

# Program Syllabus – Tracking & Measurement

## 25+ Extensive Modules, including Server Side Tagging

### Module – 01: Basic Discussion of Web Analytics

- What is Web Analytics?
- Understanding The Web Analytics Process
- What is Conversion Tracking?
- Importance of Web Analytics in Online Business
- What are The Popular Web Analytics Tools?
- How does It help to Measure A Business?

### Module – 02: Understanding of Google Tag Manager

- What is Google Tag Manager?
- Why We should Use Google Tag Manager?
- What is Tag, Triggers and Variables?
- What is DataLayer and How to Enable DataLayer in Different CMS?
- CMS (WordPress, shopify, BigCommerce, Wix, Squarespace, Laravel)
- How to Collect Data from DataLayer?
- Discussion about All Type of Triggers and Variables

### Module – 03: Understanding of Google Analytics 4 (GA4)

- Account Overview of Google Analytics 4 (GA4)
- What are property and Data Stream?
- What is Google Tag?
- What are Enhanced Measurement events?
- Understanding Recommended and Custom Events

### Module – 04: Google Analytics 4 (GA4) For E-Commerce

- Understanding of GA4 Schema
- Google Analytics 4 Configuration: (page\_view) – Event Setup
- view\_item – Event Setup with Dynamic Value
- add\_to\_cart – Event Setup with Dynamic Value
- begin\_checkout – Event Setup with Dynamic Value
- purchase – Event Setup with Dynamic Value

### Module – 05: Google Analytics 4 (GA4) For Service Base Website

- Lead Form, SignUp , Login, Site Search Tracking
- Form Type (Contact Form 7, Gravity Form, Calendly, Hubspot, Ninja, Ajax Form)

- Lead Event Double Fire Prevention
- Thank You Pop-up Tracking with Element Visibility
- iFrame Form Tracking
- Cross Domain Tracking

### **Module – 06: Facebook Pixel Web Events Tracking**

- What is Facebook Pixel?
- How to Implement Facebook Pixel into Website with GTM?
- E-Commerce Events (PageView, ViewContent, AddToCart, InitiateCheckout & Purchase with Dynamic Value
- Facebook Custom Events (ScrollDepth, Outbound Link Click & Many More)
- Facebook Lead, Schedule, Subscribe, Search Events Tracking

### **Module – 07: Understanding of Server-Side Tracking**

- What is First-Party & Third-Party Cookies
- IOS 14.5 Updates, ITP's, Ads blocker, browser settings & How It Impacts
- Difference between Client Side & Server Side
- Server Side Tracking Platforms (Stape.io and Google Cloud)
- How to Configure Server for Server Side Tracking?
- Setup Custom Domain for 1st Party Cookie Base Tracking
- How to Extend Cookie Life

### **Module – 08: Facebook Conversion API Setup**

- PageView – Event Setup with Deduplication
- ViewContent – Event Setup with Deduplication
- AddToCart – Event Setup with Deduplication
- InitiateCheckout – Event Setup with Deduplication
- Purchase – Event Setup with Deduplication
- Facebook Custom Events Setup with Deduplication
- How Does Facebook Event Match Quality Works?
- Sending Advanced Matching Parameters for Better Event Match Quality Score

### **Module – 09: Google Analytics 4 (GA4) Server-Side Tracking Setup**

- page\_view – Event Setup
- view\_item – Event Setup
- add\_to\_cart – Event Setup
- begin\_checkout – Event Setup
- purchase – Event Setup

- Various Custom Events Setup

### **Module – 10: Google Ads Conversion Tracking With Server Side**

- Google Ads Conversion Tracking with Enhanced – Purchase
- Google Ads Conversion Tracking – Add To Cart
- Google Ads Conversion Tracking – Begin Checkout
- Google Ads Conversion Tracking – Lead
- Google Ads Remarketing Tag Setup
- Google Ads Dynamic Remarketing Tag Setup
- Google Ads Call Conversion Tracking
- Android App Installation Tracking
- Setup Connection between Google Analytics 4 & Google Ads
- Goals Import from Google Analytics 4 to Google Ads

### **Module – 11: Facebook Conversion API and GA4 Server Side Tracking For Shopify**

- How To Enable DataLayer in a Shopify Recommended Way
- Page View – Event Setup
- View Item – Event Setup
- Add To Cart – Event Setup
- Begin Checkout – Event Setup
- Add Contact Info Submitted – Event Setup
- Add Address Info Submitted – Event Setup
- Add Shipping Info Submitted – Event Setup
- Add Payment Info Submitted – Event Setup
- Purchase – Event Setup
- How To Get Checkout Page User Journey Events
- How to Setup All Events Using Only Two Tags

### **Module – 12: Cookie Consent Banner Setup**

- Cookie Consent Banner Setup for GDPR and CCPA Compliance Issue

### **Module – 13: Offline Conversion Tracking**

- Facebook Ads Offline Conversion Tracking
- Google Ads Offline Conversion Tracking

### **Module – 14: Custom JavaScript For Digital Marketer**

- What is DOM?
- How this DOM Work?
- Whats are the DOM Elements?

- How this DOM Elements Works in a Browser?
- What is "for Loop"?
- What is "If Else Statement"?
- What is JavaScript Variables?
- Concept of Object in Javascript?
- Concept of Array in Javascript?
- How to Scrap Data from DOM Using Custom JavaScript?
- How to Change data Structure with According to Facebook & GA4 Schema?
- How to Push Events into the dataLayer with Dynamic Event Parameters Value
- How to Track Dynamic Value from Form Filed Using Custom JavaScript?
- How to Pass Dynamic Value from One Page to Another Using Page URL?
- How to Pass Dynamic Value From One Page to Another Using LocalStorage and SessionStorage
- How to Listen to Any Event in the DOM Using Custom JavaScript?

#### **Module-15-17: How To Enable DataLayer Using Custom JavaScript For Custom Made Website Where DataLayer Is Not Present.**

- page\_view – Event Push to DataLayer Using Custom JavaScript
- view\_item – Event Push to DataLayer Using Custom JavaScript
- add\_to\_cart – Event Push to DataLayer Using Custom JavaScript
- begin\_checkout – Event Push to DataLayer Using Custom JavaScript
- purchase – Event Push to DataLayer Using Custom JavaScript

#### **Module - 18: TikTok Pixel & Conversion API**

- Page View – Event for All Pages
- View Content – with Event Deduplication
- Add To Cart – with Event Deduplication
- Initiate Checkout – with Event Deduplication
- Place an order – with Event Deduplication

#### **Module - 19: Pinterest Pixel & Conversion Api**

- PageView – with Event Deduplication
- Add To Cart – with Event Deduplication
- Checkout – with Event Deduplication
- Lead – with Event Deduplication

#### **Module - 20: Snap Pixel & Conversion Api**

- Page View – Event for All Pages

- View Content – with Event Deduplication
- Add To Cart – with Event Deduplication
- Begin Checkout – with Event Deduplication
- Purchase – with Event Deduplication

### **Module – 21: Bing Ads Conversion Tracking**

- Page View Event for All Pages
- View Content – Event Tracking
- Add To Cart – Event Tracking
- Begin Checkout – Event Tracking
- Purchase – Event Tracking

### **Module – 22: LinkedIn Ads Conversion Tracking**

- Page View Event for All Pages
- View Content – Event Tracking
- Add To Cart – Event Tracking
- Begin Checkout – Event Tracking
- Purchase – Event Tracking

### **Module – 23: Standard Reports In Google Analytics 4 (GA4) Dashboard**

- UTM Tracking In Google Analytics 4
- Report Snapshot in Google Analytics 4
- Real-Time Report in Google Analytics 4
- Acquisition Report in Google Analytics 4
- Engagement Report in Google Analytics 4
- Monetisation Report in Google Analytics 4
- Retention Report in Google Analytics 4
- Demographic Report in Google Analytics 4

### **Module – 24: Custom Reports Generated In GA4 For Business Decision**

- Free-Form Report in Google Analytics 4
- Funnel Exploration Report in Google Analytics 4
- Path Exploration Report in Google Analytics 4
- Segment Overlap Google in Analytics 4
- Cohort Exploration Report in Google Analytics 4
- User Explorer Report in Google Analytics 4
- User Lifetime Report in Google Analytics 4

### **Module – 25: Custom Dimension & Metrics**

- What are Custom Dimension & Metrics in Google Analytics 4?

- How to Create Custom Audience for Google Ads Remarketing in GA4?
- Understanding of GA4 Attribution Models & Their Comparison
- How to Analyze Conversion Path?

### **Module – 26: Earning Scope At Marketplace & Out Of Marketplace**

- Gig Competition Research for Different Category into Fiverr Marketplace
- Keyword Research for SEO Friendly GIG
- How to Create & Optimize Upwork Profile with 100% Profile Completion?
- How to Write a Winning Job Proposal?
- How to Determine Spamming Buyer?
- Different Techniques to Get Clients from Out of Marketplace
- Fiverr & Upwork Tips from Top Rated Sellers

### **Module – 27: Client Communication**

- How to Arrange Meeting with Marketplace Buyer
- How to Make a Winning Job Proposal Quote for High Service fee?
- How to Upsell Your Other Services to Clients?