



Advanced Google Analytics Training

Duration: 1-2 Days

Google Analytics is fast becoming the most important and useful tool available to anybody with an online presence. Being able to decipher the statistics and information provided by Google Analytics is an invaluable skill and we'll show you how to get to grips with the more technical and advanced aspects of this most powerful tool.

Who is the course for?

Anybody who uses their website for business needs to be able to use Google Analytics. It is especially topical if you work in online marketing or if you are looking to improve your websites navigability or popularity. If you want to record your sites visitors and understand how they use your site it is also crucial. It's recommended for those who already have the basics covered and are looking to further improve their analytics skills.

What will the course cover?

- An Introduction to Google Analytics
- Google Analytics Interface
- Analytics reports
- Traffic Sources
- Understanding metrics
- E-commerce tracking
- Campaign tracking
- Custom Reporting

What will you learn?

By the end of the course you will be able to:

- Understand the meaning and value of your Analytics reports
- Navigate your Google Analytics with ease
- Identify the quality traffic to your website and the calls to action which work best
- Track your online campaigns, and find which kind of online marketing works best for your business
- Set up customised dashboards and reports tailored to your businesses needs
- Integrate Google Analytics into your companies online marketing strategy
- Analysing visitor rates and tracking to make measurable improvements to conversions

Call now – 01437 720 033