

## Data Analysis with Google Analytics

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### Course Summary

#### Description

Google Analytics (GA) has become the premier tool for data analysis for web and app traffic. It provides insight for Marketing Departments, Business Intelligence (BI), site developers and others as to how the public is actually using a firm's site.

It is an essential plug-in to uncover where your visitors are coming from, how they navigate a site, what demographics they belong to and much more.

#### Lab Environment

- Zero Install: There is no application needed, practical is all cloud-based
- Students will need the following:
- A Gmail address
- Chrome browser recommended
- A sample web page to test with

#### Objectives

By the end of this course, students will learn:

- Quick primer on what GA can do for your firm
- Audience: demographics & data on visitors (traffic)
- Acquisition: how traffic arrives at your site
- Behavior: what traffic does when it arrives
- What this means for how you can improve user experience (UX)
- Integration: Google Tag Manager

#### Topics

- Overview of Google Analytics
- Realtime
- Audience
- Acquisition
- Behavior
- Conversions
- Attribution
- Discover
- Admin
- Google Tags
- Conclusion

#### Audience

This course is designed for marketing teams, SEO practitioners, BI departments, and dev teams.

#### Prerequisites

Before taking this course, students should have an understanding of statistics, marketing, SEO and advertising.

#### Duration

One day

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### Course Outline

#### I. Overview of Google Analytics

- A. Setting up a sample web page for lab
- B. Customization
- C. Dashboards
- D. Custom reports
- E. Saved reports
- F. Custom alerts

#### II. Realtime

- A. Locations
- B. Traffic sources
- C. Content
- D. Events
- E. Conversions

#### III. Audience

- A. Active users
- B. Cohort analysis
- C. Audiences
- D. User explorer
- E. Demographics
- F. Interests
- G. Geo
- H. Behavior
- I. Technology
- J. Mobile
- K. Cross device
- L. Custom
- M. Benchmarking
- N. Users flow

#### IV. Acquisition

- A. All traffic
- B. Google ads
- C. Search console
- D. Social
- E. Campaigns

#### V. Behavior

- A. Flow
- B. Site content
- C. Site speed
- D. Site search
- E. Events
- F. Publisher
- G. Experiments

#### VI. Conversions

- A. Goals
- B. eCommerce
- C. Multi-channel funnels

#### VII. Attribution

#### VIII. Discover

#### IX. Admin

- A. Account
- B. Property
- C. All Data

#### X. Google Tags

- A. Similarity and difference with GA
- B. Installation
- C. Tags
- D. Triggers
- E. Variables
- F. Folders
- G. Templates

#### XI. Conclusion