

Website Tracking & Analytics Implementation

End-to-end implementation: measurement plans, data layer design, event schemas, debugging and reporting workflows used by leading product teams.

- ✓ Website Tracking Fundamentals
- ✓ Event Tracking
- ✓ Debugging & Validation
- ✓ Reporting & Analysis



DURATION
8 – 12 Weeks
(2 – 3 Months)



MODE
On Campus /
Live Online



LEVEL
Beginner to
Advanced



CERTIFICATE
Certificate of
Completion



SUPPORT
Post Training
Assistance

COURSE CURRICULUM

01

Website Tracking Fundamentals



- Digital Analytics Overview
- Measurement Principles
- Tracking Architecture
- Measurement Plan
- KPIs & Metrics
- Tracking Implementation Flow

02

Event Tracking



- Event Tracking Concepts
- Standard & Custom Events
- Data Layer Design
- Event Schema & Parameters
- User Interactions
- Conversion Tracking

03

Debugging & Validation



- Google Tag Assistant
- GA4 DebugView
- Preview & Debug Mode
- Common Errors
- Validation Checklist
- Quality Assurance

04

Reporting & Analysis



- GA4 Reports Deep Dive
- Custom Reports
- Looker Studio Dashboards
- Data Analysis Techniques
- Insights & Recommendations
- Reporting Workflows



WHO SHOULD JOIN?

- Engineering & MBA Students
- Marketing Professionals
- Web Analysts
- Developers
- Business Owners
- Anyone interested in Analytics

TOOLS YOU WILL WORK WITH



WHAT YOU WILL ACHIEVE

- Implement accurate tracking
- Build robust data layer & event schemas
- Debug & validate like a pro
- Generate actionable insights
- Create meaningful reports & dashboards



LEARNING OUTCOME

- Track user interactions precisely
- Measure marketing performance
- Understand customer behavior
- Drive data-driven decisions
- Become job-ready in digital analytics

Ready to become a Tracking & Analytics Expert?

Join our practical training program and build in-demand skills with real-world projects.

ENROLL NOW →

DOWNLOAD BROCHURE ↓

Digital Marketing

with AI

Learn Digital Marketing with AI tools to run, analyze and optimize winning campaigns.

- ✓ SEO & Content Strategy
- ✓ Google Ads & Meta Ads
- ✓ AI Content & Automation
- ✓ Analytics & Reporting
- ✓ Marketing Automation

ENROLL NOW

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Industry

Projects



Professional

Certificate



Placement

Support



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LEVEL

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MODE

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On Campus



CERTIFICATE

Professional

Completion Certificate



PROJECTS

Live Campaign

Implementation



MENTORSHIP

Industry

Experts



Traditional Marketing

- ✗ Manual Campaigns
- ✗ Time-consuming Content
- ✗ Poor Optimization
- ✗ Low ROI

VS

AI Powered Marketing

- ✓ AI Content Creation
- ✓ Smart Ad Optimization
- ✓ Marketing Automation
- ✓ Better ROI



COURSE CURRICULUM

01 Digital Marketing Fundamentals - Digital Marketing Overview - Customer Journey - Marketing Funnel - Marketing Channels - Branding Basics	02 SEO & Content Strategy - Keyword Research - On-page SEO - Off-page SEO - Technical SEO - SEO Content Planning - AI SEO Tools	03 Google Ads - Search Campaigns - Display Campaigns - Performance Max - YouTube Ads - Conversion Tracking - Smart Bidding	04 Meta Ads - Facebook Ads - Instagram Ads - Audience Targeting - Pixel Setup - Campaign Optimization - Retargeting	05 AI Content Creation - ChatGPT - Gemini - Claude - Canva AI - Image Generation - Video Generation	06 Marketing Automation - Email Automation - CRM Workflows - Lead Nurturing - WhatsApp Automation - AI Chatbots	07 Analytics & Reporting - Google Analytics 4 - Google Tag Manager - UTM Tracking - Looker Studio - Campaign Reporting	08 Live Industry Project Students execute end-to-end projects: ✓ SEO Audit ✓ Google Ads Campaign ✓ Meta Ads Campaign ✓ AI Content Strategy ✓ Analytics Dashboard
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TOOLS COVERED



LIVE PROJECTS

- Project 01

SEO Audit
- Project 02

Google Ads Campaign
- Project 03

Meta Ads Campaign
- Project 04

Marketing Dashboard
- Project 05

AI Marketing Automation

LEARNING OUTCOMES

- ✓ Create SEO Strategies that rank
- ✓ Run high-performing Google Ads
- ✓ Manage and optimize Meta Ads
- ✓ Generate engaging AI content
- ✓ Automate marketing workflows
- ✓ Build analytics dashboards
- ✓ Track and analyze campaign performance
- ✓ Optimize marketing ROI

WHO CAN JOIN?

- Engineering Students
- MBA / BBA Students
- Marketing Professionals
- Entrepreneurs
- Business Owners
- Freelancers
- Content Creators
- Job Seekers

CAREER OPPORTUNITIES

Digital Marketing Executive
↓
Performance Marketer
↓
SEO Specialist
↓
Paid Ads Specialist
↓
Marketing Analyst
↓
Growth Marketer
↓
Marketing Automation Specialist
↓
Digital Marketing Consultant

CERTIFICATE OF COMPLETION

ADMARG
PROFESSIONAL CERTIFICATE
This is to certify that
Your Name
has successfully completed the
Digital Marketing with AI
Professional Program

M. Kempar
Director, Admarg Digital



FREQUENTLY ASKED QUESTIONS

- Do I need prior marketing experience? +
- Will AI tools be covered in this program? +
- Will Google Ads and Meta Ads be taught practically? +
- Is this program suitable for beginners? +
- Will I receive a certificate? +
- Is placement assistance provided? +

Become an AI-Powered

Digital Marketing Professional

Master SEO, Paid Ads, AI Content Creation, Marketing Automation and Analytics through industry-focused practical training.

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CURRICULUM

Google Tag Manager Professional Program

A structured, hands-on curriculum designed to take you from fundamentals to advanced implementation through real-world projects and practical learning.



Duration
2 – 4 Days



Mode
On Campus



Eligibility
All Engg Streams | MBA | BBA



Certificate
Certificate of Participation

CURRICULUM MODULES

01		Module 1: Introduction to GTM - What is Google Tag Manager & how it works - GTM Architecture & Key Concepts - GTM Interface and UI Overview	2 – 3 Hours
02		Module 2: Tags in GTM - Types of Tags in GTM - Configuring GA4 Configuration Tag - Custom HTML Tag - Conversion Linker & Others	3 – 4 Hours
03		Module 3: Triggers in GTM - Types of Triggers - Page View Triggers - Click, Form, Scroll, Timer & Custom Triggers - Trigger Groups & Exceptions	3 – 4 Hours
04		Module 4: Variables in GTM - Types of Variables - Built-in Variables - User-Defined Variables - Data Layer Variables	3 – 4 Hours
05		Module 5: Data Layer Implementation - What is Data Layer? - Designing a Robust Data Layer - Pushing Data to Data Layer - Data Layer Best Practices	3 – 4 Hours
06		Module 6: Custom JavaScript Variables - When & Why to Use Custom JS - Creating Custom JavaScript Variables - Use Cases & Examples	3 – 4 Hours
07		Module 7: Server-side Tagging (Introduction) - What is Server-side Tagging? - Client-side vs Server-side - Benefits & Use Cases - GTM Server-side Overview	3 – 3 Hours
08		Module 8: Testing, Debugging & Publishing - Preview Mode & Tag Assistant - Debugging Techniques - Versioning & Environments - Publishing Best Practices	2 – 3 Hours
09		Module 9: Capstone Project - Implement end-to-end tracking using GTM - GA4 Integration - Custom Events, Data Layer & Reports - Presentation & Review	3 – 4 Hours

WHAT YOU WILL LEARN

- ✓ Configure tags, triggers and variables
- ✓ Implement data layer for websites
- ✓ Track events and user interactions
- ✓ Integrate GA4 with GTM
- ✓ Use Custom JavaScript Variables
- ✓ Introduction to Server-side Tagging
- ✓ Test, debug and publish like a pro
- ✓ Build industry-ready tracking solutions

TOOLS & PLATFORMS



PROGRAM DELIVERABLES

- Comprehensive Study Materials
- Hands-on Implementation
- Real-world Project
- Bonus Resources
- Certificate of Participation

Ready to Master GTM?

Learn from industry experts & build in-demand skills to accelerate your career in Analytics & MarTech.

[Apply Now](#)

Limited Seats | On Campus



Hands-on Exercises • Real-world Scenarios • Expert Mentorship • Certificate of Participation

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Let's Build the Future Together

Partner with us to empower students and build industry-ready professionals.

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