

0% COMPLETE

- Welcome! (1:15)
- READ THIS!**
- Google Analytics 4 is constantly changing (1:59)
- Universal Analytics (GA3) will stop collecting data on July 1st, 2023
- Sandbox website
- Need a 1 on 1 call?
- Notice anything wrong?
- Referral program
- Changelog

Module 1: Refresher. Overview of GTM

- What is GTM, tags, triggers, and variables (9:29)
- Auto-event tracking (20:59)
- Data Layer (8:50)

Module 2: Diving deeper into the Data Layer

- Data Layer (10:00)

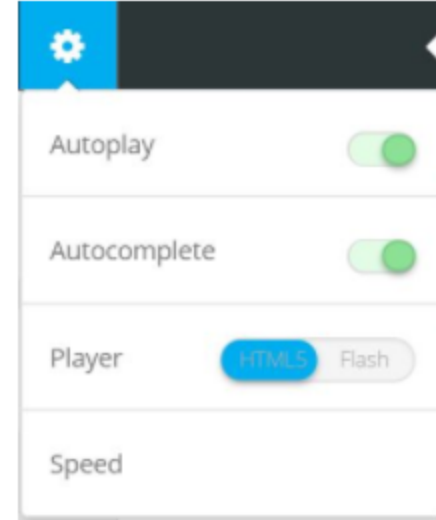
READ THIS!

Please read the following for the best course experience.

- [Join the Analytics Mania's private group on Facebook](#) where you can ask GTM/GA questions and get help.
- **You should use Google Chrome during this course** because we'll install several browser extensions that are created specifically for this browser. This includes: [DataLayer Inspector](#), [Tag Assistant Companion](#), [GTM/GA Debug](#), [GTM Variable Builder](#).
- In every lesson, **there is a comments section**. Feel free to use it.
- The sandbox website will be introduced in the 2nd module of this course.

To register a lesson as complete, click the "Complete and continue" button at the top right corner of the lesson.

If you wish to autoplay and autocomplete the course, turn on the "Autoplay" and/or "Autocomplete" features, found under the gear icon above the course list. It registers the lesson as complete, loads and plays the next lesson.




Ready? Let's roll.

Discussion

Post a comment

paolaribeir

Leave a comment...



22 comments

Asif Dewan 2 months ago

So, we must learn GA4 as universal going away...

Rene Tetzner 2 months ago

I wish to track two page URLs on my site and then fire a tag when those two pages are visited. The trigger group will not work in this case. How can it be achieved?

Additionally I wish to add a time for instance two pages plus 30s on site.

Instructor Julius Fedorovicus 2 months ago

This is complex. You would basically need to build a custom solution that stores cookies in the user's browser when page X and page Y is loaded. And then you would need to check those cookies. If they are both present, fire a tag. To understand how to do that, you will need to complete lessons where "cookies" are mentioned in the lesson title. If you find some things confusing in those lessons, you will need to complete the first 3 modules of the course in that exact order.

"Time on site" is even more complex and that would require custom coding and knowing JavaScript. There is no readymade solution for that and I don't teach this in my courses.

Instructor Julius Fedorovicus 2 months ago

If this is needed only for GA4, then you can use Audience triggers in GA4. If visitor visits page X and Y, you can automatically dispatch event Z. Time on site could be replaced with time on page (and that could be sent by using timer trigger in GTM)

Kamal Allazov 4 months ago

Hi Julius,
Bought it on BF and now began, hoping to refresh GA4 and GTM knowledge.

BTW see you on SPWK :)
Best

Instructor Julius Fedorovicus 4 months ago

Welcome!

Most likely, I will be not coming to SPWK this year due to surging covid numbers and potential lockdown in my country. Hopefully, 2023 will be luckier.

Debaki Banadurga Sahoo 5 months ago

Excited to start my journey with you Julius. thanks :)

Instructor Julius Fedorovicus 5 months ago

Welcome to the course!

Ilja 10 months ago

Lets go!!

Instructor Julius Fedorovicus 10 months ago

That's the spirit!

Josep M Felip a year ago

Welcome everyone. Excited to start learning from such a GTM expert! See you in the FB group!

Cheers!

Instructor Julius Fedorovicus a year ago

Welcome!

Chadzilla a year ago

LFG!!!!

Rildo Lima a year ago

I want to be as good one day as master Julius in GTM, thanks for sharing so much knowledge.

Instructor Julius Fedorovicus a year ago

I am far from a master. So this means that reaching my level is easier than some might think :) Welcome to the course and let's make you a GTM pro

Elies Gaillard a year ago

let's goooooo

Barbara Balderas a year ago

I've been wanting to do this course for a long time, go for it!

Instructor Julius Fedorovicus a year ago

That's the spirit! Welcome, and let's make you a GTM professional!

zulfi a year ago

Awesome

Eddie Lee a year ago

I come here to congratulate Julius on the newly updated course! Well done Julius!

Instructor Julius Fedorovicus a year ago

Thank you, Eddie!

Instructor Julius Fedorovicus a year ago

Have a question? Feel free to ask!