

HANDS-ON SHORT PROGRAM

Website Tracking & Analytics Implementation

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



 **GA4**
Google Analytics 4

 **GTM**
Google Tag Manager

You will work on

- ✓ Measurement Plan
- ✓ Data Layer Design
- ✓ Event Schema
- ✓ Implementation
- ✓ Debugging & QA
- ✓ Reports & Insights

[Schedule for Your Campus](#) →

[Download Program Brochure](#) ↓

 **Duration**
2 – 4 Days

 **Mode**
On Campus

 **Eligibility**
All Engg Streams | MBA | BBA

 **Certificate**
Certificate of Participation

WHAT YOU WILL LEARN Key Learning Outcomes



WHO SHOULD ATTEND? Suitable For

 **Engineering Students**
All Streams

 **Management Students**
MBA

 **Undergraduate Students**
BCA

- ✓ No prior coding knowledge required
- ✓ Hands-on tools & real-world use cases
- ✓ Learn from industry experts
- ✓ Industry-ready skills in short time

Why Choose This Program?

- ✓ Practical, hands-on learning with real tools
- ✓ Live demonstrations & guided exercises
- ✓ Industry best practices & proven frameworks
- ✓ Certificate of Participation
- ✓ Perfect for quick skill upgrade & workshops



Program Outcomes

- Implement tracking like a pro
- Improve data accuracy & quality
- Confidently debug tracking issues
- Create meaningful reports & dashboards



Tools & Platforms

 Google Analytics 4

 Google Tag Manager

 Looker Studio

 Google Chrome DevTools



Build In-Demand Skills. Deliver Real Impact.

Bring this hands-on program to your campus and empower your students.

[Schedule for Your Campus](#) →

Limited Slots | On Campus

Our Programs

Train & Deploy Internship
Hackathons
Workshops
Faculty Development

Quick Links

Services
Training
Campus Programs
Resources
About Us

Connect With Us

+91 72593 39361
hello@admargdigital.com
www.admargdigital.com



Let's Build the Future Together

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

[Partner With Us](#)