



# Redefine The Skills With

**GOOGLE ANALYTICS-4**

# Beginners to Advance

We Transform Your Career By  
Empowering Your Skills.

Start

# About the Program

Google Analytics 4 provides nonprofits with powerful options for understanding and targeting website audiences. While traditional Google Analytics was built on a measurement model that counted sessions and page views, Analytics 4 is built on a model that measures events, which are a wide array of user interactions with your site or integrated apps. The promise of this new tool is exciting, but it's easy to be overwhelmed.

In this training, you'll learn about Google Analytics 4's new features, how it compares to Google Universal Analytics, and whether the new features may (or may not) benefit your organization. You'll walk through setting up the tool and discover where to find the most useful basic information.

By the end of the course, you'll be able to know who is visiting your website, how people are finding your website, and how visitors are interacting with your website.



# Key Features

Hands-on training on industry tools to make you job-ready

**01**

Job assistance, career mentoring, & job portal access

**02**

The complete GA4 suite covered

**03**

Global practitioners and industry experts as trainers

**04**

24/7 Support & Doubt Clearing Sessions

**05**

Real-time Project Use Cases & Assessment Quiz

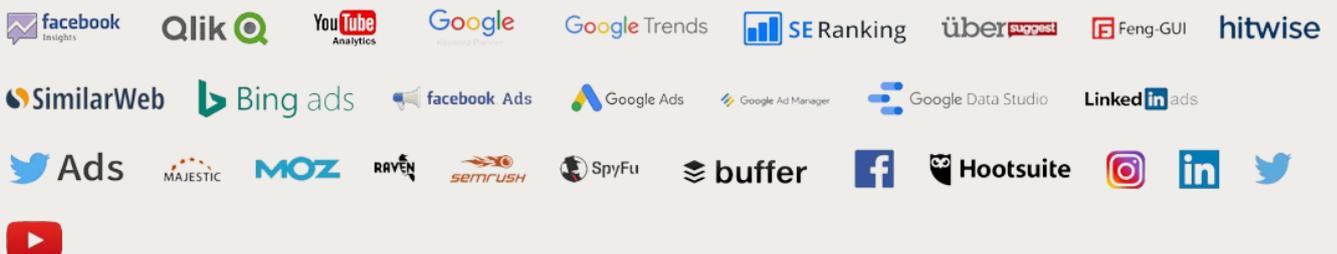
**06**

# Hiring Companies

## Career Support

- Microtek Learning 3 months internship.
- Resume-building assistance to create a powerful resume.
- Communication & Email Writing Skills Assistance.

## Tools Covered



# Curriculum

- ✓ How to create UA/GA4 Account and add Properties
- ✓ How to connect it with WordPress or Custom Coded Website
- ✓ Account optimization
- ✓ Dashboard Overview
- ✓ How to Create Custom Events and Conversions
- ✓ How to create Google Analytics Audience
- ✓ Funnel creation
- ✓ In- depth knowledge of: Acquisition, Engagement, Monetization
- ✓ In depth analysis of “Explore” to create Funnel Exploration, Path Exploration, Segment Overlap
- ✓ Create Landing Page Reports
- ✓ Real time reports Analysis
- ✓ Traffic, sessions, Engagement duration, Bounce rate Analysis
- ✓ Export Reports and deep Analysis
- ✓ Performance Improvement Key points

**You will earn a certificate from Microtek Learning after successfully completing this Google Analytics – 4 Training.**



# What other learners are saying

Last Week I purchased the SEO Self-Paced training from Microtek Learning. It covers every topic with good examples. My overall experience was great. Definitely recommend!!

**Anuja** - Bangalore

Today I have completed the Digital Marketing training course. The course material was interesting and well-designed. The trainer was amazing. I enjoyed the training. I will recommend this course to my fellow members.

**Allan Sue** - New York City

I just purchased the self-paced course, which was very helpful and informative. Thank you to Microtek Learning.

**Ashwini** - Mumbai

This Digital Marketing course helped me in multiple ways. It got me a new job with a salary increment of 30% and boosted my confidence as a marketing professional.

**Satish Jha** - Chennai

The course had a well-defined curriculum, nicely laid study material, and incredible video lessons.

**Sanchita** - Delhi

I highly recommend Microtek Learning to everyone interested in learning Digital Marketing. The course content and customer support are amazing. It's a great e-learning platform.

**Jason Lee** - United States



# Thanks!

**Do you have any questions?**

[info@microteklearning.com](mailto:info@microteklearning.com)

[microteklearning.com](http://microteklearning.com)

