



আমাদের কোর্স কারিকুলাম যেখানে একেবারে বেসিক থেকে পসিবল অ্যাডভান্সড টপিক গুলো কভার করার চেষ্টা করা হয়েছে বাকি আল্লাহ তায়ালায় ইচ্ছা ও আপনাদের চেষ্টা কিন্তু এটা নিশ্চিত যে কেউ যদি ধৈর্য দরে এই কনটেন্ট গুলো কমপ্লিট করতে পারে এন্ড সঠিকভাবে প্রয়োগ করতে পারে আল্লাহ চাহেতু তার ক্যারিয়ার নিয়ে আর চিন্তা করতে হবেনা ইনশাআল্লাহ।

সবার শুভ কামনা করছি।

## Module 1: Basic Discussion About Freelancing and Web Analytics

- 👉 What is Freelancing and Freelancing Skills
- 👉 How a Freelancing Job Works
- 👉 What is Web Analytics and Conversion Tracking
- 👉 Relation Between Digital Advertising and Web Analytics and Conversion Tracking
- 👉 How Web Analytics Benefits Business Growth

## Module 2: Google Tag Manager and DataLayer Concepts

- 👉 What is Google Tag Manager
- 👉 Tags, Triggers, and Variables Explained
- 👉 What is DataLayer and How to Enable It in WooCommerce
- 👉 How to Scrape Data From the DataLayer

## Module 3: Facebook Pixel Web Conversion Tracking

- 👉 PageView Event Setup
- 👉 ViewContent Event Setup with Dynamic Value Tracking
- 👉 AddToCart Event Setup with Dynamic Value Tracking
- 👉 InitiateCheckout Event Setup with Dynamic Value Tracking
- 👉 Purchase Event Setup with Dynamic Value Tracking

## Module 4: iOS 14 Update, ITP, Ads Blockers, and Server-Side Tracking

- 👉 First-Party and Third-Party Cookies
- 👉 iOS 14 Updates, ITPs, Ads Blockers, and Browser Settings Impact on Digital Advertising
- 👉 Introduction to Server-Side Tracking and Conversion API
- 👉 Setup Server Cloud in Stape.io and Google Cloud Platform
- 👉 Setup Custom Domain and Cookie Life Extension to Bypass iOS 14 Update
- 👉 Send PageView Event to Server for Testing

## **Module 5: Facebook Conversion API and GA4 Server-Side Tracking**

- 👉 PageView Event Setup with Deduplication
- 👉 ViewContent Event Setup with Deduplication
- 👉 AddToCart Event Setup with Deduplication
- 👉 InitiateCheckout Event Setup with Deduplication
- 👉 Purchase Event Setup with Deduplication
- 👉 Sending Advanced Matching Parameters for Better Event Match Scores
- 👉 Sending All Server Events to Google Analytics 4 in the Same Setup

## **Module 6: Custom Event Setup for Facebook Conversion API and GA4 Server-Side**

- 👉 Lead & Contact Event Setup for Facebook Pixel Conversion API with Event Deduplication and GA4 Server-Side Tracking
- 👉 Various Custom Event Setup Examples for Facebook Pixel Conversion API and GA4 Server-Side Tracking

## **Module 7: Various Form Tracking Techniques**

- 👉 Form Submission Tracking with Page URL
- 👉 Form Submission Tracking with Form Submission Trigger
- 👉 Form Submission Tracking with Element Visibility Trigger
- 👉 Form Submission Tracking with Button Click
- 👉 Contact Form 7, Calendly, HubSpot, and Gravity Form Tracking with Custom Listener
- 👉 iFrame Form Tracking
- 👉 Ajax Form Tracking Techniques with Custom Ajax Listener

## **Module 8: Facebook Conversion API and GA4 Server-Side for Shopify**

- 👉 PageView Event Setup with Deduplication
- 👉 ViewContent Event Setup with Deduplication
- 👉 AddToCart Event Setup with Deduplication
- 👉 InitiateCheckout Event Setup with Deduplication
- 👉 Purchase Event Setup with Deduplication
- 👉 Sending Advanced Matching Parameters for Better Event Match Scores
- 👉 Sending All Server Events to Google Analytics 4 in the Same Setup

## **Module 9: Google Analytics 4 Enhanced E-Commerce Tracking (Browser and Server)**

- 👉 Google Analytics 4 Enhanced E-Commerce Tracking
- 👉 page\_view Event from Browser and Server-Side
- 👉 view\_item Event from Browser and Server-Side
- 👉 add\_to\_cart Event from Browser and Server-Side
- 👉 begin\_checkout Event from Browser and Server-Side
- 👉 purchase Event from Browser and Server-Side

## **Module 10: Google Ads Web Conversion Tracking - Browser and Server**

- 👉 Google Ads Conversion Tracking with Enhanced Conversion - Purchase
- 👉 Google Ads Conversion Tracking - Add to Cart
- 👉 Google Ads Conversion Tracking - Begin Checkout
- 👉 Google Ads Conversion Tracking - Lead

## **Module 11: Google Ads Conversion Tracking - Other Sources**

- 👉 Google Ads Dynamic Remarketing Tag Setup
- 👉 Google Ads Call Conversion Tracking
- 👉 Android App Install Tracking
- 👉 How to Import Goals from Google Analytics 4 to Google Ads

## **Module 12: Custom JavaScript for Marketers**

- 👉 How to Track Dynamic Value from DOM Using 3 Popular Methods (GTM Variable Builder, Copy JS Path, and DOM Element Variable) for Any CMS
- 👉 Tracking Dynamic Form Fields for Event Match Quality Score Using Custom JavaScript (without DataLayer for Any CMS)
- 👉 Passing Dynamic Values from One Page to Another Using LocalStorage and SessionStorage
- 👉 Tracking Items Array Using Custom JavaScript

## **Module 13: Upwork Marketplace and Creating a Professional Profile**

- 👉 Upwork Marketplace Dashboard Overview
- 👉 How to Create an Upwork Profile
- 👉 Mindset for Success on Upwork
- 👉 Writing an Optimized Upwork Profile Title and Description
- 👉 AI-Optimized Cover Letter Strategies
- 👉 Techniques for Selecting the Best Jobs on Upwork
- 👉 Benefits of Working on Upwork

## **Module 14: Generating Clients Outside of Freelance Marketplaces**

- 👉 Proven Strategies for Inbound Marketing
- 👉 How to Optimize Your Facebook and LinkedIn Profile for Client Acquisition
- 👉 Benefits of Sharing Knowledge on Social Media
- 👉 How to Create Effective Content for Your Portfolio Website
- 👉 The Right Strategy for Outbound Marketing
- 👉 How to Reach Out to Clients in a Way That Gets a Reply
- 👉 How to Start a Conversation with a Client on Zoom
- 👉 How to Upsell Small Projects into Bigger Orders

## **Module 15: TikTok Pixel Conversion API with Event Deduplication**

- 👉 PageView Event for All Pages
- 👉 ViewContent Event with Deduplication

- 👉 AddToCart Event with Deduplication
- 👉 InitiateCheckout Event with Deduplication
- 👉 Place Order Event with Deduplication

## **Module 16: Pinterest Pixel Conversion API with Event Deduplication**

- 👉 Page Visit Event with Deduplication
- 👉 AddToCart Event with Deduplication
- 👉 Checkout Event with Deduplication
- 👉 Lead Event with Deduplication

## **Module 17: Snap Pixel Conversion API with Event Deduplication**

- 👉 PAGE\_VIEW Event for All Pages
- 👉 VIEW\_CONTENT Event with Deduplication
- 👉 ADD\_TO\_CART Event with Deduplication
- 👉 START\_CHECKOUT Event with Deduplication
- 👉 PURCHASE Event with Deduplication

## **Module 18: Other Marketing Platforms Conversion Tracking**

- 👉 Microsoft Ads Conversion Tracking
- 👉 Twitter Pixel Conversion Event Setup
- 👉 LinkedIn Insight Tag and Event Setup

## **Module 19: Installing GTM and DataLayer on Other CMS Platforms**

- 👉 Installing GTM and DataLayer on Squarespace
- 👉 Installing GTM and DataLayer on Magento 2 and PrestaShop
- 👉 Installing GTM and DataLayer on Wix
- 👉 Installing GTM on ClickFunnels
- 👉 Partner Integration Options for Installing Tracking

## **Module 20: Cookie Consent Banner V2 Setup and Configuration**

- 👉 Cookie Consent Banner Setup for GDPR and CCPA Compliance
- 👉 Cookie Consent Banner for Enabling Consent Mode V2
- 👉 Basic Cookie Consent Mode Configuration
- 👉 Advanced Consent Mode Configuration for Advanced Google Modeling
- 👉 TCF (Transparency & Consent Framework) Insertion
- 👉 Setup Consent Banner with Cookiebot and CookieYes

## **Module 21: UTM Tracking and Standard Report Analysis in GA4**

- 👉 UTM Tracking in Google Analytics 4
- 👉 Report Snapshot in Google Analytics 4
- 👉 Real-Time Report in Google Analytics 4
- 👉 Acquisition Report in Google Analytics 4

- 👉 Engagement Report in Google Analytics 4
- 👉 Monetization Report in Google Analytics 4
- 👉 Retention Report in Google Analytics 4
- 👉 Demographics Report in Google Analytics 4
- 👉 Tech Report in Google Analytics 4
- 👉 Standard Reports Based on Business Objectives: Lead, Sales, Traffic, and Traffic Engagement and Retention

## **Module 22: GA4 Custom Dashboard Creation**

- 👉 What is a GA4 Custom Dashboard and How it Works
- 👉 GA4 Custom Dashboard Creation for Lead Objective Businesses
- 👉 GA4 Custom Dashboard Creation for E-Commerce Businesses
- 👉 GA4 Custom Dashboard Creation Based on Business Funnel Objectives

## **Module 23: Exploration Reports in Google Analytics 4**

- 👉 Free-Form Report in Google Analytics 4
- 👉 Funnel Exploration Report in Google Analytics 4
- 👉 Path Exploration Report in Google Analytics 4
- 👉 Segment Overlap Report in Google Analytics 4
- 👉 Cohort Exploration Report in Google Analytics 4
- 👉 User Explorer Report in Google Analytics 4
- 👉 User Lifetime Report in Google Analytics 4

## **Module 24: Custom Dimensions & Metrics and GA4 Attribution Modeling**

- 👉 Custom Dimensions and Metrics in Google Analytics 4
- 👉 Creating Custom Audiences for Google Ads Remarketing
- 👉 GA4 Attribution Models and Their Comparison
- 👉 Conversion Path Analysis

## **Module 25: Qualitative Analysis**

- 👉 Hotjar and Microsoft Clarity Setup with GTM
- 👉 Heatmap Analysis
- 👉 Recording Analysis
- 👉 User Behavior Analysis on Websites

## **Module 26: Fiverr Marketplace and Gig Creation**

- 👉 Fiverr Marketplace Dashboard Overview
- 👉 Researching Fiverr Profiles
- 👉 Best Practices for Creating a Fiverr Profile
- 👉 Creating Your First Gig on Fiverr
- 👉 SEO-Optimized Gig Title, Description, and Image Creation
- 👉 Irresistible Gig Pricing Strategies
- 👉 Professional Portfolio Design Ideas

## **Module 27: Buyer Communication**

- 👉 First Communication After a Client Message
- 👉 Communication Hacks for Securing Orders from Clients
- 👉 Communication Practice in Zoom Call
- 👉 Effective Communication During an Ongoing Order
- 👉 Post-Order Communication Best Practices
- 👉 Managing Client Revisions Smartly
- 👉 Upselling, Cross-Selling, and Business Growth

***Cheers...***