**O’Reilly Live Online Google Analytics Course Links**

Google Analytics Home Page

<https://analytics.google.com/analytics/web/>

Tag Assistant (Legacy)

<https://chrome.google.com/webstore/detail/tag-assistant-legacy-by-g/kejbdjndbnbjgmefkgdddjlbokphdefk?hl=en>

Add a Google Analytics 4 property (to a site that already has Analytics)

<https://support.google.com/analytics/answer/9744165?hl=en>

Google Analytics for Developers

<https://developers.google.com/analytics/>

Google Analytics Wordpress Plugin

<https://wordpress.org/plugins/google-analytics-for-wordpress/>

Da Vinci Tools

<https://chrome.google.com/webstore/detail/da-vinci-tools/pekljbkpgnpphbkgjbfgiiclemodfpen?hl=en>

**Optimize Link**

<https://chrome.google.com/webstore/detail/google-optimize/bhdplaindhdkiflmbfbciehdccfhegci>

URL Builder

[https://ga-dev-tools.appspot.com/campaign-url-builder/](https://ga-dev-tools.appspot.com/campaign-url-builder/%20)

Table Booster

[http://tablebooster.e-dialog.at/](http://tablebooster.e-dialog.at/%20)

UberSuggest

<https://neilpatel.com/ubersuggest/>

Google Analytics Academy

[https://analytics.google.com/analytics/academy/](https://analytics.google.com/analytics/academy/%20)

Google Analytics Individual Qualification

<https://skillshop.exceedlms.com/student/path/2938-google-analytics-individual-qualification>

Practice Questions for Google Analytics Individual Qualification

Google Analytics and Google Ads Whitepaper

<https://marketingplatform.google.com/about/resources/linking-analytics-and-ads-solution-to-todays-marketing-challenges/?utm_source=google-growth&utm_medium=referral-internal&utm_campaign=2019-q3-gbl-all-gafree-analytics&utm_content=ga-hc-side-panel>

Pearson OReilly Resources

Search for Google Analytics

[https://learning.oreilly.com/](https://learning.oreilly.com/%20)