COURSE BROCHURE

Google Analytics 4: Web and App Analytics Foundations

Diploma, Vocational & Skills / Digital Marketing & Web Analytics

One-time full-course fee

INR 1,199

Access

12 months course access

Study plan

10 suggested study hours; 12 months access

Learning format

4 self-paced written English lessons with original worked examples, local exercises, explained knowledge checks and a self-assessed capstone. Optional automated Course Tutor assistance is available in the protected LMS.

Programme overview

Four self-paced written lessons teach how GA4 measures websites and apps with events, how to plan measurement, set up properties, data streams and tags, mark key events, read the standard reports, build explorations, understand attribution and channels, respect consent and privacy, and turn data into decisions, ending with a fictional course-website measurement capstone. This is an independent ZELVU short course with no Google affiliation or certification; no Google account, Tag Manager setup service or advertising spend is included. 4 self-paced written English lessons with original worked examples, local exercises, explained knowledge checks and a self-assessed capstone. Optional automated Course Tutor assistance is available in the protected LMS. AI-authored with independent AI editorial checks; independent human academic review is not included. An independent ZELVU short course covering the stated scope. Live human tuition, individual human marking, recorded video lectures, external qualifications or academic credits, vendor affiliation or certification, examination vouchers and placement guarantees are not included. Use your own compatible computer and any software, accounts or services named in the requirements; licences, subscriptions, cloud usage and advertising spend are not supplied. Interfaces, laws and platform policies change, so follow the current official documentation linked in each lesson. Related ZELVU digital marketing, SEO and data analysis courses cover acquisition and analysis more broadly; this course focuses on measuring behaviour with Google Analytics 4. Google changes report names, limits and features regularly, so check the current

Analytics Help Center.

Who this is for

1. Basic understanding of how websites work (pages, links, forms) and comfort with spreadsheets are expected. A Google account and access to a website you own or manage, or Google's public demo account, are needed for practice.
2. Use the supplied fictional examples or your own non-sensitive practice material. Practise only on systems and accounts you own or are authorised to use. Do not enter private student, employer or customer information into the Course Tutor.

Published topics and learning focus

1. The GA4 event model and measurement planning
2. Setting up properties, streams, tags and consent
3. Reports, explorations and attribution
4. Capstone: a measurement plan, dashboard and insight report

Before you choose

1. These are published programme highlights, not certification of complete syllabus coverage. Review the available reading index and programme trial before enrolling.
2. ZELVU provides learning support. It does not award the underlying degree, professional registration or an examination result.
3. Current checkout terms and refund policy apply. Payment and access require successful provider verification.

Take the next step

Explore the programme trial

View current details, scope and terms

Ask ZELVU about this programme

Save this brochure for reference. Details can change: confirm the current programme page and checkout before making a purchase.