**Homework for Recorded Course**

**Batch - 1 Class 1 - Web Analytics Web Analytics and Freelancing Basics and Its Essentials**

In this video, we have covered essential basics for Web Analytics And Conversion Tracking

1. What is Freelancing

2. How Freelance Job Works

3. What is Web Conversion Tracking

4. What is Web Analytics

5. What is Digital Advertising

6. How Digital Advertising is Related To Web Conversion Tracking and Analytics.

**Homework - 2nd Class (HW-Done)**

* Create Facebook Pixel
* Create a Google Tag Manager Account
* Install GTM into the Website
* Enable Datalayer on WordPress woo commerce
* Send PageView Event to the Facebook pixel with GTM
* Send ViewContent Event with value and currency with GTM

**Homework - 3rd Class (HW-Done)**

👉What is Google Tag Manager

👉What is Tag, Triggers and Variables

👉What is DataLayer and How to Enable DataLayer in Woocommerce

👉How to Scrape Data From Datalayer

**Homework - 4 (HW-Done)**

* InitiateCheckout Event setup
* Purchase Event Setup
* I am scraping Product names and Ids from the Universal Analytics Datalayer products array using Custom JavaScript Variable.
* Upload product feed in Commerce Manager with CTX Feed
* Connecting Pixel with Commerce Manager
* Domain Verification

**Homework - 5 (HW-Done)**

* Create Google Tag Manager Server Container
* Create Stape server and connect with GTM server Container
* Create Watching video for minimum 3 times for all
* Custom Domain with Stape and Connect with GTM Server Container (those who have free website only connect the default server url)
* Setup Google cloud and setup custom domain and connect with a separate GTM server container (only who has real domain and it in your website hosting) (for free domain users watch the part for 3 times)
* Replace GTM web container code with Custom domain (with both stape and google cloud custom domain) and place.
* Watch the 2 videos to know more details about these topics.

**HOMEWORK - 6 (HW-Done)**

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 Score

👉Sending All Server Events to Google Analytics 4 in the Same Setup

**Homework - 7(HW-Done)**

* Setup Event with All Elements and Just Click Trigger for CAPI and GA4
* Setup Event with Scroll Depth Trigger For CAPI and GA4
* Setup Event with Youtube Video Trigger For CAPI and GA4
* Setup Event with Trigger Group Trigger For CAPI and GA4
* Modify CAPI Trigger in Server Container
* Watch the Video till you capture it.

**Homework - 8 (HW-Done)**

* Form Submission Tracking with Page Url
* Form Submission Tracking with Form Submission Trigger
* Form Submission Tracking with Button Click
* Form Submission Tracking with Element Visibility Trigger
* Contact Form 7 Tracking
* Calendly Booking software Tracking
* HubSpot Form Tracking
* Ajax Form Tracking with Ninja Form..

**Homework - 9 (HW-Done)**

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 Score

👉Sending All Server Events to Google Analytics 4 in the Same Setup

**Home Work - 10 (HW-done)**

* GA4 Ecommerce Tracking only from browser side
* Cookie Consent banner setup
* Cookie life Extender tag setup

**Homework - 11**

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

**Homework - 12**

GOOGLE ADS CONVERSION TRACKING - OTHER SOURCES

👉Google Ads Dynamic Remarketing Tag Setup

👉Google Ads Call Conversion Tracking Setup

👉Android App Install Tracking

👉Import Goals to Google Ads From Google Analytics 4

**Home Work - 13** Profile

* And Research Uniq**ork - 13**
* Create Fiverr Gig Titles and Price Plans
* Watch the video for 2 times

**HomeWork - 14**

* Create Fiverr Gig For Facebook Conversion API
* Create Payoneer Account
* Connect Payoneer with Fiverr

**Homework- 15**

* Watch the video till you get confidence
* Set Hard Working Mind to get clients
* Do practice, practice and practise all the previous videos

**HomeWork - 16**

* Watch the video again to grab all the buyer communication methods.

**Homework - 17**

Tiktok Pixel and Conversion API with GTM

👉PageView Event for All Pages

👉ViewContent with Event Deduplication

👉AddToCart with Event Deduplication

👉InitiateCheckout with Event Deduplication

👉Place an order with Event Deduplication

**Home Work - 18**

Pinterest Pixel Conversion Api With Event Deduplication

👉Page Visit with Event Deduplication

👉Add To Cart with Event Deduplication

👉Checkout with Event Deduplication

👉Lead with Event Deduplication

**Homework-19**

👉PURCHASE with Event DeduplicationSnap Pixel Conversion Api With Event Deduplication

👉PAGE\_VIEW Event for All Pages

👉VIEW\_CONTENT with Event Deduplication

👉ADD\_CART with Event Deduplication

👉START\_CHECKOUT with Event Deduplication

**Home Work-20**

Other Marketing Platforms Conversion Tracking

👉Microsoft Ads Conversion Tracking

👉Twitter Pixel Conversion Event Setup

👉Linkedin Insight 2 Tag And Event Setup

**Homework-21**

Installing GTM and DataLayer on Some Other CMS

👉Install GTM and DataLayer on Squarespace

👉Install GTM and DataLayer on Magento 2 and Prestashop

👉Install GTM and DataLayer on Wix

👉Install GTM on ClickFunnels

**Home Work-22**

Custom javaScript for Marketer

👉How to Track Dynamic Value from DOM using 3 Popular Methods( GTM Variable Builder, Copy Js Path and DOM Element Variable) for any CMS

👉How to Track Dynamic Form Field for Event Match Quality Score Using Custom javaScript (without dataLayer for any CMS)

👉How to Pass Dynamic Value From One Page to Another Using LocalStorage and SessionStorage

**Home Work - 23**

UTM Tracking and Standard Report Analysis in GA4

Describing all the part in a video.. homework should be submitted in video mode

👉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

👉Monetisation Report in Google Analytics 4

👉Retention Report in Google Analytics 4

👉Demographic Report in Google Analytics 4

👉Tech Report in Google Analytics in Google Analytics 4

**Home Work-24**

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 Google in Analytics 4

👉Cohort Exploration Report in Google Analytics 4

👉User Explorer Report in Google Analytics 4

👉User Lifetime Report in Google Analytics 4

**Home Work-25**

Custom Dimension & Metrics and GA4 Attribution

👉Custom Dimension And Metrics In Google Analytics 4

👉Custom Audience For Google Ads Remarketing

👉GA4 Attribution Models And Their Comparison

👉Conversion Path Analysis

**Home Work- 26**

QUALITATIVE ANALYSIS

👉Microsoft Clarity Tracking Setup with GTM

👉Hotjar Tracking Setup with GTM

👉Heatmap Analysis

👉Recoding Analysis

👉User Behaviour Analysis On Website

**Home Work- 27**

Upwork Marketplace And Creating A Professional Upwork Profile

👉Upwork Marketplace Dashboard Overview

👉How to Create an Upwork Profile

👉How to Bid a Winning Job Proposal

**Batch-2**

**Homework - 1**

* Create a Facebook Business Account
* Create Facebook Pixel
* Create a Facebook Ads Account and Commerce Manager

**Homework - 2**

Google Tag Manager and Data Layer Basics Understandings| Tag, Triggers & Variables

* Create a Google Tag Manager Account and Container
* Connect GTM Container with Website
* Create a Free WordPress and Shopify Website by watching the video below
* Enable Datalayer on the Website
* Setup PageView and ViewContent events with Static Value

**HomeWork-3**

Facebook Pixel Web Conversion Tracking| All Standard Events With Dynamic Value 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

**HomeWork-4**

* IOS 14 Update, ITP’s, Ads Blocker and Server-side Tracking
* Create Stape Container
* Create Server Container
* Setup Custom Domain - (if free website just work with default domain)
* Connect Stape custom domain to server container
* Replace GTM Code with custom domain with help of custom loader
* Watch the video for 3 time

**HomeWork-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 Score
* Sending All Server Events to Google Analytics 4 in the Same Setup

**HomeWork-6**

Custom Event Setup for Facebook Conversion API and GA4 Server Side - Most Advanced

* Setup Event with All Elements and Just Click Trigger for CAPI and GA4
* Setup Event with Scroll Depth Trigger For CAPI and GA4
* Setup Event with Youtube Video Trigger For CAPI and GA4
* Setup Event with Trigger Group Trigger For CAPI and GA4
* Modify CAPI Trigger in Server Container
* Watch the Video till you capture ...

**Homework - 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, Gravity and Hubspot Form Tracking using Custom Listener

👉iFrame Form Tracking

👉Any Ajax Form Tracking Technique with Custom Ajax Listener

**Home Work-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 Score

👉Sending All Server Events to Google Analytics 4 in the Same setup

**Home Work - 9**

* GA4 Ecommerce Tracking only from browser side
* Cookie Consent banner setup
* Cookie life Extender tag setup

**Home Work - 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

**Home Work - 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 to Google Ads From Google Analytics 4

**Home Work - 12**

* Create Fiverr Profile
* And Research Unique Gig Titles and Price Plans
* Watch the video for 2 times

**Homework - 13**

* Create Fiverr Gig For Facebook Conversion API with SEO
* Create Payoneer Account
* Connect Payoneer with Fiverr

**Homework- 14**

* 1. Watch the video till you get confidence
* 2. Set Hard Working Mind to get clients
* 3. Do practice, practice, and practice all the previous videos

**Home Work - 16**

TikTok Pixel and Conversion API with GTM

👉PageView Event for All Pages

👉ViewContent with Event Deduplication

👉AddToCart with Event Deduplication

👉InitiateCheckout with Event Deduplication

👉Place an order with Event Deduplication

**Homework - 17**

Pinterest Pixel Conversion Api With Event Deduplication

👉Page Visit with Event Deduplication

👉Add To Cart with Event Deduplication

👉Checkout with Event Deduplication

👉Lead with Event Deduplication

**Home Work - 18**

TikTok Pixel and Conversion API with GTM

👉PageView Event for All Pages

👉ViewContent with Event Deduplication

👉AddToCart with Event Deduplication.

👉InitiateCheckout with Event Deduplication

👉Place an order with Event Deduplication