

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 ↓