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# Digital Notes

## Module 10: Analytics and Reporting

Learn how to collect, analyze, and interpret data to make *smarter marketing decisions*



Data  
Collection



Data  
Analysis



Performance  
Tracking



Reports &  
Dashboards



KPI  
Tracking



Conversion  
Analysis



Google Analytics  
(GA4)



Data-Driven  
Decisions



Dashboard



Performance  
Insights



Data  
Visualization



Growth  
Tracking

Actionable  
Reports

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Analyze.  
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# Module 10

## Analytics & Reporting

### Module Overview

Digital marketing analytics is the process of collecting, organising, analysing and reporting data from websites, mobile applications and marketing campaigns.

Analytics helps marketers answer questions such as:

- How many people visited the website?
- Where did visitors come from?
- Which advertisements generated enquiries?
- Which pages attracted the most users?
- How many visitors completed a purchase?
- Where did customers leave the checkout process?
- Which marketing channel produced the highest-quality leads?
- How do users interact with a mobile application?
- What actions should the business take next?

This module teaches students how to set up Google Analytics 4, commonly called GA4, and Google Tag Manager, commonly called GTM. It also explains how to create custom events, parameters, variables, triggers and tags without requiring students to become programmers.

The practical examples cover:

- Service-based websites
- E-commerce websites
- Local businesses
- Educational institutes
- Android and iOS applications
- Lead-generation campaigns

Google regularly changes menu names, interface layouts and features. The fundamental process remains the same, but students should check Google's current official documentation when an option appears in a different location.

# Learning Objectives

After completing this module, learners should be able to:

- Understand important digital analytics terms.
- Create a Google Analytics account.
- Create a GA4 property.
- Set up web, Android and iOS data streams.
- Create a Google Tag Manager account and web container.
- Install GTM on a website.
- Connect GA4 and GTM.
- Understand tags, triggers and variables.
- Create customised interaction tags.
- Track button, link, form, phone and WhatsApp interactions.
- Create custom GA4 events and event parameters.
- Configure custom dimensions and metrics.
- Mark important events as key events.
- Plan e-commerce and app measurement.
- Use Tag Assistant, Preview mode and DebugView.
- Create UTM-tagged campaign links.
- Filter internal traffic.
- Read acquisition, engagement and monetisation reports.
- Create explorations and basic dashboards.
- Prepare meaningful marketing reports.
- identify and correct tracking errors.
- protect user privacy and avoid collecting prohibited information.

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# 1. Understanding Digital Analytics

## 1.1 What Is Web Analytics?

Web analytics is the collection and analysis of website visitor activity.

It may measure:

- Website visits
- Pages viewed
- Traffic sources
- Button clicks
- Form submissions
- Product views
- Cart additions
- Purchases
- Downloads
- Video engagement

## 1.2 What Is App Analytics?

App analytics measures activity inside a mobile application.

It may include:

- App installations
- First app opens
- Screen views
- User engagement
- Sign-ups
- Searches
- Product interactions
- Purchases
- Subscription renewals
- App version
- Device type
- Application errors

## 1.3 What Is Google Analytics 4?

Google Analytics 4 is Google's event-based analytics platform for websites and mobile applications.

In GA4, user activity is mainly measured as events.

Examples:

page\_view  
scroll  
click  
form\_submit  
generate\_lead  
sign\_up  
login  
add\_to\_cart  
begin\_checkout  
purchase

## 1.4 What Is Google Tag Manager?

Google Tag Manager is a tag-management platform that helps marketers install and manage measurement tags through a visual interface.

Google describes GTM as a web-based system that allows users to create and update Google, third-party and custom tags without manually adding a new JavaScript snippet to the website for every change. [Google Analytics tagging options](#)

GTM does not replace GA4.



## 1.5 GA4 vs GTM

| Google Analytics 4                       | Google Tag Manager                            |
|------------------------------------------|-----------------------------------------------|
| <b>Collects and reports data</b>         | Manages tracking tags                         |
| <b>Shows users, sessions and events</b>  | Controls when tags fire                       |
| <b>Provides reports and explorations</b> | Uses tags, triggers and variables             |
| <b>Measures marketing performance</b>    | Helps implement measurement                   |
| <b>Stores analytics data</b>             | Does not serve as the main analytics database |

## 2. Essential Analytics Terms

### 2.1 User

A user is a person or device interacting with a website or app.

GA4 may not always recognise the same person across different devices or browsers unless suitable identity features are implemented.

### 2.2 New User

A new user is someone who interacts with the website or app for the first recognised time.

### 2.3 Session

A session is a period during which a user interacts with a website or app.

One user can have several sessions.

### 2.4 Engaged Session

An engaged session meets Google Analytics engagement conditions, such as lasting beyond a minimum duration, containing a key event or having multiple page or screen views.

### 2.5 Event

An event represents an interaction or occurrence.

Examples:

page\_view  
view\_item  
file\_download  
generate\_lead  
purchase

## 2.6 Event Parameter

A parameter provides additional information about an event.

Example:

**Event:** cta\_click

Parameters:

button\_text = Book a Demo

button\_location = homepage\_hero

page\_type = home

Google explains that event parameters provide context, such as which button was clicked or which product was added to the cart. [GA4 event parameters](#)

## 2.7 Dimension

A dimension describes data.

Examples:

- City
- Device category
- Page title
- Traffic source
- Campaign
- Event name
- Button text

Dimensions usually answer:

Who?

What?

Where?

Which?

## 2.8 Metric

A metric is a numerical measurement.

Examples:

- Users

- Sessions
- Event count
- Purchases
- Revenue
- Engagement rate
- Key events

Metrics answer:

How many?

How much?

How often?

## 2.9 Key Event

A key event is an event that represents an important business action.

Examples:

- Successful enquiry
- Purchase
- Account registration
- Appointment booking
- Course application
- Subscription

Google previously used the term “conversion” more broadly inside Analytics. In the current GA4 interface, important Analytics events are marked as key events. Advertising products may still use the term conversion.

## 2.10 Source

Source identifies where traffic originated.

Examples:

google

facebook

instagram

newsletter

youtube

## 2.11 Medium

Medium identifies the general marketing method.

Examples:

organic  
cpc  
email  
social  
referral

## 2.12 Campaign

Campaign identifies a specific marketing initiative.

Examples:

summer\_sale  
seo\_course\_launch  
diwali\_offer  
webinar\_july

## 2.13 Attribution

Attribution is the method used to assign credit for a key event or sale to marketing interactions.

## 2.14 Data Stream

A data stream is the source from which a GA4 property receives data.

Types:

- Web
- Android app
- iOS app

## 2.15 Property

A property is the GA4 reporting environment that receives and organises data from one or more data streams.

## 3. Planning the Analytics Account Structure

Before creating accounts, decide how the business should be organised.

### 3.1 GA4 Structure

Google Analytics Account



GA4 Property



Data Streams



### 3.2 GTM Structure

Google Tag Manager Account



Container



Tags + Triggers + Variables

### 3.3 Recommended Structure for One Business

GA Account:

ABC Institute

GA4 Property:

ABC Institute – Website and App

Data Streams:

ABC Institute Website

ABC Institute Android App

ABC Institute iOS App

GTM Account:

ABC Institute

GTM Containers:

ABC Institute Website – Web  
ABC Institute Android App – Android, if required  
ABC Institute iOS App – iOS, if required

## 3.4 When to Use Separate Properties

Consider a separate property when:

- The website belongs to a different business.
- The audiences and reporting requirements are unrelated.
- Legal or access requirements are different.
- The organisation needs completely independent data.
- The websites have different owners.

Do not create a new GA4 property for every campaign or landing page. Campaigns can usually be separated with UTM parameters and reports.

# 4. Prepare a Measurement Plan

Do not install tags before deciding what the business needs to measure.

## 4.1 Measurement Plan Structure

| Business objective     | User action            | Event              | Parameter       | Key event? | KPI         |
|------------------------|------------------------|--------------------|-----------------|------------|-------------|
| <b>Generate leads</b>  | Form completed         | generate_lead      | form_name       | Yes        | Leads       |
| <b>Increase calls</b>  | Phone link clicked     | phone_click        | page_location   | Maybe      | Call clicks |
| <b>Increase sales</b>  | Order completed        | purchase           | value, currency | Yes        | Revenue     |
| <b>Improve content</b> | Article read           | article_engagement | article_name    | No         | Engagement  |
| <b>Grow app users</b>  | Registration completed | sign_up            | method          | Yes        | Sign-ups    |

## 4.2 Example for an Educational Institute

### Business objectives

- Generate course enquiries
- Increase counselling bookings
- Increase brochure downloads
- Identify popular courses
- Measure paid campaigns

### Events

course\_view  
brochure\_download  
whatsapp\_click  
phone\_click  
counselling\_booked  
generate\_lead  
application\_started  
application\_submitted

## 4.3 Event-Naming Rules

Use:

- Lowercase letters
- Underscores
- Clear action-based names
- Consistent terminology

Good examples:

generate\_lead  
brochure\_download  
whatsapp\_click  
counselling\_booked

Poor examples:

Click1  
Button Click Final  
FORM-SUBMISSION!!!  
EventJulyNew

## 4.4 Prefer Recommended GA4 Events

When Google provides a suitable recommended event, use it instead of creating an unnecessary custom name.

Examples:

sign\_up  
login  
search  
generate\_lead  
view\_item  
add\_to\_cart  
begin\_checkout  
purchase

This improves compatibility with GA4's standard reports and advertising integrations.

---

## 5. Create a Google Analytics Account

Google's current setup process requires an Analytics account, a GA4 property and at least one data stream. [Official GA4 setup guide](#)

### 5.1 Requirements

Prepare:

- Google account
- Business name
- Website URL
- Business country
- Reporting time zone
- Reporting currency
- Website or app administrator access
- Business objectives

Use an organisation-controlled account where possible. Avoid creating a business property only under an employee's personal email account.

## 5.2 Step-by-Step Account Creation

1. Visit [Google Analytics](#).
2. Sign in with the appropriate Google account.
3. Click **Start measuring** if this is the first account.
4. If another account already exists, open **Admin**.
5. Click **Create**.
6. Select **Account**.
7. Enter the account name.

Example:

ABC Institute

8. Review the account data-sharing settings.
9. Select settings according to the organisation's privacy policy.
10. Click **Next**.

## 5.3 Naming Recommendation

Use the actual organisation name.

Good:

FreshBasket Private Limited

Poor:

My GA  
Test Account  
Website Data  
Rahul Analytics

---

## 6. Create a GA4 Property

### 6.1 Steps

1. Continue from account creation or open **Admin**.
2. Confirm the correct account is selected.
3. Click **Create Property**.
4. Enter the property name.

Example:

### FreshBasket – Website and Apps

5. Select the correct reporting time zone.
6. Select the correct currency.
7. Continue to the business-information section.
8. Select the industry category.
9. Select the approximate business size.
10. Choose appropriate business objectives.
11. Accept the required terms.
12. Complete property creation.

## 6.2 Why Time Zone Matters

The property time zone affects daily reporting.

If an Indian business selects a different time zone, late-night activity may appear under the wrong date.

## 6.3 Why Currency Matters

An incorrect currency can make revenue and advertising reports difficult to interpret.

Select the primary reporting currency used by the business.

---

# 7. Create a Web Data Stream

## 7.1 Steps

1. Open the correct GA4 property.
2. Go to **Admin**.
3. Under data collection settings, select **Data streams**.
4. Click **Add stream**.
5. Select **Web**.
6. Enter the primary website URL.

Example:

<https://www.example.com>

Enter a clear stream name.

Example:

### ABC Institute Main Website

8. Review **Enhanced measurement**.
9. Click **Create stream**.
10. Copy or record the Measurement ID.

A GA4 Measurement ID normally looks like:

G-XXXXXXXXXX

## 7.2 Enhanced Measurement

Enhanced measurement can automatically collect certain website interactions without separate code.

Depending on the website and current GA4 settings, these may include:

- Page views
- Scrolls
- Outbound clicks
- Site searches
- Video engagement
- File downloads
- Form interactions

Google currently recommends enabling enhanced measurement during web-stream setup and then disabling individual measurements that are unsuitable.  
[Official GA4 setup guide](#)

## 7.3 Review Enhanced Measurement Carefully

Automatic measurement does not guarantee perfect data.

For example:

- A single-page website may require extra history-change tracking.
- An AJAX form may not create a traditional submission.
- Embedded forms may behave differently.
- A custom video player may not produce standard video events.
- Form-start events may fire without a successful lead.

Test every important event.

---

## 8. Create a Google Tag Manager Account

### 8.1 Requirements

Prepare:

- Business name
- Business country
- Website URL
- Website administrator access
- GA4 Measurement ID
- Measurement plan

### 8.2 Step-by-Step Setup

1. Visit [Google Tag Manager](#).
2. Sign in with the organisation's Google account.
3. Click **Create Account**.
4. Enter the account name.

Example:

ABC Institute

5. Select the country.
6. Enter the container name.

Example:

www.abcinstitute.com

7. Select the target platform.

For a website, select:

Web

8. Click **Create**.

9. Review and accept the terms.
10. The GTM installation code will appear.
11. Record the Container ID.

A web GTM Container ID looks like:

GTM-XXXXXXX

## 8.3 Measurement ID vs Container ID

Do not confuse these:

GA4 Measurement ID: G-XXXXXXXXXX

GTM Container ID: GTM-XXXXXXX

The GA4 Measurement ID identifies the Analytics data stream.

The GTM Container ID identifies the tag-management container installed on the website.

---

## 9. Install GTM on a Website

GTM normally provides two code sections:

1. A script for the <head> section.
2. A <noscript> section immediately after the opening <body> tag.

### 9.1 Manual HTML Website

Ask the developer or website administrator to:

1. Copy the first GTM code section.
2. Paste it as high as practical inside <head>.
3. Copy the second GTM code section.
4. Paste it immediately after the opening <body> tag.
5. Save and publish the website.
6. Check more than one page.

Do not modify the GTM code unless a qualified implementation requires it.

## 9.2 WordPress Website

Possible methods include:

- Theme-level integration
- A trusted GTM plugin
- A theme's header-code feature
- Direct developer installation

### Beginner workflow

1. Back up the website.
2. Check whether the theme or website builder has a GTM field.
3. If not, install a well-maintained GTM integration plugin.
4. Enter the GTM Container ID.
5. Save the settings.
6. Clear website and caching-plugin caches.
7. Verify installation with Tag Assistant.

Do not install both a plugin and manual GTM code. Duplicate installation can cause duplicate events.

## 9.3 Shopify, Wix and Other CMS Platforms

Many platforms provide a dedicated field or built-in connection for a Google tag or GTM.

Google maintains setup guidance for CMS platforms such as WordPress, Shopify and Wix. [Google tag CMS installation guidance](#)

Check whether the platform supports:

- Google tag only
- Full GTM container
- Native GA4 integration
- E-commerce data layer
- Consent settings

These are not always the same.

## 9.4 GTM Installation Verification

1. Open the GTM container.
2. Click **Preview**.

3. Enter the website URL.
4. Click **Connect**.
5. The website should open in a new tab.
6. Tag Assistant should display the connected GTM container.
7. Browse several pages.
8. Return to Tag Assistant.
9. Check the page events.

If the container is not detected:

- Clear website cache.
- Disable browser ad blockers temporarily for testing.
- Confirm the correct container ID.
- Check that the website changes were published.
- Inspect whether a security policy blocks GTM.
- Test in a private browser window.
- Ask the developer to inspect the source code.

---

## 10. Understand the GTM Workspace

The main GTM sections include:

### 10.1 Tags

Tags perform measurement or marketing actions.

Examples:

- Google tag
- GA4 event tag
- Google Ads conversion tag
- Remarketing tag
- Custom HTML tag
- Supported third-party tag

### 10.2 Triggers

Triggers define when a tag should fire.

Examples:

- All pages

- Page view on a specific page
- Button click
- Link click
- Form submission
- Custom event
- Scroll depth
- YouTube video interaction
- Timer
- Element visibility

## 10.3 Variables

Variables provide values used by tags and triggers.

Examples:

- Click text
- Click URL
- Page URL
- Page path
- Form ID
- Element ID
- Data layer value
- GA4 Measurement ID

## 10.4 Folders

Folders organise related tags, triggers and variables.

Example:

GA4 – Base Tracking  
GA4 – Lead Generation  
GA4 – E-commerce  
Google Ads  
Meta  
Testing

## 10.5 Templates

Templates provide controlled tag or variable configurations.

Use trusted templates and review requested permissions.

## 10.6 Versions

Every published container creates a version.

Versions help teams:

- Review historical changes
  - Identify who published a change
  - Understand what was changed
  - Restore an earlier configuration if necessary
- 

## 11. Enable GTM Built-In Variables

Built-in variables make interaction tracking easier.

### 11.1 Steps

1. Open the GTM container.
2. Select **Variables**.
3. Under **Built-In Variables**, click **Configure**.
4. Enable relevant variables.

### 11.2 Recommended Web Variables

#### Page variables

- Page URL
- Page Hostname
- Page Path
- Referrer

#### Click variables

- Click Element
- Click Classes
- Click ID
- Click Target
- Click URL
- Click Text

## Form variables

- Form Element
- Form Classes
- Form ID
- Form Target
- Form URL
- Form Text

## Video variables

Enable YouTube-related variables when tracking embedded YouTube videos.

## Scroll variables

Enable scroll depth variables when tracking different scroll thresholds.

Do not enable variables without a purpose, but beginners may enable commonly used page, click and form variables for practice.

---

# 12. Connect GA4 Through GTM

The recommended GTM implementation uses a Google tag for the base Analytics configuration and GA4 event tags for specific interactions.

## 12.1 Create a Measurement ID Variable

Instead of typing the Measurement ID into every tag, store it in one variable.

### Steps

1. In GTM, open **Variables**.
2. Under **User-Defined Variables**, click **New**.
3. Name the variable:

#### CONST – GA4 Measurement ID

4. Click **Variable Configuration**.
5. Select **Constant**.
6. Enter the GA4 Measurement ID:

G-XXXXXXXXXX

7. Save the variable.

If the Measurement ID changes, only this variable needs to be updated.

## 12.2 Create the Base Google Tag

1. Open **Tags**.
2. Click **New**.
3. Name the tag:

### Google Tag – GA4 – All Pages

4. Open **Tag Configuration**.
5. Select **Google tag**.
6. Add the Measurement ID using the constant variable.
7. Open **Triggering**.
8. Select the appropriate all-page initialisation or page-view trigger according to the current template guidance.
9. Save the tag.
10. Click **Preview**.
11. Connect to the website.
12. Confirm that the tag fires correctly.
13. Check GA4 Realtime or DebugView.
14. Publish only after verification.

## 12.3 Avoid Duplicate Base Tracking

Do not run the same GA4 property through:

- GTM
- A WordPress GA plugin
- Hard-coded Google tag
- CMS native integration

at the same time unless the implementation has been deliberately designed to prevent duplication.

Possible duplicate symptoms:

- Two page views for one page
- Inflated events
- Incorrect engagement
- Duplicate purchases

- Unreliable conversion rate

## 13. Publish a GTM Container

Saved changes do not affect the live website until the container is published.

### 13.1 Steps

1. Test the container in Preview mode.
2. Click **Submit**.
3. Select **Publish and Create Version**.
4. Enter a version name.

Example:

GA4 Base Setup

5. Add a description.

Example:

Added Google tag on all pages and verified in GA4 DebugView.

6. Click **Publish**.
7. Record the version number in the measurement document.

### 13.2 Good Version Names

GA4 Base Installation

Lead Form Tracking

E-commerce Purchase Fix

WhatsApp Click Tracking

Consent Configuration Update

Poor names:

Test

Changes

Final

New Final 2

# 14. Create a Custom Button-Click Tag

## 14.1 Business Situation

An educational website has a button:

Book Free Counselling

The business wants to measure every click.

## 14.2 Inspect the Click

1. Open GTM.
2. Click **Preview**.
3. Connect the website.
4. Click the counselling button.
5. Return to Tag Assistant.
6. Select the click event.
7. Open the **Variables** tab.
8. Review:

Click Text  
Click URL  
Click ID  
Click Classes  
Page Path

Select the most reliable identifier.

## 14.3 Create the Trigger

1. In GTM, open **Triggers**.
2. Click **New**.
3. Name it:

Click – Book Counselling Button

4. Select the appropriate click trigger:

Just Links **or:** All Elements

5. Select **Some Clicks**.
6. Add a rule such as:

Click Text equals Book Free Counselling

A more reliable rule may use a stable Click ID or Click URL.

7. Save.

## 14.4 Create the GA4 Event Tag

1. Open **Tags**.
2. Click **New**.
3. Name it:

GA4 Event – counselling\_button\_click

4. Select **Google Analytics: GA4 Event**.
5. Connect it to the relevant Google tag or Measurement ID.
6. Enter the event name:

counselling\_button\_click

7. Add parameters:

| Parameter            | Value          |
|----------------------|----------------|
| <b>button_text</b>   | {{Click Text}} |
| <b>button_url</b>    | {{Click URL}}  |
| <b>page_location</b> | {{Page URL}}   |
| <b>page_path</b>     | {{Page Path}}  |

8. Select the button-click trigger.
9. Save.
10. Test in Preview mode.
11. Check DebugView.
12. Publish.

---

# 15. Track WhatsApp Clicks

## 15.1 Identify WhatsApp Links

WhatsApp links may contain:

wa.me  
api.whatsapp.com

## 15.2 Create the Trigger

1. Open **Triggers**.
2. Create a new **Just Links** trigger.
3. Select **Some Link Clicks**.
4. Use a condition such as:

Click URL contains wa.me

If the website uses a different WhatsApp URL, adjust the condition.

5. Name it:

Click – WhatsApp Link

## 15.3 Create the Tag

Event name:

whatsapp\_click

Parameters:

| Parameter     | GTM value      |
|---------------|----------------|
| link_url      | {{Click URL}}  |
| link_text     | {{Click Text}} |
| page_location | {{Page URL}}   |
| page_path     | {{Page Path}}  |

## 15.4 Reporting Use

This event can help answer:

- Which page generated the most WhatsApp clicks?
- Which campaign brought users who clicked WhatsApp?
- Which CTA text performed better?
- How many WhatsApp clicks occurred before enquiry completion?

A WhatsApp click is not automatically a confirmed lead. The user may click but never send a message.

---

## 16. Track Phone-Link Clicks

Phone links normally begin with:

tel:

### 16.1 Trigger

Trigger type: Just Links

Fire on: Some Link Clicks

Condition: Click URL starts with tel:

### 16.2 Event Tag

Event name:

phone\_click

Parameters:

link\_url

link\_text

page\_location

page\_path

### 16.3 Important Limitation

A phone-link click does not prove that:

- The call connected
- The caller spoke to the business
- The lead was qualified
- A sale occurred

Call-tracking software or CRM information is required for deeper measurement.

# 17. Track Email-Link Clicks

Email links usually begin with:

**mailto:**

## 17.1 Trigger

Click URL starts with **mailto:**

## 17.2 Event

**email\_click**

Do not send the visitor's entered email address as an event parameter. Personally identifiable information must not be collected in GA4.

---

# 18. Track File Downloads

Enhanced measurement may automatically track supported file downloads.

Possible file types include:

- PDF
- DOCX
- XLSX
- ZIP
- PPTX

## 18.1 Verification Process

1. Enable file-download measurement in the web data stream.
2. Open GTM Preview or Tag Assistant.
3. Click the brochure or document link.
4. Check for a file\_download event.
5. Open GA4 DebugView.
6. Confirm the event and parameters.

## 18.2 Custom Download Event

If the automatic event does not provide the required distinction, create a custom event such as:

brochure\_download

Parameters:

file\_name  
file\_extension  
course\_name  
page\_location

Do not create a second event if the standard **file\_download** event already meets the reporting need.

---

## 19. Track Form Submissions

Form tracking is one of the most important and frequently misconfigured areas.

### 19.1 Preferred Method: Thank-You Page

A successful form redirects the visitor to:

/thank-you/

#### Trigger

Trigger type: Page View  
Condition: Page Path equals /thank-you/

#### Event

Use a recommended event where suitable:

generate\_lead

## Parameters

```
form_name = course_enquiry  
lead_type = digital_marketing  
page_location = {{Page URL}}
```

## 19.2 Prevent False Leads

A thank-you page should not be accessible through normal website navigation. Otherwise, visitors may create false `generate_lead` events by opening the page directly.

## 19.3 GTM Form Submission Trigger

Use a form-submission trigger only after testing whether it represents a successful submission.

Possible problem:

```
User clicks Submit  
→ Validation fails  
→ GTM records a lead anyway
```

## 19.4 AJAX and Embedded Forms

Modern forms may submit without loading a new page. Possible tracking approaches include:

- Form platform's built-in GA4 integration
- Data layer event after confirmed success
- Custom event from the website developer
- Element visibility of a unique success message
- Platform callback integration

The most reliable solution is usually a developer-generated data layer event after successful processing.

Example:

```
dataLayer.push({  
  event: "lead_form_success",  
  form_name: "course_enquiry",  
  course_name: "digital_marketing"  
})
```

```
});
```

Then configure a GTM custom-event trigger:

Custom Event name: `lead_form_success`

Do not send the lead's name, email address, phone number or message into GA4.

---

## 20. Understanding the Data Layer

The data layer is a structured object through which the website passes information to GTM.

Google defines it as an object used by GTM and the Google tag to pass events and variables to tags. [Google Tag Manager data-layer guide](#)

### 20.1 Why Use a Data Layer?

Without a data layer, GTM may depend on visible website elements such as button text or CSS classes. These can change during redesigns.

A data layer provides stable information such as:

- Product ID
- Product name
- Transaction value
- Course name
- Form name
- User type
- Order ID
- Event name

### 20.2 Basic Example

```
window.dataLayer = window.dataLayer || [];
```

```
dataLayer.push({  
  event: "course_enquiry_success",  
  course_name: "digital_marketing",  
  form_location: "course_page"  
});
```

## 20.3 Data Layer Event

course\_enquiry\_success

This can become a GTM custom-event trigger.

## 20.4 Data Layer Variables

course\_name  
form\_location

These can become GTM data layer variables and then GA4 event parameters.

## 20.5 Create a Data Layer Variable in GTM

1. Open **Variables**.
2. Click **New**.
3. Name it:

DLV – course\_name

4. Select **Data Layer Variable**.
5. Enter:

course\_name

6. Save.

Repeat for:

form\_location

## 20.6 Use It in a GA4 Event Tag

Event name:

generate\_lead  
Parameters:

| Parameter     | Value                   |
|---------------|-------------------------|
| course_name   | {{DLV – course_name}}   |
| form_location | {{DLV – form_location}} |

## 20.7 Data-Layer Precautions

- Use consistent letter casing.
- Do not overwrite the data layer.
- Do not send personal information.
- Document every event and variable.
- Use the same event definition across pages.
- Test the data layer before publishing.
- Ask a developer to implement transaction and app events.

Google recommends using one global data layer and sending events through `dataLayer.push()`. It also advises using native GTM templates instead of deploying Google Analytics code through Custom HTML tags. [Data-layer implementation guidance](#)

---

## 21. Custom Event Tracking with GTM

### 21.1 Example: Course Selection

Suppose a learner selects a course from a comparison tool.

Developer implementation:

```
dataLayer.push({  
  event: "course_selected",  
  course_name: "digital_marketing",  
  course_duration: "6_months",  
  course_mode: "classroom"  
});
```

### 21.2 GTM Setup

**Create variables:**

DLV – course\_name  
DLV – course\_duration  
DLV – course\_mode

**Create trigger:**

Trigger type: Custom Event  
Event name: `course_selected`

**Create GA4 event tag:**

Event name: `course_selected`

**Add parameters:**

`course_name`  
`course_duration`  
`course_mode`

Attach the custom-event trigger.

## 21.3 Test

1. Open Preview.
2. Perform the course selection.
3. Confirm `course_selected` appears in Tag Assistant.
4. Select the event.
5. Confirm the tag fired once.
6. Inspect variable values.
7. Check GA4 DebugView.
8. Publish after approval.

---

## 22. Create Custom Dimensions and Metrics

Sending a custom parameter does not always make it immediately available as a reusable reporting dimension. Important custom parameters may need to be registered.

Google explains that custom dimensions and metrics make additional website or app data available for analysis. Data can take approximately 24–48 hours to become reportable after configuration. [GA4 custom dimensions and metrics](#)

## 22.1 Event-Scoped Custom Dimension Example

Event:

counselling\_button\_click

Parameter:

button\_location = homepage\_hero

To report by **button\_location**, create an event-scoped custom dimension.

## 22.2 Steps

1. Confirm that the parameter is reaching GA4.
2. Open GA4 **Admin**.
3. Find **Custom definitions**.
4. Click **Create custom dimension**.
5. Enter a dimension name:

Button Location

6. Select the appropriate scope:

Event

7. Add a description.
8. Enter the exact event parameter:

button\_location

9. Save.
10. Allow processing time.
11. Add it to an exploration or report.

## 22.3 Custom Metric Example

Suppose an event sends:

estimated\_lead\_value = 500

A numerical parameter may be registered as a custom metric if it has a valid reporting purpose.

## 22.4 Avoid High-Cardinality Dimensions

Do not create custom dimensions for values that are almost always unique, such as:

- User email
- Phone number
- Unique timestamp
- Session identifier
- Order number
- Complete page URL with random parameters

High-cardinality dimensions can reduce report usefulness. Personally identifiable information must not be sent to GA4.

Google's standard-property limits currently include 25 user-scoped custom dimensions, 50 event-scoped dimensions and 50 custom metrics, so unnecessary definitions should be avoided. [GA4 configuration limits](#)

---

## 23. Mark Important Events as Key Events

### 23.1 Suitable Key Events

Service website:

generate\_lead  
book\_appointment  
qualified\_call

E-commerce website:

purchase

Educational website:

counselling\_booked  
application\_submitted  
fee\_paid

App:

sign\_up  
subscribe  
purchase

## 23.2 Steps

Depending on the current interface:

1. Open the GA4 property.
2. Go to **Admin**.
3. Open **Events** or **Key events**.
4. Locate the event.
5. Mark it as a key event.

If the event has not yet appeared, the interface may allow its name to be added manually.

## 23.3 Do Not Mark Every Event

Do not mark the following as key events unless they genuinely represent business success:

- Every page view
- Every scroll
- Every button click
- Every session
- Every file download

Too many key events make business reporting confusing.

## 23.4 Micro vs Macro Events

### Micro event

Shows progress:

- Product view
- Brochure download
- Video completion
- Add to cart

## Macro event

Represents the main outcome:

- Purchase
- Valid lead
- Paid registration
- Subscription

A reporting dashboard should distinguish them.

---

# 24. Set Up E-Commerce Measurement

E-commerce tracking normally requires developer or platform integration because product and transaction information must be sent accurately.

## 24.1 Recommended E-Commerce Events

Common GA4 e-commerce events include:

view\_item\_list  
select\_item  
view\_item  
add\_to\_cart  
remove\_from\_cart  
view\_cart  
begin\_checkout  
add\_shipping\_info  
add\_payment\_info  
purchase  
refund

Google recommends using standard e-commerce events because they populate predefined dimensions, metrics and calculations. [GA4 e-commerce event setup](#)

## 24.2 Purchase Information

A purchase event may include:

- Transaction ID
- Currency
- Total value
- Tax
- Shipping
- Coupon
- Items
- Product ID
- Product name
- Category
- Price
- Quantity

## 24.3 Conceptual Purchase Data Layer

```
dataLayer.push({  
  event: "purchase",  
  ecommerce: {  
    transaction_id: "T12345",  
    value: 2499.00,  
    currency: "INR",  
    items: [  
      {  
        item_id: "COURSE-DM-01",  
        item_name: "Digital Marketing Course",  
        price: 2499.00,  
        quantity: 1  
      }  
    ]  
  }  
});
```

Use sample data only during testing. A developer should implement the actual dynamic values.

## 24.4 Purchase Testing Checklist

- Does the event fire only after confirmed payment?
- Is the transaction ID unique?
- Is the currency correct?
- Does the total value match the order?
- Are products included in the items array?
- Does refreshing the confirmation page duplicate the purchase?
- Are test orders separated from real orders?
- Do refunds reach Analytics where required?

Duplicate purchase tracking can seriously inflate revenue reports.

---

## 25. Set Up GA4 for an Android or iOS App

App measurement normally uses Google Analytics for Firebase.

Google's current process creates or connects a Firebase project when an app data stream is added. The app must then include the appropriate Firebase configuration file and Analytics SDK. [Official GA4 website and app setup](#)

### 25.1 Information Required

#### Android

- Android package name
- App name
- Firebase project access
- Android project access

#### iOS

- iOS bundle ID
- App name
- App Store ID where applicable
- Firebase project access
- Xcode project access

### 25.2 Create an Android Data Stream

1. Open the correct GA4 property.
2. Go to **Admin**.
3. Select **Data streams**.
4. Click **Add stream**.
5. Select **Android app**.
6. Enter the Android package name exactly.
7. Enter the app name.
8. Register the app.
9. Download the configuration file.
10. Provide the file and setup instructions to the app developer.
11. Add the Firebase Analytics SDK.

12. Build and run the app.
13. Verify events in DebugView.
14. Complete the setup.

## 25.3 Create an iOS Data Stream

1. Open **Data streams**.
2. Select **iOS app**.
3. Enter the iOS bundle ID exactly.
4. Enter the app name.
5. Enter the App Store ID if required.
6. Register the app.
7. Download the Firebase configuration file.
8. Add it to the Xcode project.
9. Add the Analytics SDK.
10. Run the app.
11. Verify events.
12. Complete setup.

## 25.4 Role of the Non-Technical Marketer

The marketer should prepare:

- Measurement plan
- Event names
- Parameter definitions
- Business meaning
- Testing scenarios
- Reporting requirements

The app developer should handle:

- SDK installation
- Configuration files
- Application code
- Event implementation
- Release testing

## 25.5 App Event Example

**Event:** course\_preview

**Parameters:**

course\_name = digital\_marketing

preview\_type = video

screen\_name = course\_details

## 25.6 Firebase Analytics

Firebase automatically collects certain events and allows developers to log custom or recommended events and user properties. Google provides separate current setup guides for [Android](#) and [iOS](#).

---

# 26. GTM for Mobile Applications

GTM can also support Android and iOS implementations, but it does not remove the need for the Firebase Analytics SDK or developer involvement.

## 26.1 Possible Mobile Uses

- Adjusting certain measurement configurations
- Managing supported tags
- Modifying event parameters
- Supporting measurement changes after release
- Working with Firebase events and variables

## 26.2 Important Limitation

A non-technical marketer cannot independently install mobile GTM into a compiled app. Initial setup requires an app developer.

## 26.3 Recommended Student Workflow

1. Prepare the app measurement plan.
  2. Create the GA4 app data stream.
  3. Create or link the Firebase project.
  4. Give SDK instructions to the developer.
  5. Define recommended and custom events.
  6. Create test cases.
  7. Verify events in DebugView.
  8. Use GTM mobile capabilities only when the business has a valid requirement.
  9. Document changes and app versions.
-

# 27. Test with GTM Preview and Tag Assistant

## 27.1 GTM Preview Mode

Preview mode allows students to test an unpublished workspace.

### Steps

1. Open the GTM container.
2. Click **Preview**.
3. Enter the website URL.
4. Click **Connect**.
5. Perform the action being tested.
6. Return to Tag Assistant.
7. Select the relevant event.
8. Review **Tags Fired**.
9. Review **Tags Not Fired**.
10. Inspect variables and data-layer values.

## 27.2 Questions to Ask

- Did the correct event occur?
- Did the tag fire once?
- Did an unrelated tag also fire?
- Did the trigger match the correct element?
- Were parameter values available?
- Did the base Google tag load first?
- Did consent allow the tag?
- Did navigation interrupt the tag?

## 27.3 Tags Not Fired

If a tag appears under **Tags Not Fired**:

1. Select the tag.
2. Review each trigger condition.
3. Compare expected and actual variable values.
4. Correct the trigger.
5. reconnect Preview mode if required.
6. Test again.

## 28. Test with GA4 DebugView

DebugView shows events from a device in near real time during testing.

### 28.1 Steps

1. Connect GTM Preview mode.
2. Open GA4.
3. Select the correct property.
4. Go to **Admin**.
5. Open **DebugView**.
6. Interact with the website.
7. Look for the event.
8. Select the event.
9. Inspect its parameters.
10. Confirm that values are correct.

### 28.2 DebugView Checklist

- Correct event name
- Correct parameter names
- Correct values
- No personal information
- One event per intended action
- Correct page location
- Correct currency and value
- Correct product information
- Correct test device

### 28.3 Realtime vs DebugView

**Realtime** is useful for confirming active users and recent events.

**DebugView** is better for detailed implementation testing from a debug-enabled device.

---

## 29. Track Single-Page Applications

A single-page application may change its content and URL without a full page reload.

## 29.1 Possible Problem

The initial page view is recorded, but later route changes are missed.

## 29.2 Possible Solution

Use:

- GTM History Change trigger
- Framework-specific data layer events
- Developer-generated virtual page views
- Correct GA4 configuration for browser history events

## 29.3 Test Carefully

Confirm:

- One page view per meaningful route
- Correct page title
- Correct page location
- No duplicate automatic and manual page views
- Correct referrer behaviour
- Checkout routes measured correctly

This implementation should be coordinated with the website developer.

---

# 30. Cross-Domain Measurement

Cross-domain measurement is required when the same customer journey moves between related domains.

Example:

[www.example.com](http://www.example.com)  
↓  
[booking.example-partner.com](http://booking.example-partner.com)

Without correct setup, GA4 may treat the second domain as a new session or referral.

## 30.1 Practical Situations

- Website and third-party booking engine
- Main website and payment domain
- Product site and checkout site
- Institution website and application portal

## 30.2 Setup Process

1. List all domains involved.
2. Confirm that the same GA4 property should measure them.
3. Open the web data stream settings.
4. Locate cross-domain configuration.
5. Add the related domains.
6. Verify that tags are installed where required.
7. Test navigation between domains.
8. Inspect GA4 Realtime and acquisition data.
9. Check for unwanted self-referrals.

Do not add unrelated websites to cross-domain measurement.

---

## 31. Filter Internal Traffic

Employees and developers can distort website reports.

### 31.1 Common Internal Traffic

- Office staff
- Marketing team
- Developers
- Testing agency
- Content writers
- Customer-support employees

### 31.2 Setup Concept

1. Open the web data stream.
2. Configure internal-traffic rules.
3. Define the office or test IP addresses.
4. Review the corresponding data filter.
5. Start in a testing state where available.

6. verify the effect.
7. Activate only after successful testing.

## 31.3 Limitations

IP-based filtering may be difficult when:

- Employees work from home.
- Internet addresses change.
- Mobile networks are used.
- VPNs are used.
- Several people share an address.

Keep a testing record and avoid permanently activating a filter without verification.

---

## 32. Privacy and Consent

Analytics implementation must respect user privacy and applicable rules.

### 32.1 Do Not Send Personal Information to GA4

Do not send:

- Name
- Email address
- Phone number
- Postal address
- Government identity number
- Password
- Complete enquiry message
- Payment-card information
- Sensitive health information

This restriction applies to:

- Event names
- Event parameters
- Page URLs
- Form fields
- Custom dimensions
- Transaction data
- User properties

## 32.2 Prevent PII in URLs

Poor form design may produce a URL such as:

/thank-you?email=student@example.com

If GA4 collects the complete page URL, the email address may enter Analytics.

Ask the developer to:

- Remove personal information from URLs.
- Use secure internal identifiers where permitted.
- Avoid placing form responses in query strings.
- Review collected page-location values.

## 32.3 Consent Management

Where required, the website should obtain appropriate consent before non-essential tags collect data.

A consent implementation may include:

- Consent banner
- Consent-management platform
- Default consent state
- Updated state after user choice
- Region-specific behaviour
- Consent-mode configuration
- Record of consent choice

Google advises using supported Tag Manager consent APIs rather than using Custom HTML to configure consent behaviour. [Google Tag Manager data-layer guidance](#)

Privacy and consent requirements vary by region. Obtain qualified guidance for a real implementation.

---

# 33. UTM Campaign Tracking

UTM parameters identify external marketing campaigns.

## 33.1 Standard UTM Parameters

### Source

Identifies the platform or publisher.

`utm_source=facebook`

### Medium

Identifies the channel.

`utm_medium=paid_social`

### Campaign

Identifies the campaign.

`utm_campaign=seo_course_launch`

### Content

Identifies the creative, button or variation.

`utm_content=video_testimonial`

### Term

Can identify a keyword or audience-related value where appropriate.

`utm_term=digital_marketing_course`

## 33.2 Complete Example

`https://www.example.com/digital-marketing-course  
?utm_source=facebook  
&utm_medium=paid_social  
&utm_campaign=seo_course_launch  
&utm_content=student_video`

## 33.3 UTM Naming Rules

- Use lowercase.
- Use underscores or hyphens consistently.
- Avoid spaces.
- Do not use personal information.
- Maintain a central UTM spreadsheet.
- Use the same channel naming system across the team.

## 33.4 UTM Builder Sheet

| Final page  | Source   | Medium      | Campaign          | Content       | Owner | Final URL     |
|-------------|----------|-------------|-------------------|---------------|-------|---------------|
| Course page | facebook | paid_social | seo_course_launch | student_video | Riya  | Generated URL |

## 33.5 Common UTM Errors

- Using UTMs on internal website links
- Changing source names between campaigns
- Using facebook, fb and meta for the same source
- Adding personal data
- Forgetting to test the landing page
- Using capital letters inconsistently
- Shortening links before saving the original
- Allowing URL parameters to break the page

---

# 34. Understanding GA4 Reports

## 34.1 Realtime Report

Use it to check:

- Current users
- User locations
- Traffic sources
- Pages or screens
- Recent events
- Recent key events

Realtime is helpful for basic implementation checks but should not replace processed reports.

## 34.2 Acquisition Reports

Acquisition reports help identify where users and sessions came from.

### User acquisition

Focuses on how users were first acquired.

### Traffic acquisition

Focuses on the source of sessions.

Common dimensions:

- First user source/medium
- Session source/medium
- Default channel group
- Campaign

## 34.3 Engagement Reports

Engagement reports show:

- Events
- Pages and screens
- Landing pages
- Engagement time
- Key events

## 34.4 Monetisation Reports

Used for:

- E-commerce purchases
- Revenue
- Product performance
- Purchase journey
- Checkout journey
- Promotions

## 34.5 Retention

Retention reporting helps show whether users return after their initial visit or app use.

## 34.6 User Attributes

These reports may show available geographic, demographic or audience-related information subject to privacy settings and data availability.

## 34.7 Technology

Technology reports can show:

- Device category
- Browser
- Operating system
- App version
- Screen resolution
- Platform

---

# 35. Dimensions and Metrics in Practice

## 35.1 Example Question

Which traffic source generated the most leads?

### Dimension

Session source / medium

### Metric

Key events or generate\_lead count

## 35.2 Example Question

Which landing page produced the best lead rate?

### Dimension

Landing page

### Metrics

Sessions

Leads

Session key event rate

## 35.3 Example Question

Which device generated the most revenue?

### Dimension

Device category

### Metric

Purchase revenue

## 35.4 Incompatible Combinations

Some dimensions and metrics cannot be meaningfully combined because they have different scopes or collection methods.

If a field is unavailable or produces confusing results:

- Review its definition.
- Check its scope.
- use a compatible report or exploration.
- Avoid forcing unrelated measurements together.

# 36. Create a GA4 Exploration

Explorations allow more flexible analysis than standard reports.

## 36.1 Free-Form Exploration

Example objective:

Compare leads by source and device.

### Steps

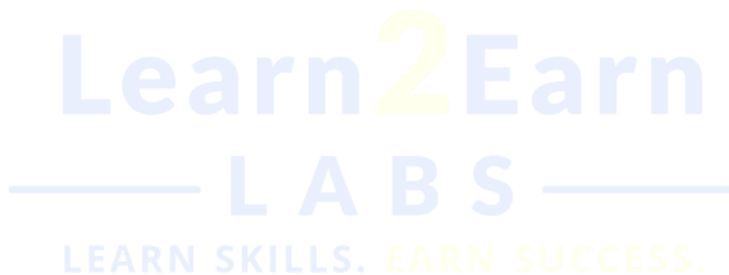
1. Open **Explore**.
2. Select **Free form**.
3. Name the exploration.
4. Add dimensions:

Session source / medium  
Device category

5. Add metrics:

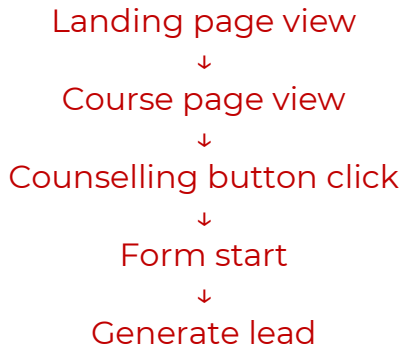
Sessions  
Total users  
Key events  
Session key event rate

6. Add source/medium to rows.
7. Add device category to columns.
8. Add metrics to values.
9. Apply relevant filters.
10. Select a suitable date range.
11. Save the exploration.



## 36.2 Funnel Exploration

Example service funnel:



A funnel can show:

- Users reaching each step
- Completion rate
- Abandonment between steps
- Differences by device or source

## 36.3 Path Exploration

Path exploration shows the sequence of pages, screens or events.

Use it to investigate:

- What users do after arriving
- Which pages appear before a lead
- Where users go after viewing a product
- Unexpected navigation patterns

## 36.4 Exploration Caution

Large explorations may use sampled data. Date range, filters and data availability can affect results.

---

# 37. Create Custom Reports

## 37.1 Custom Report Objective

Create a report for course enquiries containing:

- Course name
- Lead source
- Device category
- Enquiry count
- Key event rate

## 37.2 General Process

1. Ensure required events and parameters are collected.
2. Register necessary custom dimensions.
3. Wait for data processing.
4. Open the report customisation or library area.
5. Create a detail report.
6. Add relevant dimensions.
7. Add relevant metrics.
8. apply suitable filters.
9. Save the report.
10. Add it to the required report collection where permitted.
11. Verify user access.

Custom reports cannot repair missing historical data. Measurement must be planned before the campaign.

---

# 38. Create a Looker Studio Dashboard

Looker Studio can turn Analytics data into shareable dashboards.

## 38.1 Suggested Dashboard Sections

### Executive summary

- Users
- Sessions
- Leads

- Purchases
- Revenue
- Conversion or key event rate

## Acquisition

- Users by channel
- Leads by source/medium
- Campaign performance
- Paid vs organic traffic

## Website behaviour

- Top landing pages
- Engagement rate
- Average engagement time
- Device category
- Popular content

## Conversion

- Funnel
- Leads by page
- Leads by device
- Purchases by source
- Revenue by campaign

## 38.2 Setup Process

1. Open Looker Studio.
2. Create a blank report.
3. Add a data source.
4. Select the Google Analytics connector.
5. Choose the correct account and GA4 property.
6. Add scorecards.
7. Add tables and charts.
8. Add a date-range control.
9. Add channel, campaign or device filters.
10. format the dashboard consistently.
11. Check calculations.
12. Share using appropriate access permissions.

## 38.3 Dashboard Design Principles

- Put business results at the top.
  - Use consistent colours.
  - Avoid unnecessary charts.
  - Label metrics clearly.
  - Show comparison periods.
  - Add explanatory notes.
  - Do not mix unrelated date ranges.
  - Do not display confidential information publicly.
- 

# 39. Marketing Reporting Framework

A report should explain what happened, why it may have happened and what should happen next.

## 39.1 F-I-H-A Structure

### **F — Fact**

What does the verified data show?

Organic sessions increased by 18%.

### **I — Insight**

Why does the fact matter?

Organic search produced the largest increase among non-paid channels.

### **H — Hypothesis**

What might explain it?

The increase may be related to recently published course guides.

### **A — Action**

What should the team do?

Review landing pages receiving the new traffic and improve their counselling CTA.

Do not present a hypothesis as proven fact.

## 39.2 Monthly Report Structure

1. Executive summary
2. Business objective
3. KPI performance
4. Channel performance
5. Website or app behaviour
6. Lead or sales performance
7. Campaign findings
8. Tracking problems
9. Actions completed
10. Recommended next actions

---

## 40. Important Analytics Calculations

### 40.1 Conversion or Key Event Rate

$$\text{Rate} = \frac{\text{Desired Actions}}{\text{Relevant Users or Sessions}} \times 100$$

### 40.2 Click-Through Rate

$$\text{CTR} = \frac{\text{Clicks}}{\text{Impressions}} \times 100$$

### 40.3 Cost per Click

$$\text{CPC} = \frac{\text{Advertising Cost}}{\text{Clicks}}$$

### 40.4 Cost per Lead

$$\text{CPL} = \frac{\text{Advertising Cost}}{\text{Valid Leads}}$$

## 40.5 Customer Acquisition Cost

$$CAC = \frac{\text{Total Acquisition Cost}}{\text{New Customers}}$$

## 40.6 Return on Ad Spend

$$ROAS = \frac{\text{Revenue Attributed to Advertising}}{\text{Advertising Cost}}$$

## 40.7 E-Commerce Conversion Rate

$$\text{E-commerce Conversion Rate} = \frac{\text{Purchases}}{\text{Sessions}} \times 100$$

## 40.8 Lead-to-Customer Rate

$$\text{Lead-to-Customer Rate} = \frac{\text{Customers}}{\text{Valid Leads}} \times 100$$

---

# 41. Analytics Quality Assurance

## 41.1 Weekly Checks

- Is GA4 receiving data?
- Are important events active?
- Are key events increasing unexpectedly?
- Are paid campaigns using UTM parameters?
- Are new landing pages tracked?
- Are unknown or (not set) values increasing?
- Are website releases affecting tracking?

## 41.2 Monthly Checks

- Review GTM published versions.
- Test lead and purchase journeys.
- Check duplicate events.
- Review custom dimensions.
- Check connected products.
- Review user access.
- Compare GA4 leads with CRM leads.
- Compare purchase revenue with the store system.
- Update the measurement plan.

## 41.3 GA4 vs CRM Reconciliation

GA4 and CRM numbers may differ because of:

- Consent choices
- Browser restrictions
- Ad blockers
- Duplicate CRM leads
- Invalid enquiries
- Cross-device activity
- Attribution differences
- Tracking errors
- Offline conversions
- Time-zone differences

GA4 should support business analysis, but the CRM or transaction system normally remains the source of truth for actual customer records and completed sales.

---

## 42. Common GTM and GA4 Problems

### 42.1 No Data in GA4

Possible causes:

- Wrong Measurement ID
- Unpublished GTM container
- GTM not installed
- Tag does not fire
- Consent blocks measurement

- Incorrect property selected
- Browser extension blocks tags

## 42.2 Duplicate Page Views

Possible causes:

- GA4 installed through GTM and hard-coded
- Two GTM containers
- CMS integration and plugin both active
- Manual page-view event plus automatic page view
- Single-page application misconfiguration

## 42.3 Event Appears in DebugView but Not Reports

Possible causes:

- Processing delay
- Wrong date range
- Report filter
- Custom parameter not registered
- Thresholding or privacy behaviour
- Incompatible dimension
- Event sent to a different property

## 42.4 Tag Fires on the Wrong Button

Possible causes:

- Trigger uses non-unique click text
- Several buttons have the same class
- Rule uses contains too broadly
- Page condition is missing

Improve the trigger using a stable:

- Element ID
- URL
- CSS selector
- Data attribute
- Data layer event

## 42.5 Tag Does Not Fire

Check:

- Correct click type
- Trigger conditions
- Variable values
- Embedded iframe
- Consent state
- Form validation
- JavaScript errors
- Tag firing exceptions

## 42.6 E-Commerce Revenue Is Too High

Check:

- Duplicate purchase events
- Page refresh behaviour
- Incorrect quantity
- Incorrect currency
- Total value multiplied twice
- Test orders
- More than one tracking integration

## 42.7 (not set) Appears

(not set) generally means GA4 did not receive a value for that dimension.

Check:

- Missing parameter
  - Incorrect spelling
  - Scope
  - Registration date
  - Event timing
  - Unsupported dimension combination
-

## 43. GTM Naming Convention

Use clear naming throughout the container.

### 43.1 Tags

Google Tag – GA4 – All Pages  
GA4 Event – generate\_lead  
GA4 Event – whatsapp\_click  
Google Ads Conversion – Course Lead

### 43.2 Triggers

Page View – Thank You Page  
Click – WhatsApp Links  
Click – Phone Links  
Custom Event – lead\_form\_success

### 43.3 Variables

CONST – GA4 Measurement ID  
DLV – course\_name  
DLV – transaction\_value  
URL – Campaign Source

### 43.4 Benefits

Good naming helps team members understand:

- What the item does
  - Which platform it belongs to
  - Which event it measures
  - When it should fire
-

# 44. GTM Governance and Access

## 44.1 Access Levels

Give users only the access required for their work.

Possible responsibilities:

- View
- Edit
- Approve
- Publish
- Administer users

A trainee may require edit access in a practice container but should not automatically receive publishing control on a high-traffic business website.

## 44.2 Before Publishing

Record:

- Person making the change
- Business reason
- Tags changed
- Test result
- Approval
- Publish date
- Container version

## 44.3 Remove Access

Remove access when:

- An employee leaves
- An agency contract ends
- A temporary project is completed
- A personal email is replaced by a business email

# 45. Practical Exercises

## Exercise 1: Create a Measurement Plan

Select one website and define:

- Five business objectives
- Ten events
- Relevant parameters
- Three key events
- Main reports
- Responsible team member

## Exercise 2: Create GA4 and GTM Accounts

Create a practice setup containing:

- One Analytics account
- One GA4 property
- One web data stream
- One GTM account
- One web container
- A documented Measurement ID
- A documented Container ID

## Exercise 3: Install and Verify GTM

Install the container on a test website and verify it using Preview mode.

Record:

- Page tested
- Container detected
- Errors
- Correction
- Final result

## Exercise 4: Create the Base Google Tag

Create:

- Constant Measurement ID variable
- Base Google tag

- Appropriate all-pages trigger
- Preview test
- GA4 DebugView evidence
- Published container version

## Exercise 5: Create Three Custom Tags

Track:

1. WhatsApp click
2. Phone click
3. Counselling button click

For each, document:

- Event name
- Trigger
- Variables
- Parameters
- Test result

## Exercise 6: Track a Successful Form

Use either:

- Thank-you page
- Custom data layer event
- Verified form success event

Do not record a lead only because the Submit button was clicked.

## Exercise 7: Create a Custom Dimension

Send:

`button_location`

Then register it as an event-scoped custom dimension and use it in an exploration.

## Exercise 8: Build a Campaign URL

Create UTM links for:

- Google Ads
- Meta Ads
- Email newsletter
- Instagram bio
- YouTube description

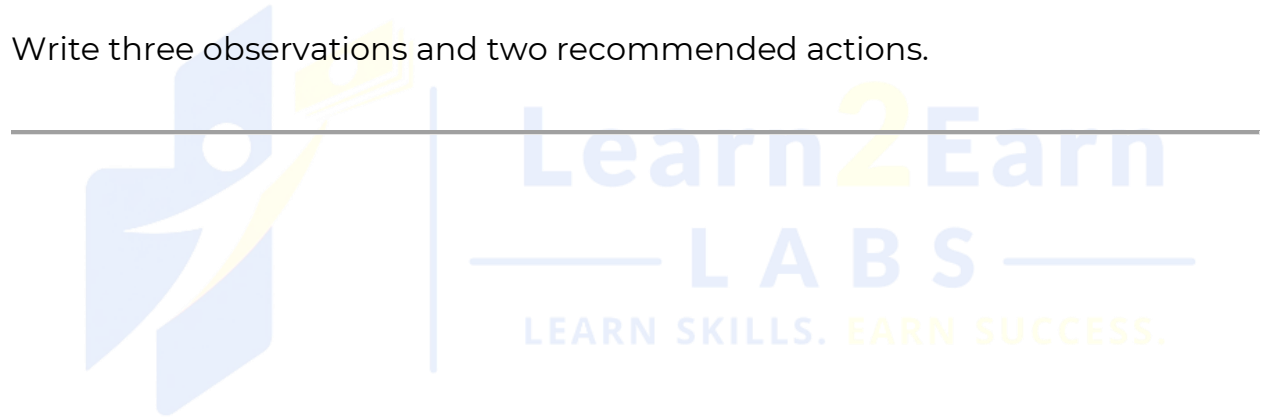
Store them in a central spreadsheet.

## Exercise 9: Create an Exploration

Compare:

- Session source/medium
- Device category
- Sessions
- Key events
- Key event rate

Write three observations and two recommended actions.



# 46. Module Project: Complete Analytics Implementation

## Project Objective

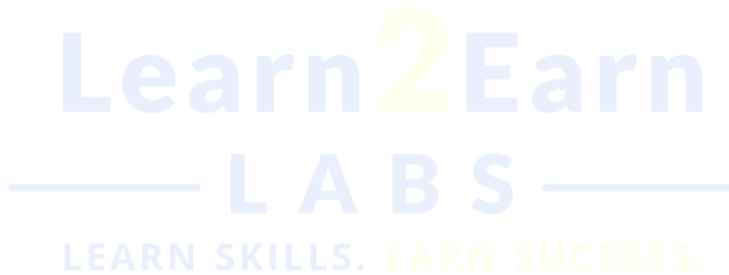
Create an analytics and reporting plan for one of these businesses:

- E-commerce store
- Service business
- Local store
- Educational institute
- Mobile application

## Part 1: Business Measurement

Prepare:

- Business objectives
- Target audience
- Marketing channels
- Primary KPIs
- Micro events
- Macro events
- Measurement plan



## Part 2: Account Setup

Create or demonstrate:

- GA account
- GA4 property
- Data stream
- GTM account
- GTM container
- Access plan

## Part 3: Website or App Tracking

For a website, implement or demonstrate:

- Base Google tag
- Page tracking

- CTA click
- Phone or WhatsApp click
- File download
- Successful lead
- Custom parameters

For an app, prepare:

- Firebase project structure
- App data stream
- Event specification
- Parameter specification
- Developer instructions
- DebugView tests

## Part 4: Key Events

Configure at least three important events as key events and explain their business meaning.

## Part 5: Reporting

Create:

- One GA4 exploration
- One funnel
- One acquisition table
- One monthly report outline
- Five recommended actions

## Part 6: Quality Assurance

Document:

- Events tested
  - Expected results
  - Actual results
  - Duplicate checks
  - Personal-information checks
  - Published GTM version
  - Known limitations
-

# 47. Key Terms

| Term                    | Meaning                                                                        |
|-------------------------|--------------------------------------------------------------------------------|
| <b>GA4</b>              | Google's event-based analytics platform.                                       |
| <b>GTM</b>              | Google's tag-management system.                                                |
| <b>Property</b>         | The GA4 reporting environment.                                                 |
| <b>Data Stream</b>      | A website or app source sending information to GA4.                            |
| <b>Measurement ID</b>   | The identifier for a GA4 web stream.                                           |
| <b>Container ID</b>     | The identifier for a GTM container.                                            |
| <b>Event</b>            | A measured user interaction or occurrence.                                     |
| <b>Parameter</b>        | Additional information describing an event.                                    |
| <b>Dimension</b>        | A descriptive attribute of data.                                               |
| <b>Metric</b>           | A numerical measurement.                                                       |
| <b>Key Event</b>        | An event representing an important business outcome.                           |
| <b>Tag</b>              | Code or configuration that sends information or performs a measurement action. |
| <b>Trigger</b>          | A rule determining when a tag fires.                                           |
| <b>Variable</b>         | A value used by a tag or trigger.                                              |
| <b>Data Layer</b>       | A structured method for passing website information to GTM.                    |
| <b>Custom Dimension</b> | A reporting dimension created from additional collected information.           |
| <b>Custom Metric</b>    | A reporting metric created from additional numerical information.              |
| <b>Attribution</b>      | Assignment of credit to marketing interactions.                                |
| <b>UTM Parameter</b>    | A campaign-tracking value added to a URL.                                      |
| <b>DebugView</b>        | A GA4 tool for inspecting events from a debug device.                          |
| <b>Tag Assistant</b>    | A Google tool for testing tag implementation.                                  |
| <b>Exploration</b>      | A flexible GA4 analysis workspace.                                             |

# 48. Final Implementation Checklist

## Account setup

- Organisation-controlled Google account used
- GA account created
- GA4 property created
- Correct time zone selected
- Correct currency selected
- Data stream created
- Measurement ID documented
- GTM account created
- Container ID documented
- User access reviewed

## Website installation

- GTM installed on every required page
- Duplicate installation checked
- Preview mode connected
- Google tag created
- Base tag fires correctly
- GA4 Realtime checked
- DebugView checked
- Container published

## Custom measurement

- Measurement plan approved
- Event names standardised
- Recommended events used where available
- Parameters documented
- Button clicks tested
- Form success tested
- Phone and WhatsApp clicks tested
- Key events configured
- Custom dimensions created only when needed
- No personal information collected

## Reporting

- UTM naming convention established
- Acquisition reports checked
- Landing pages reviewed

- Key events reviewed
  - Funnel created
  - Dashboard or monthly report prepared
  - GA4 results compared with CRM or sales data
  - Insights separated from hypotheses
  - Recommended actions documented
- 



# Final Learning Outcome

After completing Module 10, learners should be able to create a Google Analytics account, configure a GA4 property, add web and app data streams, create a Google Tag Manager account and install a web container.

They should also be able to connect GTM with GA4, create customised tags, triggers and variables, measure important website interactions, register custom reporting fields, configure key events and test the complete implementation.

Most importantly, learners should be able to convert analytics data into understandable business reports. A successful analytics implementation does not collect every possible click. It collects accurate, necessary and privacy-conscious information that helps a business make better marketing decisions.





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