**Web Analytics And Conversion Tracking - Live Batch 4 (Home Work)**

**Home Work- 1**

1. Watching the video till all the concept is clear
2. Create Facebook Business Manager Account
3. Create Facebook Ads Manager Account
4. Create Facebook Events Manager Account
5. And Study hard…

**Home Work- 2**

1. Creating Google Tag Manager Account and Container
2. Create Wordpress and Shopify Ecommerce Website
3. Connect GTM and Enable Datalayer on Wordpress
4. Setup Facebook Pixel PageView and ViewContent Event with GTM

**Home Work- 3**

1. Setup PageView Event
2. Setup ViewContent Event with Dynamic Parameter
3. Setup AddToCart Event with Dynamic Parameter
4. Setup InitiateCheckout Event with Dynamic Parameter
5. Setup InitiateCheckout Event with Dynamic Parameter

**Home Work- 4**

1. Create Product Feed for Facebook Catalogue
2. Upload Product Feed to Facebook Catalogue
3. Connect Facebook Pixel with Facebook Catalogue
4. Connect Pixel to Facebook Ad Account
5. Connect Pixel and Conversion Event to Ad set
6. Make Sure Pixel is Connected in Ad Level

**Home Work- 5**

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

**Homework- 6**

1. PageView Event Setup with Deduplication
2. ViewContent Event Setup with Deduplication
3. AddToCart Event Setup with Deduplication
4. InitiateCheckout Event Setup with Deduplication
5. Purchase Event Setup with Deduplication
6. Sending Advanced Matching Parameters For Better Event Match Score
7. Sending All Server Events to Google Analytics 4 in the Same Setup

**Homework- 7**

1. Setup Custom Event Based on Page URL
2. Setup Custom Event Based on Click
3. Setup Custom Event Based on Link Click
4. Add CSS Class and ID to A Specific Button or Element
5. Send All Event to GA4 and Facebook Conversion API

**HomeWork - 8**

1. Send custom Event to Facebook pixel Conversion API and GA4 using Scroll, Timer, Trigger Group trigger

**HomeWork - 9**

1. Setup YouTube video Tracking for both CAPI and GA4
2. Setup Form Tracking Based on Page URL and Element Visibility
3. Setup Form Tracking Based on Button Click and Form Submission Trigger
4. Setup Form Tracking Based All Custom Listener
5. Setup iFrame Form Tracking Watching the YouTube Tutorial

**HomeWork - 10**

1. PageView Event Setup with Deduplication
2. ViewContent Event Setup with Deduplication
3. AddToCart Event Setup with Deduplication
4. InitiateCheckout Event Setup with Deduplication
5. Purchase Event Setup with Deduplication
6. Sending Advanced Matching Parameters For Better Event Match Score
7. Sending All Server Events to Google Analytics 4 in the Same Setup
8. Setup All Events using Both Theme Dependent and Independent DataLayer

**HomeWork - 11**

1. Track iFrame Form using child and main frame concept
2. Track iFrame Form building your custom listener code (for those who dare to take challenge)

**HomeWork - 12**

1. Setup All GA4 Ecommerce Events (Browser and Server Side)
2. Setup All GA4 Ecommerce Events For both Shopify and Woocommerce
3. Setup Cookie Consent Banner

**HomeWork - 13**

1. Google Ads Conversion Tracking with Enhanced Conversion - Purchase
2. Google Ads Conversion Tracking - Add To Cart
3. Google Ads Conversion Tracking - Begin Checkout
4. Google Ads Conversion Tracking - Lead

**HomeWork - 14**

1. Google Ads Dynamic Remarketing For Wordpress
2. Google Ads Dynamic Remarketing For Shopify
3. Goolge Ads Call Conversion Tracking
4. Android App Install Tracking
5. Import Goals From GA4 to Google Ads

**HomeWork - 15**

1. Custom javaScript for Marketer
2. How to Track Dynamic Value from DOM using 3 Popular Methods( GTM Variable Builder, Copy Js Path and DOM Element Variable) for any CMS
3. How to Track Dynamic Form Field for Event Match Quality Score Using Custom javaScript (without dataLayer for any CMS)
4. How to Pass Dynamic Value From One Page to Another Using LocalStorage and SessionStorage
5. How to Tracking Items Array Using Custom JavaScript

**HomeWork - 16**

1. Fiverr Marketplace and How It Works and Creating a Gig
2. Fiverr Marketplace Dashboard Overview
3. Gig Research
4. Keyword Analysis
5. Creating A Gig

**Homework - 17**

1. How To Generate Clients From Out Of Marketplace
2. Different Techniques that I Apply to Get Clients From Out of Marketplace

**HomeWork - 18**

1. Buyer Communication
2. Buyer Interview
3. How to Reply to Buyer Messages to Win a Job
4. How to Cross-sell Your Other Services to Scale Up Your Earnings

**HomeWork - 19**

**TikTok Pixel Conversion API with Event Deduplication**

1. PageView Event for All Pages
2. ViewContent with Event Deduplication
3. AddToCart with Event Deduplication
4. InitiateCheckout with Event Deduplication
5. Place an order with Event Deduplication

**Pinterest Pixel Conversion API with Event Deduplication**

1. Page Visit with Event Deduplication
2. Add To Cart with Event Deduplication
3. Checkout with Event Deduplication
4. Lead with Event Deduplication

**Snap Pixel Conversion Api With Event Deduplication**

1. PAGE\_VIEW Event for All Pages
2. VIEW\_CONTENT with Event Deduplication
3. ADD\_CART with Event Deduplication
4. START\_CHECKOUT with Event Deduplication
5. PURCHASE with Event Deduplication

**Homework - 20**

1. Other Marketing Platforms Conversion Tracking
2. Microsoft Ads Conversion Tracking
3. Twitter Pixel Conversion Event Setup
4. LinkedIn Insight 2 Tag And Event Setup