DIGITAL AKASH · TRAINING PROGRAMME

GTM Practical Training Syllabus

Google Tag Manager · GA4 Events · Data Layer · Conversions · Ecommerce

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20 Hrs
COURSE DURATION

20 Hrs	12	151	10
Practical training	Modules	Topics	Live projects

Why a GTM Course?

Every marketing decision depends on accurate data. Google Tag Manager lets you track clicks, forms, calls, sales and ad conversions without editing website code — and businesses need people who can set it up right.

01
Data drives decisions
Businesses need accurate numbers on leads, sales and campaign results.

02
No code changes
Add and update tracking tags without waiting for developers.

03
Prove ad ROI
Correct conversion tracking shows which ads actually bring customers.

04
GA4 needs GTM
Custom events, key events and ecommerce tracking are built in GTM.

05
Privacy is required
Consent Mode v2 and privacy-safe tracking are now essential skills.

06
Rare, valued skill
Few marketers can set up tracking well — those who can stand out.

Benefits of Learning This Course

- ✓ **Track everything** — clicks, forms, calls, downloads, videos and scroll
- ✓ **Accurate GA4 data** — clean events, parameters and key events
- ✓ **Google Ads conversions** — set up, validate and enhance conversion tracking
- ✓ **Ecommerce tracking** — full GA4 funnel on WooCommerce and Shopify
- ✓ **Debug like a pro** — GTM Preview, Tag Assistant, DebugView and DevTools
- ✓ **Privacy compliant** — Consent Mode v2 and cookie platform integration
- ✓ **Portfolio of projects** — 10 live projects and a full measurement plan
- ✓ **Career support** — resume help, mock interviews and placement assistance

Why GTM skill is needed?

Without correct tracking, ad budgets are spent blindly. GTM shows which pages, campaigns and buttons bring real leads and sales. That makes tracking experts essential for every marketing team and agency.

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Meet Your Trainer



Akash Tonasalli

SEO & Digital Marketing Consultant · Founder, Digisnare Technologies LLP

A Bengaluru-based digital marketing and analytics trainer with 12+ years of hands-on experience setting up tracking, analytics and ad campaigns for businesses across India. His mentor-led classes are built on live websites and real tools, with placement support for students.

12+	150+	5,000+	500+
Years experience	Projects delivered	Students trained	Workshops

Google Certified: Ads · Analytics · GTM | GTM & GA4 Tracking | Google Ads Conversions | Bengaluru

Job Opportunities After the Course

01 Web Analytics Executive
GA4 setup, event tracking and reports.

02 GTM / Tracking Specialist
Tags, triggers, data layer and QA.

03 Conversion Tracking Specialist
Google Ads, Meta and lead tracking.

04 Performance Marketing Executive
Run ads backed by accurate conversion data.

05 Ecommerce Analytics Specialist
Funnels, revenue and product tracking.

06 Marketing Data Analyst
Dashboards, attribution and insights.

07 Measurement & MarTech Consultant
Tracking plans, consent and server-side GTM.

08 Freelance Tracking Consultant
Set up GTM and GA4 for clients worldwide.

Recommended Practical Training Sequence

Phase	Focus	Modules
1	GTM fundamentals, tags, triggers and variables	01 – 04
2	GA4 setup and event tracking	05
3	Lead tracking and Google Ads conversions	06
4	Data layer and ecommerce tracking	04 · 07
5	Consent, advanced tracking and troubleshooting	08 – 10
6	Live project, QA and documentation	11 – 12
	12 modules · 151 topics	**20 hrs**

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MODULE 01 Google Tag Manager Fundamentals — 1.5 hrs

1.1	Introduction to Google Tag Manager	1.2	GTM Architecture and How It Works
1.3	Google Tag Manager vs Google Analytics 4	1.4	Tags, Triggers and Variables Explained
1.5	GTM Account and Container Creation	1.6	GTM Installation on Websites
1.7	GTM Preview and Debug Mode	1.8	GTM Workspace and Version Management
1.9	Publishing and Deploying Containers	1.10	GTM Environments and Permissions

MODULE 02 GTM Tags Configuration — 1.5 hrs

2.1	Google Tag Configuration	2.2	Google Analytics 4 Configuration
2.3	GA4 Event Tags	2.4	Google Ads Conversion Tracking
2.5	Google Ads Remarketing Tags	2.6	Conversion Linker Tag
2.7	Floodlight Tags Fundamentals	2.8	Custom HTML Tags
2.9	Custom Image Tags	2.10	Third-Party Marketing and Tracking Tags

MODULE 03 GTM Triggers Configuration — 2 hrs

3.1	Page View Triggers	3.2	DOM Ready and Window Loaded Triggers
3.3	Click Triggers	3.4	All Elements Click Tracking
3.5	Just Links Click Tracking	3.6	Form Submission Triggers
3.7	Element Visibility Triggers	3.8	Scroll Depth Tracking
3.9	YouTube Video Tracking	3.10	Timer Triggers
3.11	Custom Event Triggers	3.12	History Change Triggers for Single-Page Applications
3.13	Trigger Groups and Trigger Exceptions	3.14	Trigger Conditions and Filters

MODULE 04 GTM Variables and Data Layer — 2 hrs

4.1	Built-In Variables Configuration	4.2	User-Defined Variables
4.3	URL and Page Variables	4.4	Click Variables
4.5	Form Variables	4.6	JavaScript Variables
4.7	Lookup Tables and Regex Tables	4.8	Data Layer Fundamentals
4.9	Data Layer Variables	4.10	Custom Event Data Layer Tracking
4.11	Data Layer Push Implementation	4.12	Developer-Assisted Data Layer Setup
4.13	Data Layer Debugging	4.14	Ecommerce Data Layer Fundamentals

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MODULE 05 GA4 Event Tracking Using GTM — 2.5 hrs

- 5.1 GA4 Measurement ID and Google Tag Setup
- 5.2 Automatic and Enhanced Measurement
- 5.3 Custom Event Tracking
- 5.4 Button Click Tracking
- 5.5 Phone Number Click Tracking
- 5.6 Email Link Click Tracking
- 5.7 External Link Click Tracking
- 5.8 File Download Tracking
- 5.9 Contact Form Submission Tracking
- 5.10 Lead Generation Event Tracking
- 5.11 Outbound Link Tracking
- 5.12 Scroll Tracking
- 5.13 Video Engagement Tracking
- 5.14 Custom Parameters and User Properties
- 5.15 Marking Events as Key Events in GA4
- 5.16 Testing Events in GA4 DebugView

MODULE 06 Google Ads Conversion Tracking — 1.5 hrs

- 6.1 Google Ads Conversion Tracking Fundamentals
- 6.2 Conversion Actions and Conversion IDs
- 6.3 Conversion Labels Configuration
- 6.4 Form Submission Conversion Tracking
- 6.5 Phone Call Click Conversion Tracking
- 6.6 Lead Generation Conversion Tracking
- 6.7 Conversion Linker Setup
- 6.8 Enhanced Conversions Fundamentals
- 6.9 Dynamic Remarketing Fundamentals
- 6.10 Google Ads and GA4 Conversion Comparison
- 6.11 Conversion Validation and Troubleshooting

MODULE 07 Ecommerce Tracking Using GTM — 2 hrs

- 7.1 Ecommerce Tracking Fundamentals
- 7.2 GA4 Ecommerce Event Architecture
- 7.3 View Item Tracking
- 7.4 Add to Cart Tracking
- 7.5 Remove from Cart Tracking
- 7.6 Begin Checkout Tracking
- 7.7 Add Payment Information Tracking
- 7.8 Purchase Event Tracking
- 7.9 Transaction ID and Revenue Tracking
- 7.10 Product and Item Parameters
- 7.11 Ecommerce Data Layer Implementation
- 7.12 Ecommerce Event Validation
- 7.13 WooCommerce GTM Implementation
- 7.14 Shopify Tracking Fundamentals
- 7.15 Ecommerce Conversion Funnel Analysis

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MODULE 08 Advanced GTM Implementation — 2 hrs

8.1	Cross-Domain Tracking	8.2	Subdomain Tracking
8.3	Single-Page Application Tracking	8.4	Custom JavaScript Variables
8.5	Regular Expressions in GTM	8.6	Custom Templates Fundamentals
8.7	Consent Mode Fundamentals	8.8	Cookie Consent Platform Integration
8.9	Google Consent Mode v2 Implementation	8.10	Server-Side Google Tag Manager Fundamentals
8.11	Server-Side vs Client-Side Tracking	8.12	First-Party Data Collection
8.13	Data Privacy and Consent Management	8.14	GTM Governance and Access Control

MODULE 09 GTM Debugging and Troubleshooting — 1.5 hrs

9.1	GTM Preview Mode	9.2	Tag Assistant
9.3	Browser Developer Tools for Tracking	9.4	GA4 DebugView
9.5	Troubleshooting Tags That Do Not Fire	9.6	Diagnosing Duplicate Events
9.7	Debugging Incorrect Trigger Conditions	9.8	Data Layer Inspection
9.9	Network Request Validation	9.10	Consent-Related Tracking Issues
9.11	GTM Version Rollback	9.12	Tracking Quality Assurance Checklist

MODULE 11 GTM Analytics and Reporting — 1 hr

11.1	GA4 Event Reports	11.2	Key Event and Conversion Analysis
11.3	Traffic Source and Campaign Tracking	11.4	UTM Parameter Tracking
11.5	Lead Tracking and Attribution	11.6	Ecommerce Funnel Analysis
11.7	GTM Implementation Documentation	11.8	Tracking Audit Reports
11.9	Data Quality and Validation	11.10	Looker Studio Dashboard Integration

MODULE 12 Live Practical Projects — 2 hrs

12.1	Install GTM on a WordPress Website	12.2	Configure GA4 Using GTM
12.3	Track Website Button Clicks	12.4	Track Contact and Lead Forms
12.5	Track Phone Calls and Email Clicks	12.6	Track File Downloads and External Links
12.7	Configure Google Ads Conversion Tracking	12.8	Implement GA4 Ecommerce Events
12.9	Debug and Fix Tracking Errors	12.10	Build a Complete Website Measurement Plan

MODULE 10

GTM Tools Covered

0.5 hr + used in every module

15 tools practised hands-on — Google's measurement stack, debugging tools, website platforms and consent tools.

- Google Tag Manager
- Google Analytics 4
- Google Tag Assistant
- Google Ads
- Chrome Developer Tools
- Google Search Console
- Google Consent Mode
- Google Analytics Debugger
- Data Layer Inspector Tools
- Looker Studio
- WordPress and GTM Plugins
- WooCommerce
- Shopify
- Cookie Consent Platforms
- Server-Side GTM Debugging

Trainer's tip: every student implements each tracking event on a live test website and verifies it in GTM Preview, Tag Assistant and GA4 DebugView. Consent management and privacy-compliant measurement are taught alongside conversion tracking — not as an afterthought.

> **What gets measured gets managed.**
>
> — Popular management saying · Measure it right with GTM

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CONTACT AKASH

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