

What is it?

When you're ready to start learning about custom variables, advanced segments and event tracking (oh my) then you're ready for our Google Analytics Advanced Training.

Who should take it?

We highly suggest that you take our Google Analytics User Training before enrolling in our Google Analytics Advanced Training. We don't cover how to generate or share reports. This is the heavy stuff baby!

How long is the course?

On site or virtual: 1 day
On Demand: 4-5 hours

What do we learn?

1. **Profiles and Filters:** Normally I'm against profiling, but when it comes to administering segments in Google Analytics, I'll all for it.
2. **Intelligence Alerts:** DANGER, DANGER, this section will cover how to create alerts in Google Analytics. Note, the alerts don't actually say "DANGER, DANGER".
3. **Motion Charts:** LOOK, THEY MOVE! That's right, motion charts move and we'll keep them moving through this whole section.
4. **Advanced Segments:** Ok, I'll be honest, this is my favorite section. It's just so cool to be able to do real time segmentation. Don't you think?
5. **Regular Expressions:** We go into hardcore nerd mode for a little while here. Regular expressions will take you a while to master if you've never used them before, but we can help along the way.
6. **Custom Reports:** What makes your site unique? Custom conversion reports help you capture and act on it. (they can't all be funny)
7. **Virtual Pageview:** A bit of a misnomer since every web pageview is technically "virtual", but whatever. We'll cover them in this section.
8. **Event Tracking:** Time for the main event! Tracking! Event tracking! Truth be told, this is a powerful concept so let's take it seriously.
9. **User Defined:** Sure, I could use a little more definition, but that's not the point. The point is that we can use user defined reports to label our visitors.
10. **Custom Variables:** This section is really cool and might blow your mind. In this section we'll cover custom variables and the details you need to know about them.
11. **Multi-Channel Reports:** First and last touch campaign tracking is SO last year. These reports help you analyze how your different marketing campaigns and elements affect a conversion. Yep.
12. **Search Engine Optimization Reports:** Lets make this clear, I'm not and SEO expert (although I play one on TV). We won't be developing an SEO strategy in this class, but we will teach you how to run reports on your current SEO strategy. Much more effective than just Googling yourself all day.
13. **Review:** Now we'll see if you were sleeping through all this!