

Course duration

- 2 days

Course Benefits

- Learn the fundamentals of web metrics and web analytics.
- Learn what web analytics can do for your business.
- Learn common web analytics methodologies suitable for different types of websites.
- Learn how Google Analytics works.
- Learn the key features and capabilities of Google Analytics.
- Learn to set up Google Analytics accounts and profiles.
- Learn access management techniques for your Google Analytics accounts and profiles.
- Learn how to generate reports in Google Analytics (visitor reports, traffic sources reports, content reports, goals report).
- Learn to analyze default reports in Google Analytics to interpret web metrics data.
- Learn to create and apply filters in Google Analytics.
- Learn best practices for setting filters in Google Analytics.
- Learn to create goals and funnels in Google Analytics.
- Learn to interpret reports for analyzing goals and funnels in Google Analytics.
- Learn to work with custom reports and advanced segments.

Course Outline

1. Overview and Background of Web Analytics
 1. Fundamentals of Web Analytics
 1. Web Analytics Methodology
 2. Definitions and Significance of Important Parameters
 3. Tips for Building KPIs
 4. Important KPIs for Common Types of Websites
 2. Exercise: Identifying Common KPIs
 3. Exercise: Google Analytics Case Study
2. Introduction to Google Analytics
 1. Basics of Google Analytics
 1. What is Google Analytics?
 2. How Google Analytics Works
 3. Cookies and Google Analytics
 4. User Privacy and Google Analytics
 2. Exercise: Quiz
 3. Getting Started with Google Analytics
 1. Accessing Google Analytics
 2. Navigating in Google Analytics

3. Creating New Accounts under Google Analytics
4. Google Analytics Code Snippets
 1. Introduction to Google Analytics Tracking Code (GATC)
5. Access Management
 1. Things you Need to Know
 2. Granting Access to Users
6. Exercise: Access Management
7. Best Practice Tips for Access Management
3. Reports in Google Analytics
 1. Metrics and Dimensions in Google Analytics
 1. Overview of Report Structure
 2. Understanding the Report Layout
 3. Exporting Your Data from Google Analytics
 1. Exporting Google Analytics Reports
 2. Scheduling Reports in Google Analytics
 4. Digging Into Reports
 1. Playing with Active Date Range
 5. Exercise: Applications of the Date Range Function
 1. Comparing Two Metrics
 6. Exercise: Identifying Co-relation between Two Metrics
 1. Secondary Dimensions
 2. Visualization Controls
 7. Audience Reports Demystified
 1. Introduction
 2. Audience Overview Report
 8. Exercise: Application of the Audience Overview Report
 9. Location Report
 10. Exercise: Application of the Location Report
 11. Exploring the New vs. Returning Report
 12. Exercise: Application of New vs. Returning Report
 13. Exploring the Frequency & Recency Report
 14. Exercise: Application of the Frequency & Recency Report
 15. Exploring the Technology Reports
 16. Exercise: Application of Browsers & OS Report
 17. Exploring the Mobile Reports
 18. Exercise: Application of Mobile Reports
 19. Acquisition Reports Demystified
 20. Introduction to the Acquisition Reports
 21. Exploring the Channels Report
 22. Exercise: Application of the Channels Report
 23. Exploring the Social Reports
 24. Behavior Reports
 25. Exploring the Pages Report with Advanced Inline Filters
 26. Exercise: Identifying Poor Performing Pages
 27. Exploring the Landing Pages Report
 28. Exploring the Exit Pages Report
 29. Exercise: Identifying Top Exit Pages

- 30. Dashboards
- 31. Customizing the Dashboard
- 32. Exercise: Developing a Customized Dashboard
- 4. Custom Reporting
 - 1. Introduction to Custom Reporting
 - 1. Why to Use Custom Reporting
 - 2. When to Use Custom Reporting
 - 3. Basics of Custom Reporting
 - 2. Valid Pairs of Dimensions and Metrics
 - 1. Understanding Dimensions Categories
 - 2. Understanding Metrics Categories
 - 3. Valid Combinations
 - 3. Designing Your Custom Report
 - 4. Building Your Custom Report
 - 5. Exercise: Develop Custom Reports for the Given Scenario
- 5. Advanced Segmentation
 - 1. Introduction to Advanced Segmentation
 - 1. Why to Use Advanced Segmentation
 - 2. Difference between Advanced Segments and Filters
 - 2. Leveraging Default Advanced Segments
 - 3. Exercise: Application of Advanced Segmentation Using Default
 - 4. Segments
 - 5. Customizing Advanced Segments
 - 6. Exercise: Application of Advanced Segmentation Using Custom
 - 7. Segments
 - 8. Managing Advanced Segments
 - 9. Regular Expressions Overview
 - 1. Start and End
 - 2. Number of Occurrences
 - 10. Application of RegEx in Google Analytics Advanced Segmentation
- 6. Understanding Filters in Google Analytics
 - 1. Introduction to Filters
 - 1. Why and When to Use Filters in Google Analytics
 - 2. Understanding How Filters Act on Your Data
 - 2. View Filters
 - 3. Overview of Different Types of Filters
 - 4. Understanding Best Practices for Setting Filters
 - 5. Exercise: Application of Predefined Filters
 - 6. Introduction to Custom Filters in Google Analytics
 - 7. Exercise: Selecting Appropriate Filters
- 7. Goals in Google Analytics
 - 1. Introduction to Goals
 - 1. What Is a Goal in Google Analytics?
 - 2. When and Why to Use Goals
 - 3. Goal Types
 - 2. Configuring Goals
 - 1. Configuring a Destination Goal

2. Goal URL Match Type
 3. Goal Value for Non Ecommerce Websites
 4. Configuring Duration
3. Exercise: Time on Site Goal Implementation Exercise
4. Configuring a Pages/Screen Goal
5. Exercise: Pages/Screen Implementation Exercise
6. Analyzing Goals Using Standard Reports
 1. Overview Report
 2. Goal URLs Report
 3. Reverse Goal Path Report
 4. Funnel Visualization Report
 5. Goal Flow Report
 6. Smart Goals Report
7. Exercise: Group Activity
8. Funnels in Google Analytics
 1. Introduction to Funnels
 1. What Is a Funnel in Google Analytics?
 2. Why to Use Funnels
 2. Building a Funnel in Google Analytics
 3. Funnel Visualization Report
 4. Exercise: Exercise for Interpreting the Funnel
9. Integrating Google Ads with Google Analytics
 1. Tracking Online Marketing Campaigns through Google Analytics

Class Materials

Each student will receive a comprehensive set of materials, including course notes and all the class examples.

Follow-on Courses

- [Advanced Google Analytics](#)