

Course Code	: C022	Registration Fee	: ₹ 200
Course Name	: Certificate in Google Analytics	Exam Fee	: ₹ 300
Duration	: 1 Month	Fee	: ₹ 2000
		Total	: ₹ 2500

SNO	Topic	Content
1.	Introducing Google Analytics	Why digital analytics, How Google Analytics works, Google Analytics setup, How to set up views with filters
2.	The Google Analytics layout	Navigating Google Analytics, Understanding overview reports, Understanding full reports, How to share reports, How to set up dashboards and shortcuts
3.	Basic Reporting	Audience reports, Acquisition reports, Behavior reports
4.	Basic Campaign and Conversion Tracking	Measuring Custom Campaigns, Tracking campaigns with the URL Builder, Using Goals to measure business objectives, Measuring AdWords campaigns, Course review and next steps
5.	Data Collection and Processing	Google Analytics data collection, Categorizing into users and sessions, Applying configuration settings, Storing data and generating reports, Creating a measurement plan
6.	Setting Up Data Collection and Configuration	Organize your Analytics account, Set up advanced filters on views, Create your own Custom Dimensions, Create your own Custom Metrics, Understand user behavior with Event Tracking, More useful configurations
7.	Advanced Analysis Tools and Techniques	Segment data for insight, Analyze data by channel, Analyze data by audience, Analyze data with Custom Reports
8.	Advanced Marketing Tools	Introduction to remarketing, Better targeting with Dynamic Remarketing, Course Summary
9.	Introduction to Ecommerce Analysis	Course overview, Using the measurement plan, Reporting vs. analysis, Analysis preparation, Next steps
10.	Understanding Customers	Traffic source analysis, Multi-channel analysis, Customer profile analysis, Summary and takeaways
11.	Understanding Shopping Behavior	Enhanced Ecommerce overview, On-site merchandising analysis, Shopping behavior analysis, Checkout analysis, Summary and takeaways,
12.	Starting out with Google Tag Manager	Start with a measurement plan, Develop a tag implementation strategy, Tag Manager overview,
13.	Setting up Google Tag Manager	Install the Google Analytics tag, Set up a GA Property variable, Set up cross-domain tracking, Understand the Data Layer
14.	Collecting data using the Data Layer, variables, and events	Pass static values into Custom Dimensions, Pass dynamic values into Custom Metrics, Track events with variables
15.	Using additional tags for marketing and remarketing	Set up AdWords conversion tracking, Set up Dynamic Remarketing