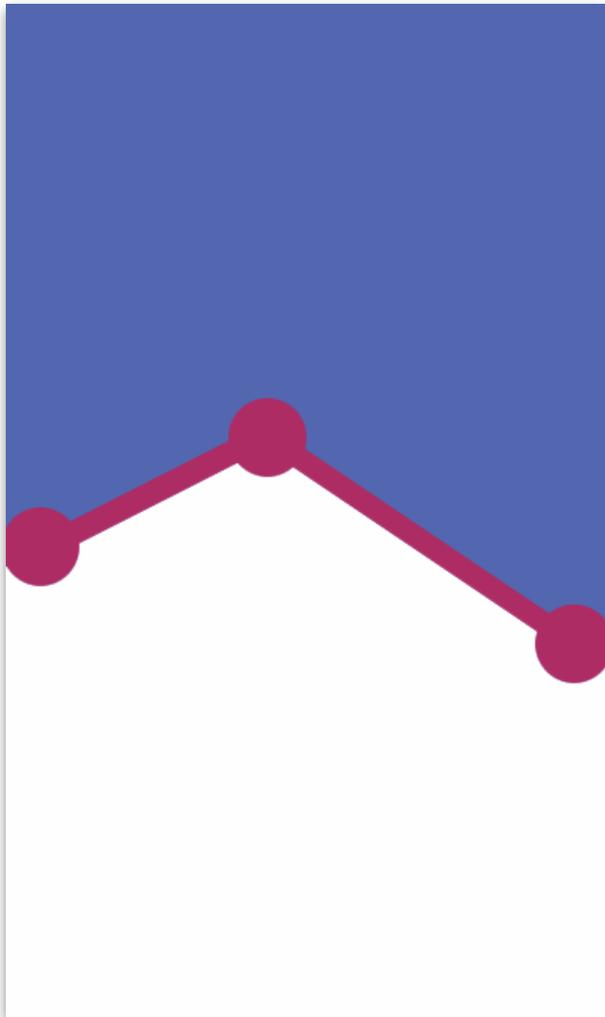


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# Google Analytics

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.



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## 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

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## 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
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## 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

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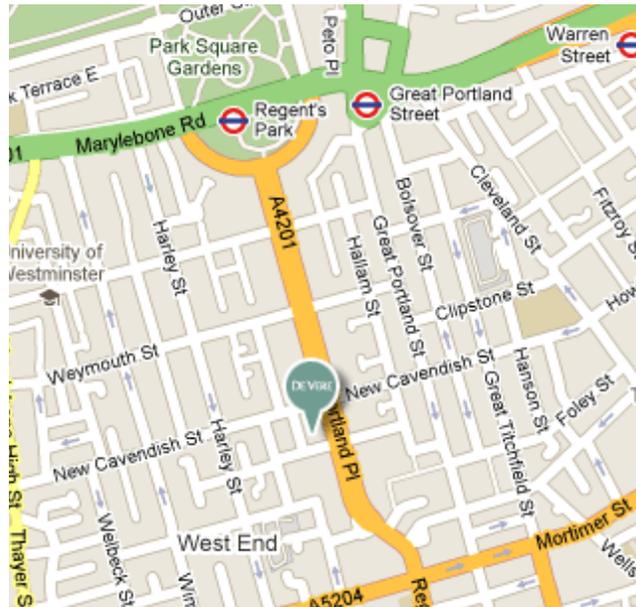
## Recap

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

## Course Location

Our courses are either delivered from 9- 10 Portland Place or Holborn Bars (both in the heart of London).

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



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## Cost & Times

Delegate rates for our Google Analytics London courses are **£299 (+VAT)**, though Early Bird prices can apply (see website) and include:

- *Course material*
- *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 (not applicable 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

Online: [marketingtom.co.uk](http://marketingtom.co.uk)

Phone: 020 3239 5515

Email: [bookings@marketingtom.co.uk](mailto:bookings@marketingtom.co.uk)

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