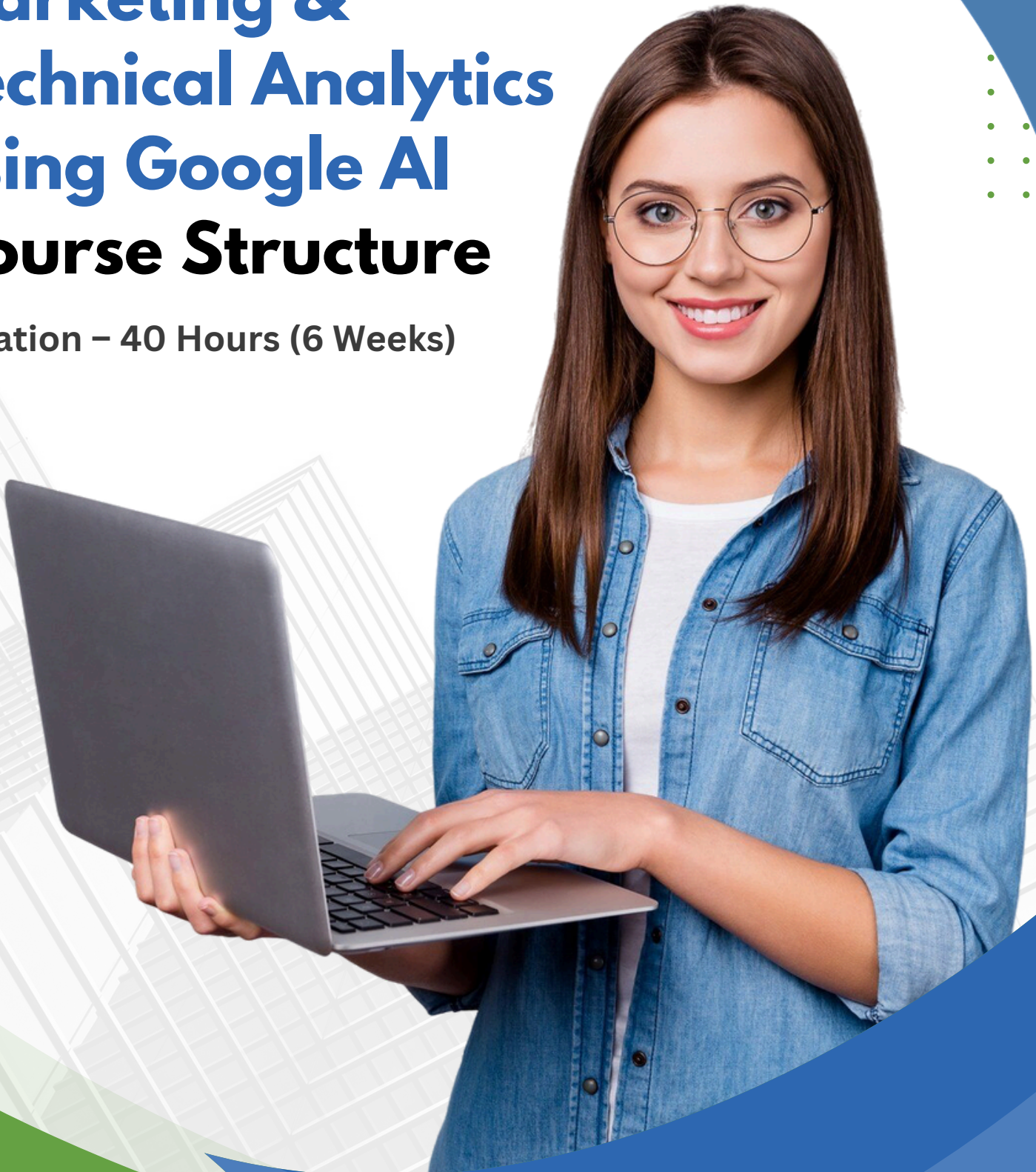


Marketing & Technical Analytics using Google AI Course Structure

Duration – 40 Hours (6 Weeks)



Module 1: Foundations of AI-Driven Marketing Analytics (4 Hours)

- The AI landscape in marketing: Shifting from descriptive to predictive analytics.
- Setting up GA4 for AI: Advanced data collection, linking Google Ads, and custom event tracking.
- Privacy and data ethics: Adapting to cookie-less systems with consent mode.
- Introduction to generative AI: Using Gemini for marketing strategy brainstorming and planning.

Module 2: Technical SEO & Search Analytics with AI (8 Hours)

- AI-powered keyword research: Focusing on search intent using AI clustering.
- Technical AI search optimization (AISO): Schema markup, site speed optimization, and log file analysis.
- Content generation and optimization: Using AI to improve content, metadata, and topical authority.
- Google Search Console & AI: Analyzing query performance and identifying technical errors.

Module 3: Advanced GA4 & Data Analysis (8 Hours)

- Segmentation and audience analysis: Creating predictive audiences using BigQuery ML.
- Behavioral flow analysis: Identifying user journey bottlenecks.
- Conversion modeling and attribution: Using machine learning to understand campaign impact.
- Practical session: Setting up BigQuery with Google Analytics 4 for deeper data analysis.



Module 4: Paid Media Optimization & AI Automation (8 Hours)

- Performance Max campaigns: Using Google AI to automate ad placements across channels.
- Smart bidding strategies: Using AI to optimize for CPA/ROAS.
- Ad copy and creative optimization: Using generative AI to create effective ad variations.
- Competitor intelligence: Using AI tools for ad transparency and keyword gap analysis.

Module 5: Data Storytelling & Dashboarding (Looker Studio) (6 Hours)

- Building automated dashboards: Creating real-time, actionable dashboards in Looker Studio.
- AI-driven reporting: Using AI insights to create automated executive reports.
- Data narratives: Creating stories from data to inform decisions.

Module 6: Projects, Cases & Future Trends (6 Hours)

- Hands-on project: Developing a marketing funnel, tracking plan, and dashboard.
- Real-world case studies: Analyzing successful AI implementations (e.g., in e-commerce or SaaS).
- AI and personalization: Using AI for real-time personalization and CRM integration.





Contact Us Today!



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