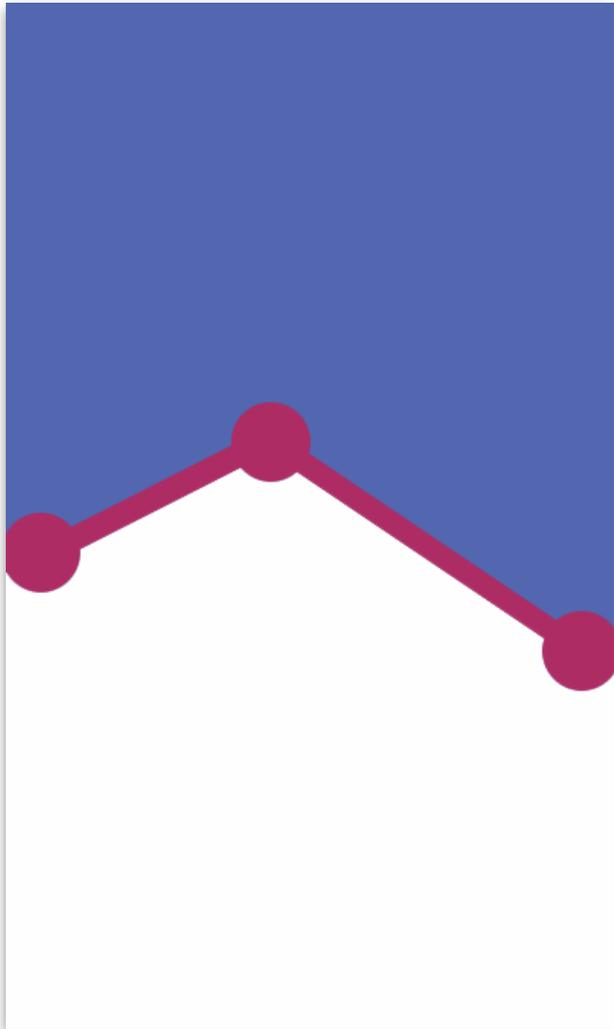# Google Analytics

Google Analytics is one of the most powerful and useful web tools available to organisations. Our Google Analytics course is designed to help you better understand the activities of your visitors in terms of where they come, what they do on the site and whether they convert.

Learn The Secrets of Effective Web Measurement

This interactive, **hands-on workshop** looks at the Analytics Interface, Account Structure, Standard Reports, Customised Reports, Goal Creation, Traffic Sources, Filters, Widgets, Advanced Segments, Attribution and much more of Google Analytics.

Course Overview

Taking a cue from Google Analytics' new approach the theme running through this workshop is customer acquisition, behaviour and conversion. Delegates will be expected to have at least an understanding of how Google Analytics works and, ideally, they will have an account that they can access for their own organisation (if not they can always access one of our accounts).

These are the modules we cover on the day:

Introduction to Analytics

- Analytics Introduction
- Importance of Analytics
- How Sites track visitors
- Analytics Tracking Code
- Analytics Terms
- Macro and Micro Conversions

Account Structure and Implementation

- Understanding Properties and Profiles
- Key Concepts: e,g. visits, visitors, unique
- Dimensions and Metrics
- Setting up tracking code
- Considering and defining online goals
- Setting up Filters

Understanding the Analytics Interface

- Dates Selector
- Various Analytics Selectors
- Advanced Search
- Advanced Segment overview
- Dashboards and Widgets
- Customisation

Traffic Sources

- Understanding where visitors come from
- Organic v Paid
- Analysing AdWords and other campaigns
- Webmaster tools
- Google Url Builder
- Social Media Traffic Analysis

Standard Reports

- Dimensions and Metrics in standard reports
- Understanding charts
- Standard Reports - Audience
- Standard Reports - Acquisition
- Standard Reports - Behaviour

Standard Reports - Conversions

- Overview
- Aligning business and marketing objectives to Analytics
- Goals > Destination, Events
- Goal Flow and Visualisation
- Multi-channel Funnels
- Attribution

Segments & Customisation

- Built-in and Custom Segments
- Imported Segments
- Sharing Segments
- Customised Reports
- Intelligence Events
- Custom Alerts

Recap

- Review and recap
- Next Steps in Analytics
- Q &

Course Location

Our Analytics courses are run from our offices at Cardiff Gate Business Park, just outside Cardiff junction 30 of the M4. With its close proximity to Cardiff it is ideal for travel from the Mid and West Wales and from the South West, too.

This facility offers fast wi-fi Broadband connections for your laptops or tablet devices.
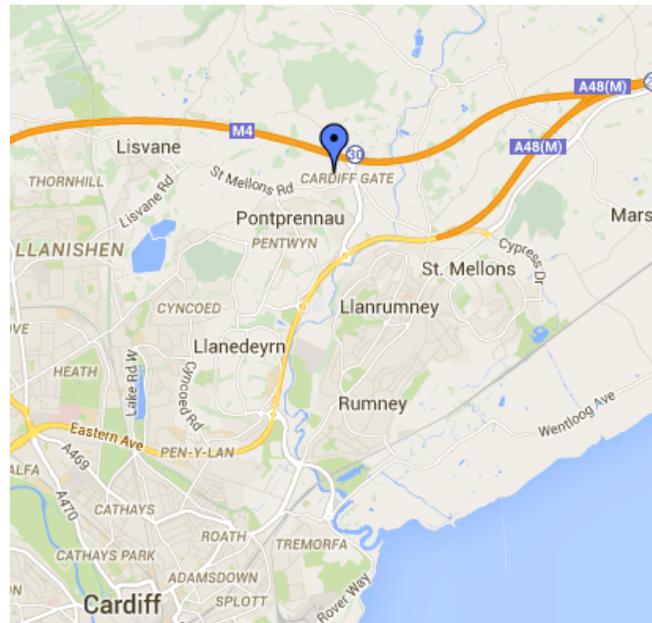
Cost & Times

Delegate rates for our Social Media Cardiff courses are **£199 (+VAT)** and include:

- *Course material*
- *Online access to PowerPoint slides*
- *Lunch and refreshments throughout the day*

Discount

Get 10% off course bookings if your organisation is a registered charity or if you have 2 or more staff attending we can offer a discount (this does not apply to Early Bird Pricing).

Computers are NOT available at this venue and therefore we ask that you bring your own laptop. If you have any problem with this, please let us know.

In-house courses

If you require, we can arrange to have the workshop delivered either at your location or a preferred venue. See our In-House page for more details.

Times

Our courses start at 9.00-9.15 and delegates are asked to arrive before 9.00. We finish at 4.30-4.45.

Book Today

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Email: bookings@ marketingtom.co.uk

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