Google Analytics in a Day

Good data informs good business decisions. Learn how to use Google Analytics to collect valuable data and track the success of your marketing campaigns.

> Group classes in NYC and onsite training is available for this course. For more information, email corporate@nobledesktop.com or visit:
> https://training-nyc.com/courses/google-analytics-classes

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Course Outline

Section 1

Introduction to Google Analytics

- What's Google Analytics
- How Google Analytics Work
- The Role of Google Analytics
- Questions Google Analytics Answers

How to set up a Google Analytics Account

- How to install Google Analytics Tracking Code
- How to test to confirm codes are installed and tracking correctly
- How to Link other Google Accounts to Google Analytics
- How to set up Conversion tracking
- How to create goals in Google Analytics
- How to setup Ecommerce tracking
- How to setup events
- How to setup segments
- How to track social media interactions

An Overview of the Google Analytics Dashboard

- How to add users
- A look at user access levels
- A look at web properties
- An overview of reports
- Understanding dimensions and metrics

Google Analytics Reports

- Audience Report, what it's for and how to use it

- Acquisition Report, what's it for and how to use it
- Behavior Report, what it's for and how to use it
- Conversion Report, what it's for and how to use it
- Ecommerce Report, what's its for and how to use it

Section 2

How to Leverage Google Analytics Data to Improve Performance
- How to share reports
- How to setup dashboards and shortcuts
- How to track your marketing campaigns in Google Analytics

UTM Code Tracking
- Why Tracking Visitors Matters
- Introduction to UTM Parameters
- Anatomy of a UTM Parameter
- A Look at UTM Parameters in Google Analytics
- How to Create a Link with the UTM Builder

Alpha Mattes & Animated Colors
- Using an alpha matte to hide/show the text based on the wedge's movement
- Bringing back the colored wedge
- Animating instantaneous color changes
- Ensuring the Logo stays in the Title Safe grid

Retargeting
- Introduction to Retargeting
- Why Retargeting
- How to Create a Retargeting List