

## Google Analytics Bootcamp for GA4

This Google Analytics 4 bootcamp covers setup, migration, and reporting in GA4. The first half of the course covers the necessary steps to make GA4 functional and collect data, as well as convert any previous setup in earlier versions of Universal Analytics into GA4.

The second half of the course teaches you to how to locate, use, and customize the most commonly used Google Analytics 4 reports.

You can take either portion of this training separately, see all available [Google Analytics Training](#) options for details.

In this Google Analytics 4 course learn to use GA4 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.

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.

## Migrating from Universal Analytics Course Topics

Planning the migration from Universal Analytics to Google Analytics 4

Data Collection Changes between GA4 and UA

Understanding Hit Scopes and Hit types

Overview of Events in GA4

Understanding Events in GA4 vs. UA

Creating Filters

Internal Traffic Filter

Testing filters

Options for Similar UA Views in GA4

Migrating Events from UA to GA4

GA4 Events

Understanding Event Limitations in GA4

GA4 Enhanced Measurement

GA4 Recommended Event Names

Creating Custom Events

Creating Goals and Conversions in GA4

Create GA4 Events to define Goals

Adding GA4 Events as conversions

Working with Custom Dimensions in GA4

Differences with User-scoped custom dimensions in GA4

Custom Metrics & Dimensions in GA4

Using GA4 Audiences

Ecommerce Considerations with GA4

GA4 Tagging Setup

Tagging for GA4 while maintaining UA

Adding Events needed in GA4

Deprecated Metrics

Goals and Conversions

Working with User ID in GA4

Validating GA4 data vs UA

Comparing GA4 and UA Data

GA4 Resources

## Google Analytics 4 Reporting Course Topics

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