

GOOGLE ANALYTICS

Available Dates: **Request Dates**

Class Length: **2 day**

Cost: **\$699**

[Email Computer Visions about this class](#)

Class Outline:

Description:

This Google Analytics class is designed to provide you with in-depth knowledge about various features available in Google Analytics tool and how to leverage them to best serve your business needs. This class is different from other Google Analytics training classes in that it includes many hands-on interactive exercises, ensuring that students who complete the course will be able to productively use Google Analytics on their own website right away. This Google Analytics class is targeted toward web designers, web analysts, online marketers, and general business people.

Table of Contents:

Overview and Background of Web Analytics

Introduction to Web Analytics

Why Learn Web Analytics: Analytics vs. Reporting

Fundamentals of Web Analytics

Introduction to Google Analytics

Basics of Google Analytics

Getting Started with Google Analytics

Access Management

Reports in Google Analytics

Introduction to Reports in Google Analytics

Understanding the Report Layout

Exporting Your Data from Google Analytics

Digging into Reports

Visitors Report Demystified

Traffic Sources Report Demystified

Understanding Filters in Google Analytics

Introduction to Filters

Overview of Different Types of Filters

Goals in Google Analytics

Introduction to Goals

Configuring Goals

Analyzing Goals Using Standard Reports

Funnels in Google Analytics

Introduction to Funnels

Building a Funnel in Google Analytics

Funnel Virtualization Report

Integrating Google Analytics with Google AdWords

Tracking Online Marketing Campaigns through Google Analytics