Mindluster Platform

About the course Google analytics audiences for beginners

Course Presenter : Loves Data

Google analytics audiences course, Google Analytics Audiences Course is a practical beginner-friendly training program designed to help students learn how to create and manage audiences inside Google Analytics to better understand user behavior and improve marketing targeting. In this course, students will understand how audience segmentation works, why it is important for digital marketing success, and how to use audience data to improve campaign performance, remarketing strategies, and customer engagement. The course is explained in a simple and practical way suitable for beginners, marketers, business owners, and website managers. After completing the course, students will learn: How to understand Google Analytics audiences and segmentation concepts. How to create custom audiences step by step. How to analyze audience behavior and user engagement. How to use audiences for remarketing and campaign targeting. How to optimize marketing strategies using audience insights. This course is completely free, and students will receive a free accredited certificate after successfully completing the course. Loves Data

Digital Marketing Category's Courses

Course Lesson(16)

Lesson 1 : **Google Analytics 4 Tutorial Get Started Quickly**

Lesson 2 :
Google Analytics 4 Conversion Tracking How to setup and track conversions in GA4 2020 Tutorial

Lesson 3 : **How to link Google Analytics 4 GA4 to Google Ads**

Lesson 4 :
Setting up Google Ads Remarketing with Google Analytics including GA4 and Universal Analytics

Lesson 5 : **Landing Pages In Google Analytics 4 GA4 â€“Â How to report on your landing pages**

Lesson 6 :
Cross Domain Tracking with Google Analytics 4 GA4 â€“ How to track uses across domains sub domains

Lesson 7 :
Events in Google Analytics 4 2021 Tutorial Automatic Recommended and Custom Events in GA4

Lesson 8 : **Conversion Rate in Google Analytics 4 GA4 Where is it And how can you calculate it**

Lesson 9 : **Google Analytics 4 Audiences How to create and apply audience lists in GA4**

Lesson 10 :
How to setup GA4 on Shopify 2021 Tutorial Installing Google Analytics 4 on your Shopify store

Lesson 11 : **How to Report on Paid Keywords and Custom Campaigns in Google Analytics 4 GA4**

Lesson 12 : **Google Analytics 4 GA4 Conversion Value â€“ How to assign a goal value in GA4**

Lesson 13 : **Google Ads Reports in Google Analytics 4 GA4**

Lesson 14 :
Conversion funnels in Google Analytics 4 GA4 â€“Â Visualization with the Funnel Exploration report

Lesson 15 : **Landing Pages in Google Analytics 4 GA4 â€“ How to report on your landing pages**

Lesson 16 : **How To Exclude Internal Traffic In Google Analytics 4 GA4**

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