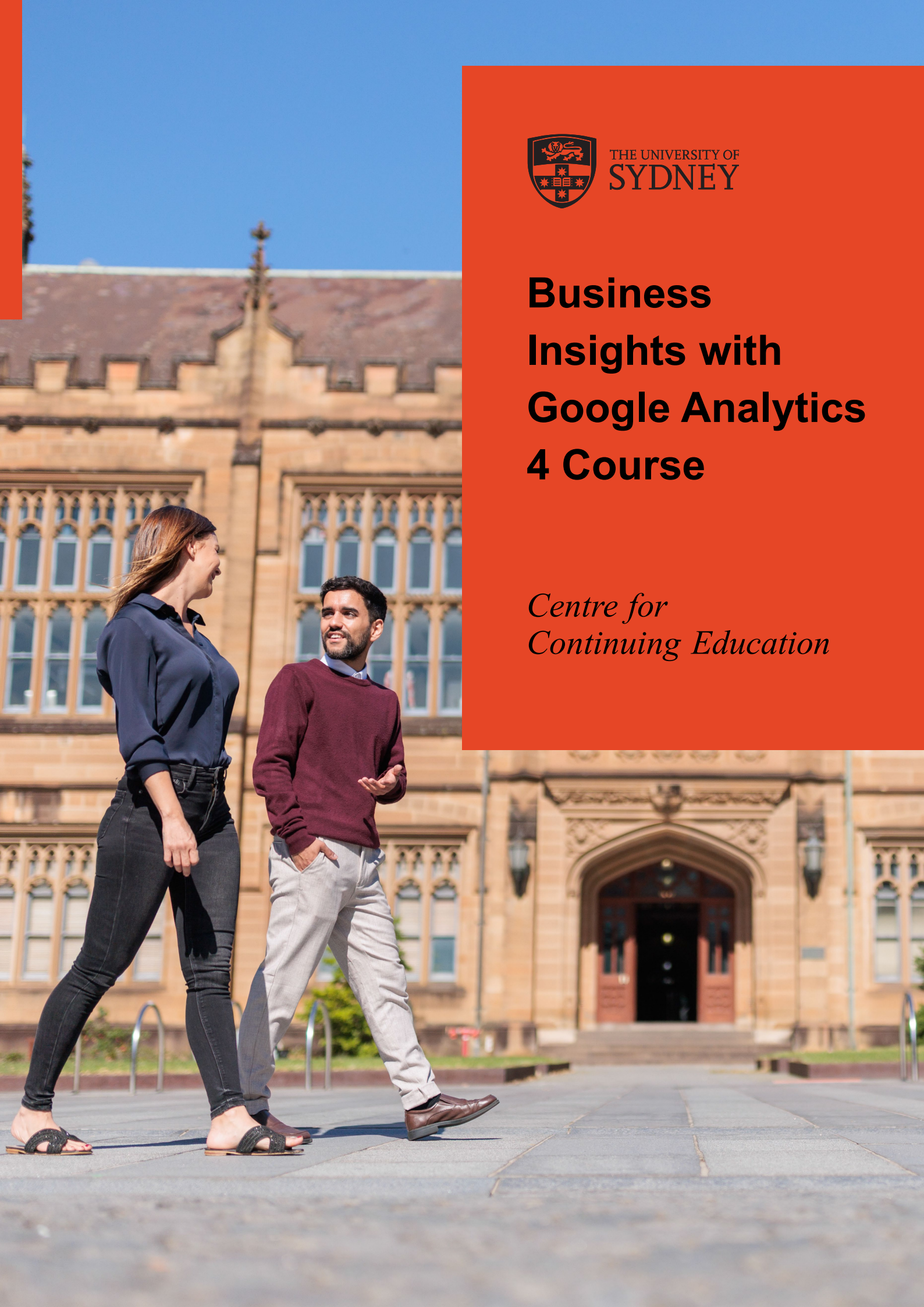




THE UNIVERSITY OF
SYDNEY

Business Insights with Google Analytics 4 Course

*Centre for
Continuing Education*



Business Insights with Google Analytics 4 Course



This introductory Google Analytics 4 course is designed to help you and your business get more from your Google Analytics account. It covers the transition from Universal Analytics to the new Google Analytics 4 (GA4) tool, and what this means for your website tracking.

We will show you how your Google Analytics 4 reports can be used for better business insights, with a particular focus on conversion optimisation. That is, how to get more visitors to complete the actions you want them to make. This practical, hands-on course will help you to identify the potential things that can be done to increase conversions and therefore achieve a better return on investment.

You can use data insights and analytics reports to improve performance of a website and to gain a competitive advantage. In this course, we will take you through analytics account set-up options, the main data reports and tools, plus some more advanced reporting and analysis options.



Course duration

1 session, 8 hours total
or
2 sessions, 7 hours total



Time

9am - 5pm
or
9am - 12:30pm



Format

Face-to-face
or
Online in real-time



Dates

Browse available
[course dates](#)

Intended audience

- Business owners or marketing staff who run a website and want to achieve better results
- Anyone using Google Analytics on their website
- Small business owners

Prerequisites

Some familiarity with Google Analytics is recommended, but not essential.



Upon completion

Every participant receives a University of Sydney certificate of completion.



Learning outcomes

By the end of this course, you should be able to:

- understand the main setup options in Google Analytics 4, including events and key events (conversions)
- review different report options to get more from your Analytics data
- run advanced reports and analysis in Google Analytics
- look at ways to use the data to improve conversion optimisation for a website.



Content

- How Google Analytics can be used effectively by business websites
- The new Google Analytics 4 experience (and how it differs from Universal Analytics)
- What is conversion optimisation and why is it important
- Reviewing the admin options for an account
- Tracking events, key events (conversions), ecommerce transactions and referrals
- Understanding the key statistics and reporting options in Google Analytics
- The advantages of Real-Time reports
- Creating different report views and using saved reports
- Understanding conversion data and multi-channel funnels
- Advanced reporting, including comparisons, library collections and explorations
- Reviewing practical ways to gain business insights and improve conversion optimisation



What you need to do before the course

To participate in this course, you will need your own Google Analytics account. Access to a demo account can also be provided during the course. You will follow along using your own reports, plus conduct some practical exercises online.

Materials

Course materials are provided electronically.



Organisational training and development

This course can be delivered as a private session for groups, and tailored to meet the needs of your business. Contact us to discuss our range of organisational training solutions.

[Learn more](#)



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inspire leadership

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