

# Google Analytics in a Day

Learn to use Google Analytics to collect valuable data from your website's visitors. A digital marketing expert will teach you how to understand and interpret Google Analytics reports and 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 [contact@nyimtraining.com](mailto:contact@nyimtraining.com) or visit: [training-nyc.com/courses/google-analytics-classes](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 setup 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 & 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