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Google Analytics Fundamentals

Duration: 1 Day

Overview:

Aspect Training's Google Analytics Fundamentals training course is designed to introduce you to the basics of web analytics and how to use the data you get to make your website better.

We'll show you how to extract the seemingly small details that could have a huge effect on your business and your bottom line.

Prerequisites:

There are no prerequisites for this course. Aspect Training's Google Analytics Fundamentals training course is designed to appeal to marketers, managers and developers alike.

Continued over....



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Course Topics:

Introduction to Google Analytics

Principles of web analytics
How analytics can help your business

Google Analytics Basics

Terminology
Understanding key metrics and dimensions
The Google Analytics Interface
Setting-up basic reports
Exporting and saving reports
Emailing reports
Customizing your dashboard

Organising Your Account

Setting up your account and profile
Linking existing Analytics and AdWords accounts
Adding new users
Looking at standard filters
Setting up goals and funnels
Looking at site search

What do you need to track?

How to extract the most important data
Key performance Indicators
Analysing traffic sources
Lead generation metrics
Measuring branding and rich media applications
Analysing keywords
Website design and content optimisation
The power of eCommerce tracking

Tracking Your PPC Campaigns

Campaign tracking
How to use analytics to target campaigns more effectively
Tips and tricks – controlling budgets and choosing keyword match types

Introduction to experimentation and tracking

Ad Creatives, Landing Pages, Refining Keywords, Shopping Cart Funnels
Manual Campaign Tracking
Other Google products: Website Optimizer, Feedburner, Webmaster Tools
Creating a data driven culture

Troubleshooting

What does “not set” and “other” mean in your keyword reports?
Looking at sampling, set up and linking
Common errors and how to avoid them