

Google Analytics - Introduction

Course Outline

Learn how your content is performing: Google Analytics is the standard for web analytics and provides the means to track, analyze and report on site visits, marketing goals and ad revenue generated from your site. In this BigRockDesigns' course we will demonstrate how to use Google Analytics to measure traffic ad performance, ROI and conversions, plus understand how people use your website. This course covers functionality, from account creation to reporting fundamentals, and explains how to read insights from the vast array of data available.

What Is Web Analytics?

- Pitfalls of hit counting and turning data into information
- Digital analytics: A tool and a process

Google Analytics Fundamentals

- How does Google Analytics work?
- Setting up a Google Analytics account
- Installing Google Analytics tracking code on a site
- Google Analytics Report Fundamentals

Understanding accounts and profile administration

- Navigating the reports and the Data Over Time chart
- Selecting and comparing date ranges
- Using annotations to make notes in Analytics data

Detailed Reports

- Navigating data with site usage, goals, and ecommerce metrics
- Sorting data with inline and advanced filters
- Intro to Segmentation

Visitor and Audience Reports

- Understanding who is visiting a site
- Analyzing location and geographic data
- Using language identification to segment users
- Differentiating new users and returning users

Advertising Reports

- Linking an AdWords account to Google Analytics
- Identifying campaigns and segmentation options
- Using keyword reports

Traffic Sources and Channel Reports

- Understanding where site visitors come from



LEVEL:

- Introduction / Intermediate

DURATION:

- 1/2 Day

COURSE TIMES:

- 09:30 - 12:30

BIGROCK SUPPORT:

- 12 Months Support
- Video Support via YouTube
- Email and Tel Support
- Live Support

RELATED COURSES:

- Social Media Strategies - 1 day
- Photoshop Intro - 2 days



- This course will be delivered by a Google Analytics Certified Expert and Google Partner

- Analyzing the All Traffic Sources report
- Identifying users who were referred to your site
- Social media traffic sources

Behavior and Content Reports

- Analyzing top content by metrics
- Sorting top content according to page title
- Understanding when to use Content Drilldown
- Exploring Behavior Flow and landing pages
- Configuring Site Search

Conversions

- Understanding the Goal reports
- Configuring goals
- Identifying value through ecommerce reports
- Visualizing funnels with Goal Flow

Summary

