

What is it?

Google Analytics is the most widely used analytics software on the planet. Because of this we've developed our Google Analytics User Training with a broad user base in mind. This course is perfect for beginning and intermediate users of Google Analytics.

Who should take it?

Anyone who needs to use Google Analytics to run and distribute reports, novice or expert, will benefit from attending the course.

How long is the course?

On site or virtual: 2 days
On Demand: 8 hours

What do we learn?

1. **The fundamentals of web analytics:** Before we jump into running reports, we'll talk about why we want to run the reports. What are our business objectives? What are our key performance indicators? What do we do once we have the data? These aren't rhetorical questions, we want to answer them!
2. **First Steps:** In this section we'll cover common metrics and definitions as well as the basics of the interface and running reports. Time well spent I tell ya.
3. **Visitor Reports:** Who do these people think they are? Lets tell them. These reports tell you where they live, what they speak and what technology they use, etc.
4. **Advertising Reports – if applicable:** This is all about adwords. If you're running adwords campaigns we'll run these reports to learn more about them. If you aren't why not?
5. **Traffic Sources:** How did people find your site? Where did they come from and how can you take advantage of that information? All questions we cover in this section.
6. **Content Reports:** What pages of your site are getting the most traffic? Why are they so popular? Why aren't I more popular? Lets find out.
7. **Conversion Reports:** GOOOOAAAAALLLLL! Reports! Very exciting stuff.
8. **Using Filters:** It might be hard to believe, but I'm not very good at using personal filters. The good news is that I'm better at using Google Analytics filters.
9. **Review KPI:** Remember what we talked about at the beginning of the course? Lets talk about that again.
10. **Dashboards:** This is everyone's favorite section. I'm not kidding. In this section we cover how to create and share your custom dashboards.
11. **Sharing Reports:** In this section we'll tell you different ways to share your reports. Sharing is good.
12. **Review:** Now we'll see if you were sleeping through all this!