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Google Analytics 4 with Tag Manager training

MIGRATE FROM UNIVERSAL ANALYTICS TO ANALYTICS 4

2 days (14 hours)

Presentation

Google Analytics 4 and Tag Manager are among the most powerful [free web analytics tools](#) available. Its free version provides immense tracking and analysis capabilities for most businesses.

Analytics 4 is the successor to Analytics 3 (also known as Universal Analytics), the previous [version of](#) which [was very popular](#) with webmasters and web analysts worldwide. An estimated 74% of analytics professionals use Google Analytics.

The move to Analytics 4 is a real turning point for web and data professionals. Many changes have been made, such as data collection based more on users rather than sessions.

Google Tag Manager is the leading tool for managing tracking tags. Installing Google Analytics via GTM is the [most recommended method](#).

Tag Manager gives you an overview of all your site's Analytics events. This will enable you to efficiently modify, add or delete conversion tracking.

This Google Analytics 4 with Tag Manager training course will teach you about GA4, highlighting the [differences with Universal Analytics](#). You'll learn about the GA4 interface, how it works and how to configure it. At the end of the course, you'll be able to easily switch from Universal Analytics to Analytics 4.

We'll then teach you how to migrate your Universal Analytics goals to Analytics 4 using Google Tag Manager. We'll teach you how to use

GTM followed by the installation of data collection beacons.

Objectives

- Handle both Google Analytics 4 and Universal Analytics
- Understanding the main differences between Analytics 3 and Analytics 4
- Understanding how data collection works in Analytics 4
- Installing and configuring the tool with Tag Manager
- Create customized reports
- Create conversion tracking via GTM
- Using and understanding Tag Manager
- Good tagging practices

Target audience

- Web analyst
- Acquisition manager
- Marketing and communications manager
- Data analyst
- Traffic manager
- Webmaster

Prerequisites

Knowledge and experience of Google Analytics Universal.

Technical requirements

Have a Google account.

Program of our Google Analytics 4 with Tag Manager training course

The challenges of digital measurement

- The basics of web analysis and its importance
- The concepts of dimension / metric / ratio
- Examples of KPIs by business sector
- Keeping Universal Analytics data

How GA4 works

- Introduction to GA4 and main differences from UA
- Advantages and disadvantages
- How does GA4 collect data?
 - How cookies work
 - RGPD Update
- Current tool limitations, data modeling and consent
- Different installation methods (script, GTM, plugins)
- Key concepts of GA4 vs UA
 - Events at the heart of the analysis
 - User-based rather than session-based metrics
 - Engagement rate vs. bounce rate
 - The place of conversion
 - Cross domain
 - Cross-platform

Configuring the GA4 tool

- Creating a GA4 property
- The different installation plug-ins (Wordpress / Prestashop / Shopify)
- Basic Google Tag Manager settings
- User management
- Data filters
- Create an event
- Create a conversion

Using GA4

- Interface presentation
 - Quick overview
 - Summary and detailed reports
 - Data analysis: sorting and filtering
 - Comparison/segmentation functionality
 - Date comparison
- Analysis techniques
- The various reports
- Audience creation
- Focus on exploration reports
- Conversion funnels
- Overlapping segments
- Path analysis
- Conclusion
- Exchanges

Introduction to GTM

- Introducing Google Tag Manager
- Presentation of the tool structure
- The administration section

- How GTM works
 - Triggers
 - Variables
 - Beacons
 - The files
- Introduction to recipe templates and import tool
- Workspaces and versions

Best practices

- Respecting naming conventions
- Preview before publishing
- Describe each version
- The benefits of tagging
- Update your tagging plan every time you make a change

Setting up Analytics tracking

- Create your first variable
- Create a page view tag and use the fields to be defined
- Using the debug view for debugging

Creating events with Tag Manager

- Introducing the Google Event Library
- Track a form submission and use the parameters
- Setting conversion parameters in Analytics
- Create a personalized event
- Creating custom dimensions and statistics in Google Analytics 4
- Debugging

Complementary module (+1 day) : Server-side tracking

Understanding server side tracking

- Web architecture
 - How is a web page displayed?
 - What does the word "server" mean?
 - What does the word "customer" mean?
- Why use server-side monitoring?
 - Faster loading speed
 - Comply with regulations concerning personal data
 - Complete control over the data collected
 - Bypassing ITP
 - Bypassing ad blockers

- The differences between server-side and client-side tracking
 - The costs
 - Implementation
- Technical configuration prerequisites

Install Tag Manager on your server

- Beacon provisioning
- Adding a Google Cloud Platform server
- Connect a custom domain
- Test your implementation

Server-side interface overview

- Customers
- Beacons
- Triggers
- Variables

Installing Google Analytics 4

- Creating a client-side container
- Modify tracking code to bypass ad blockers
- Configuring the GTM Loader
- Deploying the GTM loader
- Creating a GA4 page view tag
- Configuring the main client
- Creating a server-side GA4 page view tag
- Creating a custom GA4 server-side tracking tag

Companies concerned

This course is aimed at both individuals and companies, large or small, wishing to train their teams in a new advanced computer technology, or to acquire specific business knowledge or modern methods.

Positioning on entry to training

Positioning at the start of training complies with Qualiopi quality criteria. As soon as registration is finalized, the learner receives a self-assessment questionnaire which enables us to assess his or her estimated level of proficiency in different types of technology, as well as his or her expectations and personal objectives for the training to come, within the limits imposed by the selected format. This questionnaire also enables us to anticipate any connection or security difficulties within the company (intra-company or virtual classroom) which could be problematic for the follow-up and smooth running of the training session.

Teaching methods

Practical course: 60% Practical, 40% Theory. Training material distributed in digital format to all participants.

Organization

The course alternates theoretical input from the trainer, supported by examples, with brainstorming sessions and group work.

Validation

At the end of the session, a multiple-choice questionnaire verifies the correct acquisition of skills.

Sanction

A certificate will be issued to each trainee who completes the course.