

# Introduction to Google Analytics

## Description

Google Analytics is a popular web analytics and reporting tool for websites and mobile applications and is used to measure the performance of websites and mobile applications, analyze user behavior and optimize marketing strategies. It is a free tool offered by Google and allows website owners to track site traffic, visitor interactions, conversion rates, user segments and more.

Google Analytics monitors the behavior of site visitors thanks to a tracking code placed on the website. This code anonymously collects the interactions and movements of each visitor to the site. This collected data includes visitor numbers, page views, visit time, abandonment rates, traffic sources, conversion rates, and more.

The reporting features of Google Analytics present this collected data in the form of visual graphs, tables and summaries. These reports help users understand the website's effectiveness, visitor behavior, the impact of marketing campaigns, and the site's performance. In addition, the goal tracking and conversion tracking features of Google Analytics make it possible to analyze the website's achievement of the set goals and revenue.

## Outline

### Introducing Google Analytics 4

- Working Logic
- General Introduction and Panel Introduction
- Installation Steps

### Google Analytics 4 Dimensions and Metrics

- Dimensions

- Metrics
- Parameters

## Events and Conversions

- Events
- Conversions
- Create Events and Conversions

## Google Analytics 4 Reports

- Reports Area Overview
- Real-Time Reports
- Demographics

## Google Analytics 4 Reports 2

- Life Cycle Reports
- Monetization Reports
- Retention Reports

## Google Analytics 4 Reports 3

- Filtered Reports
- Create custom report fields
- Library (Console Link)

## Google Analytics 4 Explore Area

- Exploration Templates
- Discovery Creation
- Share your discovery

## Google Analytics 4 Creating a Custom

- Custom Metrics
- Custom Dimensions
- Custom Events

## Google Analytics 4 Audiences

- Audiences

- Audience Building
- Using Audiences

## Prerequisites

There are no prerequisites for this course