.

This course emphasizes practical skills that enable you to quickly start using and understanding Google Analytics reporting. Regularly scheduled Google Analytics classes have limited enrollment to provide personalized attention and answer questions relating to your specific site.

Google Analytics 4 courses are delivered by live instructors. Regularly scheduled public classes are available monthly, or private Google Analytics training is available for you or your group.

The audience for this Google Analytics 4 course ranges from marketing professionals, sales professionals, analytics, and business managers to web designers and web developers who need to understand how to use Google Analytics for gathering information about website visitors, their actions, the content they see, what sent them to the site, and digital marketing activities.

Google Analytics 4 Reporting Course: Topics Covered

GA4 new capabilities
GA4 differences from UA

Confirming GA4 Setup
Setup Enhanced Measurement
GA4 and UA concurrent data collection
GTM vs. Manual Setup
Managing User Accounts

Understanding GA data structure
Campaign Tracking in GA4

Understanding the GA4 Navigation and UI
Accessing Reports
Customizing the interface
Real time vs historical reports
Campaign Tracking

Filtering Data
Using comparisons to segment data
Applying Filters
Using Secondary Dimensions

Using Acquisition Reporting
Understanding Engagement Reports
Using the Pages and Engagement
Overview Report
Interpreting the Events report

Defining Conversions in GA4
Conversions Reporting in GA4

Working with User Reporting
Evaluating Demographics and Interest
reports
Using technology reporting to understand
your audience

GA4 setup
Understanding GA4 Data Streams
Creating filters in GA4
GA4 and web applications

Interpreting default events captured in GA4
Adding custom events in GA4
Configuring and using event parameters
Modifying events in GA4

Using GA4 Debug mode

Using Explorations for Custom Reporting
User and user lifetime explorations
Cohort explorations
Funnel exploration reports
Path explorations
Segment explorations

Building audiences
Creating audience triggers

Understanding Ecommerce tracking

Choosing an attribution model in GA4

Advanced Topics:
Importing data into GA4
Working with the Measurement Protocol
Cross-domain tracking
Product linking
Understanding User ID tracking