Course duration

- 1 day

Course Benefits

- Learn to set up intelligence alerts.
- Learn to work with Google Tag Manager.
- Learn the difference between advanced segments and filters.
- Learn the difference between virtual page views and event tracking.
- Learn to generate virtual pageviews.
- Learn to set up event tracking.
- Learn about custom variables.
- Learn to work with Event Listeners.
- Learn the best practices for using custom variables.
- Learn about Ecommerce tracking.

Course Outline

1. Google Tag Manager
    1. Introduction to Google Tag Manager
        1. Why Use Google Tag Manager?
    2. Creating a Tag Manager Account
    3. Creating a Container and Container Snippet
    4. Setting up a Tag Manager Container
    5. Tags, Triggers, and Variables
    6. Using Tags
    7. Previewing and Publishing the Container
    8. Adding a Google Analytics Tag
2. ECommerce Tracking And Reporting
    1. Enabling Ecommerce Tracking
        1. Step 1: Enable Ecommerce Reporting
        2. Step 2: Tag Pages
    2. Implementing Ecommerce Methods
        1. The _addTransaction() Method
        2. The _addItem() Method
        3. The ecommerce:send() Method
    3. Ecommerce Overview Report
    4. Shopping Behavior Report
    5. Checkout Behavior Report
    6. Product Performance Report
    7. Sales Performance Report

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        8. Product List Performance Report
        9. Multi-Channel Funnels
        10. Assisted Conversions Report
        11. Top Conversion Paths Report
        12. Time Lag Report
        13. Path Length Report
3. Social Media Analytics
    1. Introducion to Social Interactions
    2. Setting up Social Interactions
    3. Social Interaction Setup
    4. Social Media Reporting
4. Virtual Pageviews
    1. Introduction to Virtual Pageview
        1. Why to Use Virtual Pageviews
    2. Virtual Pageviews and Dynamic URLs
    3. Virtual Pageviews for Tracking File Downloads
    4. Application of Virtual Pageviews in Goals and Funnels
5. Event Tracking
    1. Introduction to Event Tracking
        1. Why Use Event Tracking?
    2. Understanding the Event Tracking Setup
        1. The _send Method
        2. Event Tracking Architecture (Category, Action, Label, Value)
    3. Implementing Event Tracking
    4. Event Tracking Reports
        1. Overview Report
        2. Top Events Report
        3. Pages Report
        4. Events Flow Report
    5. Event Tracking Reports
6. Custom Dimensions and Metrics
    1. Introduction to Custom Dimensions and Metrics
        1. Why and When to Use Custom Dimensions and Metrics
        2. Examples of Custom Dimensions and Metrics
    2. Architecture of Custom Dimensions and Metrics
        1. The tracker Method
        2. Custom Dimension Values
        3. Custom Metrics Values
    3. Implementing Custom Dimensions and Metrics
    4. Example Scenario from Google

Class Materials

Each student will receive a comprehensive set of materials, including course notes and all the

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class examples.

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