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Telephone: 0151 282 4282
Email: info@connecttraining.co.uk
Web: www.connecttraining.co.uk



Google Analytics Workshop

Course duration:

Half day of classroom based instructor-led training.

Course summary:

Google Analytics is free, web-based statistics software that enables you to identify how website visitors found your website, how they explored it, and whether they are doing what you want them to do. With over 80 reports, Google Analytics can present you with a wealth of information through which you can improve visitor experience and boost your return on investment and profits. This half day workshop provides an overview of how Google Analytics works, how it compares to conventional web server statistics, viewing and customising key Google Analytics reports and how to implement Campaign, Download, Exit and Goal tracking.

Who should attend:

This workshop is primarily intended for staff tasked with managing website performance through Google Analytics and who need to liaise with technical web teams, efficiently analyse their important website metrics, and present reports to management that communicate key findings effectively to leverage actionable decisions.

Pre-requisites:

Delegates should:

- Be familiar with the Internet and the Web
- Have a Google Analytics account set up and receiving data for their website; this enables you to view your own reports on the day so you can take maximum benefit from the session

Course objectives:

On completing the course, you will be able to:

- Describe how Google Analytics works and install the tracking code on a website
- Understand the Google Analytics interface and customise it for your needs
- Decide what are the key reports for a website
- Customise reports and use good practice reporting techniques
- Track Campaigns
- Track file downloads and exit links
- Track defined website goals

Specific topics covered within the course:

- Overview of how Google Analytics works
- Comparison of Google Analytics and website server statistics
- Setting up a Google Analytics account
- Configuring a Website Profile
- Different Google Analytics tracking techniques
- Google Analytics Interface
- Setting the Date Range
- Changing the amount of data presented
- Visitor reports
- Traffic Sources reports
- Content reports
- Goal reports
- Key reports to analyse website performance
- Exporting report data
- Emailing reports
- Good practice presentation techniques
- Customising the Dashboard
- Campaign tracking
- Campaign URL building tool
- Campaign tracking issues
- Tracking file downloads and exit links
- Tracking Goals

Certification:

Delegates may request a certificate of attendance.