



IILD SERVICES

UG CS-34, Ansal Plaza, Sect-1, Vaishali, Ghaziabad

 iild.co.in |  contact@iild.co.in

GA4 & GTM Mastery Training Plan

Duration: 1.5 Months

Time Commitment: 6 Hours/Week

PART 1: Google Tag Manager (GTM)

Module 1: GTM Fundamentals & Interface

- Understand GTM's role in digital marketing
- Install GTM on HTML, WordPress, Shopify, Wix
- Learn about Tags, Triggers, Variables
- Intro to Data Layer and its strategic use
- Use Tag Preview, Versions, and Debug Panel

Module 2: Variables, Triggers & Event-Based Tagging

- Difference between Built-in and User-defined Variables
- Use Auto-Event Variables
- Trigger types: Page View, Click, Scroll, Timer, Form Submit, Custom
- Set up Event Listeners for buttons, links, etc.
- Apply Trigger filters using Regex, CSS Selectors

Module 3: Advanced Tagging & Data Layer

- Capture dynamic event parameters via DOM
- DOM Scraping using JavaScript
- Create Custom JavaScript Variables
- Form Tracking (HTML, AJAX, Contact Form 7, HubSpot, Calendly, etc.)
- Handle form errors and double submissions
- Track Scroll Depth and Element Visibility

Module 4: E-commerce & Funnel Tracking

- Set up GA4 ecommerce events: view_item, add_to_cart, purchase, etc.
- Use GA4 Enhanced Ecommerce schema
- Implement Facebook Pixel Events through GTM
- Add other platform pixels: TikTok, Pinterest, Snapchat, LinkedIn, Bing
- Configure deduplication (Event ID, fbc, fbp)
- Use Tag Sequencing and validate with Pixel Helpers

Module 5: Utilities, Customization & Debugging

- Set up Timer Tags (Time-on-Page)
- Use Lookup Tables
- Pass data using URL, LocalStorage, SessionStorage
- Push values into Data Layer for custom events
- Apply JavaScript logic: If-Else, DOM Listeners, Loops
- Validate setup with Tag Assistant, DevTools, Pixel Helpers

PART 2: Google Analytics 4 (GA4)

Module 6: GA4 Setup & Configuration

- Create GA4 property and Web Stream
- Implement GA4 using GTM
- Use Enhanced Measurement
- Understand GA4's Event Model (Default vs Custom)
- Validate data using DebugView

Module 7: Custom Events, Ecommerce & Leads

- Tag GA4 events with dynamic values
- Create GA4 tags for Scroll, File Download, Video Play, Forms
- Implement GA4 Ecommerce (Product ID, Name, Price, etc.)
- Set up Conversions and map events to goals

Module 8: Audience Building & Attribution

- Build audiences based on user behavior
- Import GA4 audiences into Google Ads
- Use lifecycle stages: Acquisition, Retention, Monetization
- Understand Attribution Models: Data-driven, First/Last Click
- Use Conversion Paths & Model Comparison tools

Module 9: Custom Reports & Explorations

- Use Standard GA4 Reports: Acquisition, Engagement, Monetization
- Create Exploration Reports:
 - Funnel & Path Explorations
 - Segment Overlap

- User Lifetime, Cohorts, User Explorer
- Track Campaign UTM parameters
- Create Custom Dimensions & Metrics

Module 10: Visualization & Reporting

- Connect GA4 to Looker Studio
- Build dashboards for Marketing, Sales, Product Teams
- Blend data from GA4, Ads, CRM
- Visualize user journeys, conversions, and ROI

Module 11: Applying GA4 & GTM in Campaigns

- Optimize Google Ads using GA4 + GTM
- Set up Ads Conversion Tracking via GTM
- Create GA4-based Remarketing Lists