Course : Google Analytics (GA4), analyze your website statistics

Practical course - 2d - 14h00 - Ref. LYT
Price : 1590 CHF E.T.

★★★½ 3,8 / 5

BEST

This training course will help you get to grips with the new GA4 version and provide you with all the information you need to implement GA4 optimally on your digital device (new data collection modes, interface evolutions, integration of artificial intelligence).

Teaching objectives

At the end of the training, the participant will be able to:

- Understanding the new Google Analytics (GA4) data collection method
- Setting up the new version
- Mastering standard indicators
- Set up your first customized analyses
- Integrate GA4 into the Google ecosystem (Google Marketing Platform, Google Cloud Console, Google Ads)

Intended audience
Sales and marketing managers, or anyone involved in website promotion.

Prerequisites
Basic knowledge of a website.

Practical details
Hands-on work
Theoretical input, exchange of best practices, exercises and case studies.

Course schedule

PARTICIPANTS
Sales and marketing managers, or anyone involved in website promotion.

PREREQUISITES
Basic knowledge of a website.

TRAINER QUALIFICATIONS
The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS
The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.
Participants also complete a placement test before and after the course to measure the skills they've developed.

1 Understanding and implementing the new GA4 version

- Presentation of the new interface and its main evolutions: customer, new indicators, analysis center...
- The differences between the new and old GA versions.
- Master new collection methods.
- The impact of the new version on GRDP.
- Understand the different possibilities for implementing the new tag (Global Tag, GTM, etc.).
- Implement enhanced measurement to collect new data for customer journey analysis.
- Improve identification of visitors to your site: user ID, signal activation.
- Set up the e-commerce module on GA4.
- Associate your GA account with the GA4 ecosystem.

Demonstration
Setting up a new GA4 account

2 Set up GA4 to customize your digital control system

- Managing events in the new GA4 version.
- Use the right methods to create events: enhanced metrics, GA settings, Google Tag Manager.
- Set conversion parameters.
- Refine your analyses with customized dimensions.

Hands-on work
Creating an event in GA4 and an event in GTM

3 Set up reporting and analyze performance with GA4

- Efficient use of standard reports
- Master the new organization of lifecycle-oriented reports.
- Artificial intelligence for analysis.
- Understand the different types of customized reports: audience deduplication, customer journey exploration.
- Create personalized analysis segments and set up audiences.
- Customize your GA4 interface by creating your own dashboard.

Hands-on work
Creating custom reports in GA4

4 Export GA4 data and optimize digital performance analysis

- Consolidate your GA4 data with your other data sources in Looker Studio.
- Synchronize GA4 with Looker Studio.
- Master the 5 relevant graphical representations in Looker Studio.
- Create customized indicators and analysis dimensions in Looker Studio.
- Analyze your data in BigQuery format.
- Store GA4 data in BigQUery.
- Synchronize BigQuery with Looker Studio.

Hands-on work
Create customized reports in Looker Studio.

Dates and locations

TEACHING AIDS AND TECHNICAL RESOURCES

• The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.

• At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.

• A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

REMOTE CLASS
2026 : 21 May, 8 Oct., 10 Dec.