

# Google Analytics

## One Day Course

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### Course Introduction

Google Analytics is an excellent tool that monitors and tracks your websites content and online marketing campaigns. It doesn't matter how big or small your business, Google Analytics can provide valuable statistics from the number of visitors to which pages users are most likely to leave. By using this free online tool, you are then able to determine the effectiveness of your website, and ultimately decide if any changes are required to maximise your marketing spend. Having the ability to analyse and compare information from website visitors, mobile app users or even data from kiosks and tills allows you to make informed decisions to drive growth.

### Course Aim

This course is aimed at delegates who have never used or have limited experience with Google Analytics. Delegates should have a basic familiarity with PCs, Windows, use of a keyboard and mouse. Prior to the course, a survey will be sent out asking delegates to answer a few questions regarding what they would like to get from the course so that it can be tailored to meet their needs.

### Course Outline

#### Course content

##### Introduction

- What is Google Analytics?
- Uses of Google Analytics
- Analytics for your business

##### Understanding The Platform

- The Data Model
- Collecting, configuration, processing & reporting
- Basic terminology

##### Navigating Analytics

- Administration
- Reporting dashboard
- Basic metrics

##### Getting Analytics Setup

- Properties & views
- Filters
- Installing tracking code

##### Tracking Your Campaigns

- Events & goals
- UTM campaign tracking
- E-Commerce tracking

#### The Improvement Cycle

- Identifying underperforming areas
- Custom reporting
- Improving return on investment

#### What will I learn

- An underlying understanding of how the Google Analytics Platform works, its capabilities and the ability to talk about it confidently.
- Navigating around the reporting platform, producing reports and finding the data you need.
- The everyday terminology of Google Analytics and the definition of commonly misunderstood terms such as visitors, sessions and hits.

**Related courses:** Search Engine Optimisation; Google AdWords

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