

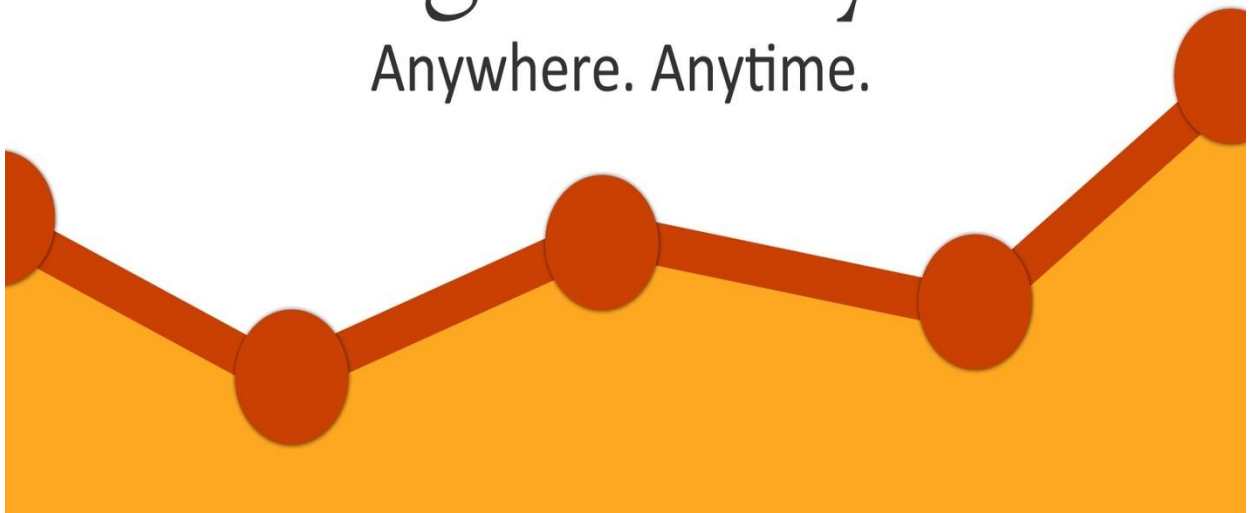


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Google Analytics Training

Google Analytics

Anywhere. Anytime.



Google Analytics Training

Course Objective

- Plan the design and functionality of financial models in Excel
- Improve individual's proficiencies in Google Analytics, and assists them in making better well-informed decisions
- Encourage individuals to analyse analytics data and derive actionables from insights
- Introduction to Google Analytics
- Web Analytics Comparison: Page Tagging v.s. Log File Analysis
- Limitations of Google Analytics
- Setting up Google Analytics Account, Property & Views
- How Google Analytics count session visits?
- Common use of referral exclusion
- Linking Google AdWords, Google Search Console with Google Analytics
- Creating conversion goals
- Creating custom channel groupings
- Tracking campaign performance
- Measure website page load performance
- Create event tracking
- Setting up ecommerce tracking & enhanced ecommerce
- Use of filters, segments, content groups, custom reports, custom dimensions, custom metrics,



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- Understanding attribution model – how Google Analytics assign credit for conversion goals to marketing channels
- Use of Content Experiments to conduct simple A/B testing
- Use customer segments as remarketing audience list for Google AdWords
- Create tags in Google Tag Manager to fire off on your website



Target Audience

- Business Owners who use Google Analytics to monitor web traffics to their websites
- Digital marketers who use Google Analytics to monitor web traffics



Course Outline

Day 1

- Introduction to Google Analytics
- What is Google Analytics?
- Page Tagging (cookies) vs. Log File Analysis
- Limitations of Google Analytics
- Basic Terminology
- Setup Google Analytics Account
- Installing Tracking Code
- Explore Admin Settings
- Setup Goals in Admin Settings
- Setup Google Search Console & Google AdWords
- Explore Report Interface



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Day 2

- Audience Reports
- Demographics Report
- Geographical Report
- Behavior Report
- Technology Report
- Mobile Report
- Acquisitions Reports
- Channel Report
- Source/Medium Report
- Referrals Report
- AdWords Reports
- Search Console Reports
- Social Reports
- Campaigns Reports
- All Campaign Report
- Paid Keywords Report
- Organic Keywords Report

Day 3

- Behavior Reports
- Site Content Reports
- Site Speed Reports
- Site Search Reports
- Events Tracking & Reports
- Conversion Reports
- Goals & Conversions
- Real Time Reports & Dashboard
- Goals Report



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Day 4

- Advanced Report Setup
- Segments
- Content Groupings & Content Group
- Custom Dimensions & Metrics
- Custom Reports
- Filters
- Ecommerce Tracking
- Ecommerce Tracking
- Enhanced Ecommerce
- Analysing User Journey
- User Flow Report
- User Explorer Report

Day 5

- Analysing Performance of Digital Marketing Channels
- Attribution Model
- Multi-Channel Funnel (MCF) Reports
- Content Experiments
- Integrating with Google AdWords & Google Tag Manager
- Setup Remarketing Audiences for Google AdWords
- Google Tag Manager

The Feature Of Asia Master Training And Development Center

- we pick up the customer from the airport to the hotel.
- we give the participant training bag includes all the necessary tools for the course.
- Working within groups to achieve the best results.
- All our courses are confirmed and we do not postpone or cancel the courses regardless of the number of participants in the course.



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- We can assist you in booking hotels at discounted prices if you wish to book through us.
- We offer the certificate from Asia Masters Center for Training and Administrative Development.

➔ The Cost Of The Training Program Includes The Following:

- 1) Scientific article on flash memory.
- 2) Training Room.
- 3) Training.
- 4) Coffee break.
- 5) The training bag includes all the tools for the course.

Price (USD)

Communicate with the training department
to know the participation fees

- **There are offers and discounts for groups**

The details of the bank account

Bank name: CIMB Bank Berhad
Account name: Asia Masters Center SDN. BHD
Bank account number: 80-0733590-5
Swift code: CIBBMYKL
IBAN: Null