

Google Analytics



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Google Analytics is a freemium web analytics service offered by Google that tracks and reports website traffic. Google launched the service in November 2005 after acquiring Urchin. Google Analytics is now the most widely used web analytics service on the Internet.

The course runs from 9.30 am to approximately 4.30 pm.

Duration 1 days

Google Analytics Overview

The holistic approach to web analytics
How does Google Analytics work?
Terminology and definitions

Introduction to key Features

Setting up users
Navigating Google Analytics
Setting up filters and goals
Improving organic search insights using Google Search Console
Tracking on site search terms
Establishing remarketing campaigns
Tracking e-commerce sales
Setting up goals and funnels to track your conversions
Integrating Google AdWords with Adwords

Understanding Visitors & Behaviour

Overview of key reports
Understand the visitor journey
Digging into Traffic Sources
Channel management
Measuring your marketing campaigns
Comparing SEO and paid search performance
Social media traffic reporting

Analysing Site Content

Page performance reports
Understanding Site Speed reports

Analyse onsite search activity
Tracking on page events (button clicks, link clicks, downloads etc.) using event tracking
A/B tests using Content Optimisation

Creating Your KPI Dashboard

Build your own Google Analytics KPI dashboard using dashboard widgets
Analysing goal performance
Dashboard automation
Export and Email Functionalities

Attend this Google Analytics training course, and you will be able to:

Understand how people are using your website
Install and configure Google Analytics correctly
Interpret Google Analytics reports and data
Understand the jargon
Spot weak points in your visitor journeys
Measure and improve conversion rates
Better understand social media performance
Create website goals

“A highly professional company run by knowledgeable, friendly people”

