Google Analytics and Tag Manager Expert

Employment Type
Part-time, Contractor

Job Location
Remote work from: India

Experience
2 Years

Industry
Analytics

Description

We seek a highly skilled and experienced Google Analytics & Tag Manager Expert to join our team as a freelancer. The ideal candidate will have a deep understanding of e-commerce website analytics and will be able to provide insights that will help us improve the website's performance. This role will involve working closely with our marketing and web development teams to implement and maintain various analytics tools, including Google Analytics and Tag Manager.

Responsibilities

- Develop and implement Google Analytics tracking and reporting strategies for e-commerce websites.
- Configure and maintain Tag Manager and other analytics tools to track user behavior, site performance, and conversions.
- Analyze website performance data and provide insights to the marketing and web development teams to improve user engagement and conversions.
- Collaborate with the web development team to ensure proper implementation of tracking codes and analytics tools.
- Develop custom tracking solutions to track user behavior and other metrics that are important to the business.
- Stay up-to-date with the latest trends and best practices in analytics and e-commerce to ensure our website utilizes the most effective analytics strategies.

Requirements:

- Extensive experience with Google Analytics and Tag Manager, including implementation, configuration, and reporting.
- Deep understanding of e-commerce website analytics and best practices.
- Strong analytical skills with the ability to analyze data and provide actionable insights.
- Experience working with web development teams to implement tracking codes and analytics tools.
- Excellent communication skills, both written and verbal, with the ability to collaborate with cross-functional teams.
- Strong attention to detail and ability to manage multiple projects simultaneously.

Skills

- Google Analytics
- Tag Manager
- Meta Pixel
- Web Analytics
- Tracking Solutions

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