



GOOGLE ANALYTICS 4 (GA4) RESOURCE LIST

JULY 2023

- [Skillshop_GA4](#) training modules and Analytics certification
- [Google Analytics learning hub](#) for marketers
- Analytics Help article: [Comparing Metrics from UA to GA4](#)
- Analytics Help article: [Conversion Differences in GA4 vs UA](#)
- Analytics Help article: [Common Reporting Solutions in GA4](#)
- [GTMA Blog\(s\)](#)
- [GTMA Reporting Dashboard](#)
- GTMA Monthly Client Reports & Call Notes
- Your GTMA Account Manager