

# Školení Google Analytics 4

Course code: H1GOA4

During the training, we will help you find your way around the GA4 user interface, you will learn how to read data, and you will also try creating custom reports and analyses yourself. When you're measuring data about what's happening on your website, it's also useful to be able to read it. Google Analytics 4 offers many ways to view data. We will be happy to guide you through the GA4 user interface so that you can read the information that is important to you from the measurement data.

## Who is the course for

- Marketing specialist, project manager who evaluates attendance, efficiency and return on investment at work.
- A beginner or intermediate user who is not sure how to use Google Analytics 4 and draw practical implications.

## Teaching materials

Printed materials

## Course outline

### GA4 CHARACTERISTICS

Let's talk about what Google Analytics is

What are the differences between Universal Analytics and GA4

What is event based analytics

User definition

We will explain what is an event and what is a conversion and what is the difference between them

### SOURCES OF VISITS AND ATTRIBUTION MODELS

We'll talk about how GAs will know from which source the user came.

Let's talk about how UTM parameters are used

What source will GA assign the conversion to

### REPORTS

You will learn basic reports

We will explain individual metrics and dimensions.

We will go through the library for creating and editing our own reports

### RESEARCH (OWN ANALYSIS)

You will learn to create your own surveys

### CONVERSION ROUTES, ATTRIBUTION MODELS

Learn what sources users came from before they converted

### CONFIGURATION AND OTHER SETTINGS IN GA4

Definition and editing of custom events, dimensions and metrics

Creating your own audience

Other possible settings in GA4 that you can use in analytics

### PRACTICAL PART + DISCUSSION

You will test the acquired knowledge

You will have space for discussion with the lecturer and solving specific problems

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