

Introduction to Google Analytics (2 Day)

Course Description

This Google Analytics class is designed to provide you with in-depth knowledge about various features available in Google Analytics tool and how to leverage them to best serve your business needs. The course begins with introductory chapters to provide a strong foundation to students. This class is different from other Google Analytics training classes in that it includes many hands-on interactive exercises, ensuring that students who complete the course will be able to productively use Google Analytics on their own website right away.

This Google Analytics class is targeted toward web designers, web analysts, online marketers, and general business people.

Class Goals

- Learn how JavaScript is used.
- Learn JavaScript syntax.
- Learn about objects, methods, and properties.
- Learn to work with JavaScript variables.
- Learn to create your own functions in JavaScript.
- Learn to write flow control logic in JavaScript.
- Learn to validate forms with JavaScript.
- Learn to create roll-over images with JavaScript.
- Learn to open and work with new windows.
- Learn to work with JavaScript timers and intervals.
- Learn to work with the navigator history, and location objects.

Course Outline

Overview and Background of Web Analytics

- Fundamentals of Web Analytics
- Identifying Common KPIs
- Google Analytics Case Study

Introduction to Google Analytics

- Basics of Google Analytics
- Getting Started with Google Analytics
- Google Analytics Code Snippets
- Access Management
- Best Practice Tips for Access Management

Reports in Google Analytics

- Introduction to Reports in Google Analytics
- Understanding the Report Layout
- Exporting Your Data from Google Analytics
- Digging Into Reports
- Applications of the Date Range Function
- Identifying Co-relation Between Two Metrics
- Secondary dimensions
- Visualization Controls
- Audience Reports Demystified
 - Introduction
 - Audience Overview Report
 - Application of the Audience Overview Report
 - Location Report
 - Application of the Location Report
 - Exploring the New vs Returning Report
 - Application of New vs Returning Report
 - Exploring the Frequency & Recency Report
 - Application of the Frequency & Recency Report
- Exploring the Technology Reports
- Application of Browsers & OS Report
- Exploring the Mobile Reports
- Application of Mobile Reports
- Acquisition Report Demystified
 - Introduction to the Acquisition Report
 - Exploring the Channels Report
 - Application of the Channels Report
 - Exploring the Keywords Report
 - Exploring the Keywords Traffic Report
 - Applications of the Organic and Keywords Traffic Reports
- Exploring the Social Reports
- Behavior Reports

Reports in Google Analytics

- Exploring the Pages Report with Advanced Inline Filters
- Identifying Poor Performing Pages
- Exploring the Landing Pages Report
- Application of the Landing Pages Report
- Exploring the Exit Pages Report
- Identifying Top Exit Pages
- In-Page Analytics in Google Analytics
- Application of In-Page Analytics
- Understanding the Dashboard
- Customizing the Dashboard
- Developing a Customized Dashboards

Custom Reporting

- Introduction to Custom Reporting
- Valid Pairs of Dimensions and Metrics
- Designing Your Custom Report
- Building Your Custom Report
- Develop Custom Reports for the Given Scenario

Advanced Segmentation

- Introduction to Advanced Segmentation
- Leveraging Default Advanced Segments
- Application of Advanced Segmentation using Default Segments
- Customizing Advanced Segments
- Application of Advanced Segmentation using Custom Segments
- Managing Advanced Segments
- Regular Expressions Overview
- Application of RegEx in Google Analytics
- Advanced Segmentation

Understanding Filters in Google Analytics

- Introduction to Filters
- Types of Filters
- Overview of Different Types of Filters
- Application of Predefined Filters
- Exercise on Selecting Appropriate Filters

Goals in Google Analytics

- Introduction to Goals
- Configuring Goals
- Monetizing Goals Exercise
- Configuring Duration
- Time on Site Goal Implementation
- Configuring a Pages/Screen Goal
- Pages/Screen Implementation Exercise
- Analyzing Goals Using Standard Reports
- Group Activity

Funnels in Google Analytics

- Introduction to Funnels
- Building a Funnel in Google Analytics
- Funnel Visualization Report
- Exercise for Interpreting the Funnel

Integrating AdWords with Google Analytics

- Tracking Online Marketing Campaigns through Google Analytics