

Google Analytics. <https://analytics.google.com/analytics/academy/course/6>
Set up Google Analytics: <https://support.google.com/analytics/answer/1008015?hl=en>

Google Merch Shop Demo access
<https://support.google.com/analytics/answer/6367342?hl=en#zippy=%2Cin-this-article>

Set up goals in Google Analytics:
<https://support.google.com/analytics/answer/1032415?hl=en#zippy=%2Cin-this-article>

Set up e-commerce tracking in Google Analytics:
<https://support.google.com/analytics/answer/1009612?hl=en#zippy=%2Cin-this-article>

Link Google Ads to Google Analytics:
<https://support.google.com/analytics/answer/1033961?hl=en#zippy=%2Cin-this-article>

Configuring Search Console data in Google Analytics:
<https://support.google.com/analytics/answer/1308621?hl=en>

Further learning

Google Search Console training:
https://www.youtube.com/playlist?list=PLKqonv2vTMUOnQn-INDfT38X9gA_CHxTo

Google Analytics Definition:
<https://www.techtarget.com/searchbusinessanalytics/definition/Google-Analytics>

GA4 Segment Builder:
<https://support.google.com/analytics/answer/9304353>

[Learn top GA4 tasks](#)