Tel +44 20 4571 2395
info@siliconbeachtraining.co.uk

What is Google Analytics Training?

With this Google Analytics training course you'll be able to do more than just look at data on a screen in Google Analytics.



This SEO training course will show you how to analyse what it means so you know which of your marketing initiatives lead to traffic and conversions. This means you can confidently concentrate your time and resources on what has the best ROI.

Because we keep our class sizes small, your trainer will be able to address any questions you have as the Google Analytics course progresses.

If you are already a confident Google Analytics user, you may prefer our Advanced Google Analytics training. You can also take this course with SEO, Social Media and Google AdWords with our Pick 'n' Mix deal.

Our scheduled courses take place in Brighton, UK but we're happy to provide private and in-company Google Analytics courses if you live elsewhere. If you'd like to know more - or want to book a course - just call +44 (0)1273 622272.

Prerequisites

This is a beginners training course so no previous experience using Google Analytics is required but you should have Admin access to an active Google Analytics account. Please contact us before the course if this is not possible and we will set up a test account for you.

Course Objectives

After coming on our Google Analytics training course you'll be able to:

- Navigate Google Analytics with ease
- Use Analytics reports as part of your SEO & PPC strategies
- Analyse traffic and content reports
- Use goals and filters effectively

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Introduction to web analytics

- The Google Analytics story
- Tracking scripts
- What can be tracked with Google Analytics?
- Natural (SEO) vs. Paid (PPC) Search
- Google Analytics Terms of Service

Administrative interface

- How to set up an account and profile
- Standard filters
- Goals and funnels
- Site Search
- Linking with AdWords

Reports interface

- Reports
- Discuss interface features
- Date selection tool
- Exporting and saving reports
- Customising dashboards

What do you want to track?

- Key Performance Indicators (KPIs)
- Traffic sources analysis
- Lead generation metrics
- Branding and RIA metrics
- Keyword analysis
- Website design/site content optimization
- E-commerce

Tracking Goals and Events

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

Monitoring Change

- Google Annotations
- Google Intelligence

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- 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

Come on our Google Analytics Training Course for a comprehensive, hands-on introduction to this essential tool for monitoring and reporting on the progress of your Search Engine Optimisation.

Our trainers are industry experts - they will make sure you leave us with a practical understanding of how to record and analyse the results of your online marketing campaign.