

SEVEN BOATS ACADEMY

Expert Web & Marketing Analytics Certification

Standard Course

₹ 15,000

Duration: 3 Months

Frequency: Weekly 2 Days

Focus: Core Fundamentals & Implementation

Advanced Track

₹ 25,000

Duration: 3.5 Months

Internship: 1 Month (Parallel)

Focus: Data Mastery & Strategy

COURSE SYLLABUS

Module 1: Foundation & Setup (Standard & Advanced)

Introduction to Digital Analytics; Account & Property architecture; Data Streams; Basic Standard Reporting (Real-time, Acquisition, Engagement).

Module 2: Advanced GA4 Deep-Dive (Advanced Focus)

Standard: Regular reporting and basic events.

Advanced: Custom Dimensions/Metrics, **Key Events (Conversions)** mapping, Funnel Explorations, Path explorations, and **Audience Segmentation**.

Module 3: AI Insights & Prompt Engineering NEW

Leveraging AI (ChatGPT/Gemini) for data storytelling. **Prompt engineering** to extract insights, generate Regex for tracking, and create data-driven executive summaries.

Module 4: Search Console & Behavioral Analytics

Mastering Google Search Console (GSC); User behavior tracking via **Microsoft Clarity & Heatmaps**; Identifying friction points with Session Recordings.

Module 5: Performance Marketing Analytics

Google Ads integrated reporting; Social Media insights (Meta, LinkedIn); Tracking ROAS and performance attribution.

Module 6: CRO & A/B Testing

Principles of Conversion Rate Optimization (CRO); Hypothesis building; A/B testing frameworks and tools for website experimentation.

EXCLUSIVE INTERNSHIP: Advanced students gain hands-on experience on **ACTUAL LIVE WEBSITES** with real-time traffic data.

WHY SEVEN BOATS ACADEMY?

- **15+ Years of Excellence:** Learn from one of India's premier digital agencies and academies with over a decade and a half of industry leadership.
- **Hands-on Training:** We move beyond theory with practical, tool-based training from Day 1.
- **Live Project Data:** Our Advanced Internship provides access to **actual client sites**, not just demo accounts.
- **Industry-Recognized Certification:** Globally accepted certificates that boost your CV and LinkedIn profile.
- **Advanced Toolstack:** Complete mastery of GA4, Clarity, GSC, and AI-driven analytics.
- **Placement Assistance:** Priority access to our network of 500+ hiring partners for Advanced students.

QUICK COMPARISON

Feature	Standard	Advanced
GA4 Basics & Setup	✔ Included	✔ Included
Funnels, Segments & Key Events	Basic	✔ Advanced Mastery
Search Console & Clarity	✔ Included	✔ Included
AI & Prompt Engineering	✗	✔ Full Module
CRO & A/B Testing	Overview	✔ Hands-on
1 Month Internship	✗	✔ Live Sites
Certification	Course Cert.	Course + Internship Cert.

Seven Boats Academy

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