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**silicon
beach**
TRAINING

Google Analytics

Duration: 1 day

Price: £295 + vat

Prerequisites

Basic PC / Mac skills.
An understanding of the web and how websites are structured.
Admin access to a Google Analytics account.

Testimonials

"The Google Analytics training course run by Silicon Beach was one of the most useful I have attended. The session managed to cover a very broad subject in one day and was run at a pace that worked for everyone in the group. I learnt a huge amount about Google Analytics and have already put the training to use by setting up Goals, Funnels and Events with my analytics accounts. The training completely changed the way I use Google Analytics and inspired me to learn even more about website analytics."

Luke Hay - Wired Sussex

Google Analytics provides free, in-depth data on your web traffic and enables you to increase online sales by understanding where your visitors are coming from and how they are using your website.

This comprehensive, hands-on Google Analytics training course provides the knowledge you need to install Google Analytics, understand Traffic and Content Reports, use Goals and Filters to help you improve Search Engine Optimisation (SEO) and increase online sales

Objectives

On Completion of the Google Analytics training course delegates will be able to:

- Understand basic Traffic and Content Reports
- Use Goals and Filters effectively

Course Content

Introduction to Google Analytics

- The Google Analytics story
- The importance of tracking campaigns
- The tracking script
- What can be tracked with Google Analytics?
- Natural (SEO) vs. Paid (PPC) Search
- Google Analytics Terms of Service

Administrative interface

- Setting up an account and profile
- Adding users
- Overview of standard filters
- Overview of Goals and funnels
- Overview of Site Search
- Linking with AdWords

Reports interface

- Introduction to reports: Overview, Visitors, Traffic, Content, E-Commerce
- Reporting Delay
- Discuss interface features
- Date selection tool
- Exporting and saving reports
- Customizing dashboards
- Emailing reports

continued...

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Related Courses

Advanced Google Analytics: 1 Day

SEO: 1 Day

Social Media: 2 Days

Email Marketing: 1 Day

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What do you want to track?

- Key Performance Indicators (KPIs)
- Traffic Sources analysis
- Lead Generation metrics
- Branding and Rich Internet Application (RIA) metrics
- Keyword analysis
- Website design/Site Content Optimization
- E-commerce

The Importance of Tracking Goals and Events

- Goals vs. Events
- How to setup a goal
- Principles for setting up events

The Importance of Monitoring Change

- Google Annotations
- Google Intelligence

Introduction to experimentation and tracking

- Ad Creatives
- Landing Pages
- Refining Keywords
- Shopping Cart Funnels
- Manual Campaign Tracking

Troubleshooting

- Tools of the trade
- "Not set", "other", sampling, set up, linking
- Common errors and how to avoid them
- Help Center
- GAAC program
- Discussion Forum

Open questions & answers

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