

Google Analytics Masterclass Training

Our Google Analytics Masterclass Training gives you the knowledge and skills to get the most out of the advanced features of this powerful tool.

Expert trainers will guide you through the more in-depth aspects of Google Analytics in a hands-on environment - meaning you'll be ready to use your new skills as soon as you return to the workplace.

Objective

The Google Analytics Masterclass training course will teach you how to:

- Understand Advanced Web Metrics
- Use Google Analytics reports more effectively
- Implement Advanced Tracking, Tagging and E-Commerce
- Analyse visitor data to make measurable improvements to click-through rates and conversions

Details

Duration: 1 Day

Who is this course for

Ideal for web analysts, this course is aimed at those wanted to learn the more advanced Google Analytics tools and techniques.

Course Content

Introduction

- Successful web analytics approaches
- Creating a data driven culture

Overview

- Architecture and process
- Intro: the .js file
- Managing profiles
- Review: emailing and exporting
- Advanced filters
- Case study

Cookies

- What is a cookie?
- The role of a cookie in Google Analytics

Goals and Funnels

- Dynamic goals
- Cross-domain tracking
- Shopping cart funnels
- RegEx

Advanced Profile/Filter Combos

- Segmenting traffic
- Testing
- Raw Data profiles & other advanced situations

Advanced tracking

- Marketing campaign tracking
- Custom segmentation
- Event tracking
- Tracking Flash
- Outbound link tracking
- Checkout integration
- Site Search report

Custom Variables

- What are custom variables?
- Working with custom variables
- Examples of tracking with custom variables

Advanced Reporting

- Advanced Segments
- Custom reports

Code Customizations

- 3rd party developed
- Unsupported techniques and .js additions or modifications

Introduction to Urchin Software

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