



# Google Analytics 4 Course

A 5 Star Rated course from the  
Marketing experts





# GA4 Course

Learn how to get the most out of the latest version of Google Analytics on this 1 day course. Understand the standard reports and learn how to create custom reports and conversions and use this data to inform your marketing activity.

## Introduction

Whether you are completely new to Google Analytics or you have been using Universal Analytics and have now switched to GA4 this course will help you to understand how it works and how you can use reports and metrics to help inform marketing activities.

## Who would benefit from this course?

This training course is ideal for anyone who wants to use Google Analytics to monitor, analyse and improve their website, and marketing activities and gain insights about their customers.

## Classroom & Online Courses

We offer this course as a classroom based course, and as a live, interactive online course.

Our classroom courses are run as public courses at the venues shown below or as a private course anywhere in the UK.

Our online courses are available for people anywhere in the world with internet access. You will be able to see the trainer, their screen, be able to chat and ask questions, just like on our regular classroom courses.

No More Than 6 Delegates

5 Star Rated Course

Practice Led Learning

3 Months Online Support

Lunch Provided

Detailed Course Notes

Our interactive practical courses and learner centred approach, combined with small class sizes, provides the very best learning environment



5.0 ★★★★★

The course provided a comprehensive understanding of the basics of Google Analytics. It was well presented and well explained. We left with a great understanding of how to apply the principles and techniques behind Analytics. We would be happy to recommend you.

David Humphreys  
Quay Pharmaceuticals

## Public Course Venues and Prices

	1 Delegate	2 Delegates
Manchester:	£295 + VAT	£495 + VAT
Leeds:	£345 + VAT	£545 + VAT
Liverpool:	£345 + VAT	£545 + VAT
Birmingham:	£345 + VAT	£545 + VAT
Online	£295 + VAT	£495 + VAT

## Private & One to One courses

We offer private group courses and one-to-one courses throughout the UK and online from £690 (6 hours). Please email or call us with your preferred venue, number of delegates and any requests.



# Google Analytics 4

## Course Outline

This Course will teach you how GA4 works, and how to maximise its potential for your business.

### Introduction to GA4

How GA4 works & the gtag code  
Measurement issues with GA  
Terminology  
Setting objectives and KPIs  
GA4 vs UA – the key differences

### Analytics Set Up & Admin

Accounts. Properties & Data Streams  
Set Up Guide and Filters

### Creating Events & Conversions

Understand how to create events  
Custom Definitions  
Creating Conversions

### Standard Reports

Home, Snapshot & Realtime Reports  
Acquisition Reports: Analysing traffic coming from Organic, Social Media, Paid search, Referrals, Direct and Specific campaigns  
Engagement Reports: Analysing how users are engaging with your website: Which pages they're viewing, time spent, events and conversions  
Monetisation: Analysing your ecommerce reports  
Retention: Understanding patterns of user retention  
User Reports: Analysing who is visiting your website and whether these audience are engaged and if they convert  
Tech Reports: Understanding which devices, screen sizes, browsers, etc. are your visitors using  
Advertising Reports: Understanding conversion paths and attribution



### Advanced Reporting

Customising Standard Reports  
Customising Menus  
Creating Custom Audiences  
Comparisons and Filters  
Using the Debug Mode

### Explore Reports

Using Explore reports to create custom reports to analyse user pathways and to create personalised & complex table reports

### More Help

Google Search Console  
Google Ads linking  
Remarketing

Google

5.0 ★★★★★

I took the Google Analytics 4 course with only functioning knowledge of UA. The course was well structured, full of useful tips and easy to follow! Martin was an excellent tutor and made the course engaging and enjoyable throughout. My colleague and I have booked on to a second course with M Training and would highly recommend.

Harriet Judge  
China Blue



For private courses the course content can be adapted to suit your requirements.  
Please contact us to discuss your requirements.



## Google Analytics 4 Course

### Why Choose M Training's Essentials of GA4 Training Course

- Run by a highly experienced digital marketer with over 10 years experience in creating and monitoring online marketing campaigns using tools such as Google Analytics
- Public courses are limited to 6 places, so you are guaranteed personal support throughout the day
- 5 Star Rated in Google and Facebook and post course reviews.
- Convenient locations in Manchester Leeds, Liverpool, and Birmingham.
- Choose from public, one to one and private group courses
- Detailed course notes provided
- Lunch & refreshments provided
- Certificate of achievement

### Private and One-to-One Courses

Classroom and Online one-to-one and private group courses are available from £690 for a one day course (6 hours).

These courses are ideal if you cannot make one of the set course dates or if you want a more advanced course or different course outline/focus.

One-to-one and private group courses can be run anywhere in the UK, at our Manchester office or via Virtual Classroom online.

### How to book

**To reserve your place on our 1 Day Google Analytics 4 course, simply pick your preferred date and book on our website, send us an email or give us a call.**

**Or if you prefer, we offer private and In-House training on request.**

**Email: [info@mtraining.co.uk](mailto:info@mtraining.co.uk)**

**Call: 0161 226 6032**

**Or visit: [www.mtraining.co.uk](http://www.mtraining.co.uk)**

**We offer group booking discounts for two or more delegates.**

Updating my skills in readiness for Google Analytics 4! Martin was a wealth of knowledge, not only in the new features and practicalities of using GA4 but also provided excellent contextual digital marketing insight around the new measurements and metrics. Thoroughly enjoyed the day!

Fiona B  
Etch