



An Introduction to Google Analytics

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 when it comes to understanding how people use and find your website. Find out how to convert those lost clicks into sales with this training course.

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. No prior knowledge of Google Analytics is necessary though it is helpful if your business already has Google Analytics installed and an account has been set up.

What will the course cover?

- An Introduction to Google Analytics
- Google Analytics Interface
- Features of Google Analytics including Dashboard and advanced settings
- Analytics reports
- Traffic Sources – where are your visitors coming from?
- Campaign tracking
- How to evaluate the data

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

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