

Skill Evaluation Report: GA4 & GTM

Skill Evaluation Summary

Total Questions Answered: 100

Total YES: 63

Total NO: 37

Skill Level: Intermediate

You are currently evaluated as an Intermediate Level Tracker, which means:

- You understand the setup and configuration of GA4 and GTM very well.
- You can handle Tags, Triggers, and Data Layer operations confidently.
- You have knowledge of Custom Events, Form Tracking, Scroll Tracking, and more.
- You have yet to explore advanced concepts like Lookup Tables, server-side GTM, and DOM Scraping.

Strengths

- GA4 Setup and Enhanced Measurement
- GTM Tag Creation and Basic Trigger Usage
- Custom HTML Tag & Button/Click Event Handling
- Basic Data Layer Use and Event Debugging

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- Scroll Tracking and File Download Events

Areas for Improvement

- Advanced Trigger Configuration (e.g., grouping, exclusions, RegEx mastery)
- Complex Data Layer Operations (e.g., nested objects, error tracking, dynamic params)
- GA4 Custom Dimensions, Metrics & Audience Building
- Deployment & QA Practices (e.g., cross-browser testing, changelogs, backup)
- Advanced GTM Features (e.g., Lookup/Regex Tables, JS variables, modal injection)

Next Steps (Learning Plan Suggestion)

1. Learn about Custom Dimensions & Metrics in GA4.
2. Practice using Lookup Table and Regex Table for advanced event routing.
3. Explore Advanced Triggering Logic and Tag Sequencing.
4. Understand Deployment Best Practices - changelogs, rollback, QA checklist.
5. Improve skills in Server-Side Tagging and Custom JS Variables.

Keep going! You're making fantastic progress in your GA4 & GTM journey.