

## Course Information

After completing this course, delegates will have knowledge of the capabilities of Google Analytics. They will be in a position to determine how they will use the data to measure and improve their website's performance.

## Duration

1 Day

## Cost

£395 (ex VAT)

## Prerequisites

Before taking this course, students should be familiar with the basic functions of their computer's operating system.

## Additional Notes

Courses can be tailored to meet customers' requirements. Courses run in Edinburgh and Glasgow. Courses can also be run at client sites throughout the UK on request.

## Related Courses

- Search Engine Optimisation
- Web Copywriting

## Introduction

- Overview of Google Analytics

## Being customer-focussed

- Defining your website's audiences
- How do they reach your website at the moment?
- What do they want to do when they reach your site?
- Establishing your organisation's website goals
- How Google Analytics can help you become more customer-focussed

## Interpreting reports

- Understanding traffic sources
- What can you learn about your visitors?
- Analysing website performance

## Configuring Google Analytics

- Setting up goal tracking
- Creating funnels
- Customising the Dashboard
- Exporting data
- Scheduling reports
- Creating additional profiles
- Adding filters
- Configuring internal site search
- Event tracking

## In depth analysis

- Using advanced segments
- Creating custom segments
- Creating custom reports
- Using motion charts
- Additional customisations