

Web Analytics & Reporting Course Syllabus

Offered by: GIDM – Gurugram Institute of Digital Marketing

Course Overview

The Web Analytics & Reporting course at GIDM trains students to **measure, analyze, and optimize digital performance** using industry-standard analytics tools. Learners gain hands-on experience with GA4, Google Tag Manager, dashboards, and reporting to drive data-driven decisions.

What You Will Learn

- Web analytics fundamentals and KPIs
- GA4 setup, tracking, and analysis
- Event, goal, and conversion tracking
- Dashboard creation and reporting
- Data-driven optimization strategies
- Client and stakeholder reporting

Detailed Course Modules

Module 1: Introduction to Web Analytics

- What is web analytics?
- Importance of data-driven marketing
- Types of analytics (descriptive, diagnostic)
- Key metrics & KPIs
- Analytics career paths

Module 2: Google Analytics 4 (GA4) Basics

- GA4 account & property setup
- Data streams (web & app)
- GA4 interface overview
- Users, sessions, and events
- Real-time reporting

Module 3: Event & Conversion Tracking

- GA4 event model
- Custom events creation
- Conversions setup
- Form, button & scroll tracking
- E-commerce tracking basics

Module 4: Google Tag Manager (GTM)

- GTM overview & benefits
- Tags, triggers & variables
- GA4 tags implementation
- Third-party tag setup
- Debugging & preview mode

Module 5: Traffic Sources & User Behavior

- Acquisition reports
- Source/Medium analysis
- User journey & funnels
- Engagement metrics
- Content performance analysis

Module 6: Campaign Tracking & Attribution

- UTM parameters
- Campaign tracking best practices
- Attribution models
- Cross-channel analysis
- Measuring ROI

Module 7: Dashboards & Reporting

- GA4 explorations
- Looker Studio (Data Studio) basics
- Building interactive dashboards
- KPI visualization

- Automated reports

Module 8: Conversion Rate Optimization (CRO)

- Understanding conversions
- Funnel analysis
- A/B testing basics
- Heatmaps & user insights
- Improving conversion performance

Module 9: Advanced Analytics & Privacy

- Audience segmentation
- Custom dimensions & metrics
- Data accuracy & sampling
- Consent mode & privacy basics
- GDPR overview

Module 10: Analytics for Business Decisions

- Interpreting reports for insights
- Marketing performance optimization
- Reporting for clients & management
- Data storytelling techniques
- Analytics case studies

❖ Practical Training & Projects

- GA4 & GTM setup on live website
- Event & conversion tracking project
- Campaign UTM tracking task
- Dashboard creation in Looker Studio
- Final analytics report presentation

🎓 Certification & Career Support

- Industry-recognized certification

- Internship assistance
- Resume & interview preparation
- Job & freelancing guidance
- 100% placement support

❓ Frequently Asked Questions (FAQs)

Q1. Who can join this course?

Students, marketers, analysts, entrepreneurs, and business owners.

Q2. Do I need technical knowledge?

No, basics are taught from scratch with hands-on practice.

Q3. Is this course practical?

Yes, includes live tracking, dashboards, and real reports.

Q4. Will I get placement support?

Yes, GIDM provides placement and career guidance.

Q5. Can I do freelancing after this course?

Yes, analytics and reporting skills are in high demand.

Master Data-Driven Marketing with GIDM

Learn to track, analyze, and report performance to make smarter marketing decisions.

