

Google Analytics Training Course Content

Introduction to Google Analytics

- High level overview of how Google Analytics works
- Finding your way around the reporting interface
- Customising your profile using dashboards
- Understanding how to filter within reports
- Exporting data and emailing reports

Interpreting Google Analytics Reports

- Where is your traffic being driven from (Traffic sources reports)
- Understanding who your audience is (Visitors reports)
- Understanding how visitors convert on your site (Goals and Funnel Visualisation)
- Using Onsite Search to understand visitor behaviour (Site Search reports)
- Understanding how your content is performing (Content reports)
- Optimising Retention (Visitor Recency and Loyalty reports)

Google Analytics Setup Fundamentals

- Understanding Profiles and Accounts
- Goals and Funnels
- Campaign Tracking and Adwords Integration
- Filters

Using the Advanced Reporting Features

- Motion Charts - How to visualise your data and identify specific trends over time e.g. Examining conversion rates for non-brand keywords
- Advanced Segments - How to create custom segments to understand how different visitors behave on your site e.g. Segmenting your visitor audience by geographic location
- Custom Reports - Extending the Google report suite using the custom report builder e.g. How does marketing campaign activity differ during different times of the day