Web Analytics & Reporting Course – Syllabus

Module 1: Introduction to Web Analytics

- Overview of web analytics and its importance

- Role of data in digital marketing decision-making

- Key analytics terminologies and metrics

- Types of web analytics tools

- Understanding user behavior and data flow

Module 2: Analytics Tools Setup

- Introduction to Google Analytics (GA4)

- Account, property, and data stream setup

- Tracking codes and tag implementation

- Google Tag Manager basics

- Data accuracy and validation techniques

Module 3: Data Collection & Measurement

- Events, conversions, and goals tracking

- Traffic sources and acquisition reports

- Audience demographics and behavior data

- Engagement metrics and session analysis

- Custom event tracking

Module 4: User Behavior Analysis

- User journeys and funnel analysis

- Page performance and navigation paths

- Bounce rate, engagement rate, and retention

- Device, location, and technology insights

- Heatmaps and session recordings overview

Module 5: Reporting & Dashboards

- Standard vs custom reports

- Creating dashboards using analytics tools

- Data visualization best practices

- Automated and scheduled reporting

- Presenting insights to stakeholders

Module 6: Campaign & Conversion Analysis

- Tracking marketing campaigns with UTM parameters

- Conversion rate optimization (CRO) basics

- Measuring ROI and performance metrics

- Attribution models and channel analysis

- E-commerce tracking overview

Module 7: Advanced Analytics Techniques

- Advanced GA4 reports and explorations

- Segmentation and audience creation

- Predictive metrics and insights

- Cross-device and cross-platform tracking

- Integrating analytics with other marketing tools

Module 8: Data Interpretation & Insights

- Turning data into actionable insights

- Identifying trends and performance gaps

- Data-driven decision-making strategies

- Optimization recommendations

- Avoiding common analytics mistakes

Module 9: Practical Training & Case Studies

- Real-world analytics case studies

- Website and campaign performance analysis

- Dashboard creation projects

- Reporting and presentation practice

● Live analytics problem-solving exercises

Module 10: Career Applications

● Web analytics career paths

● Analytics roles and responsibilities

● Building analytics reports for portfolios

● Freelancing and consulting opportunities

● Industry best practices and ethics

Tools Covered

● Google Analytics (GA4)

● Google Tag Manager

● Google Looker Studio

● Heatmap & behavior tools (overview)