



Course Content

Course Description:

Every business and organization has a web presence. It may be a single website or multiple websites, mobile applications, or any combination. However your organization presents itself on the web, managing its web presence is vital to its success. Knowing how people and customers interact with your websites and mobile applications can provide potent insights into how well the messages, pages, and other content on your website is received. By monitoring, tracking, and analyzing visitors to your website and their activities on your website, you can draw conclusions about the effectiveness of your site content, promotions, and advertising campaigns and technical details such as site architecture and navigation. Google Analytics™ is a robust analytics suite that is integrated with Google's data and other application service offerings such as AdWords™ and AdSense™.

Google Analytics is free to use and easy to set up. It allows your organization to track user actions on your web properties and use Google Analytics' rich reporting and analysis tools to analyze data, measure discrete interactions on your site, and qualify the success of your web initiatives. With Google Analytics, you can define success metrics for your website and measure that performance through data analysis. Google Analytics also lets you monitor your site in real-time, and provide alerts when events occur that are out of the norm.

Although it is easy to start using Google Analytics, its robust and complex suite of tools will take time to master. In this course, you will create a Google Analytics account, create multiple web properties to monitor, and tag website pages with Google Analytics tracking code. You will then create multiple views for collecting and analyzing data, and create filters, goals, and funnels for your views. You will then use Google Analytics real-time reports and dashboards to perform quick analysis of your monitored websites. Finally, you will perform more in-depth analysis of website data by using Google Analytics reports.

Prerequisites:

To ensure your success in this course you should have experience with using a web browser and productivity software (Microsoft® Office or Google Docs™). You can obtain this level of skills and knowledge by taking any of the following Logical Operations courses:

- Using Microsoft® Windows® 10, Using Microsoft® Windows® 8.1, or Microsoft® Windows® 8.1 Transition from Windows® 7
- Any or all of the courses in the Microsoft® 2010, 2013, or 2016 curriculum



At Course Completion:

Upon successful completion of this course, you will be able to implement Google Analytics and perform analysis using standard reports. You will:

- Implement Google Analytics.
- Manage Google Analytics accounts.
- Configure goals, funnels, and filters.
- Configure monitoring and alerting.
- Analyze website traffic.
- Analyze behavior and conversion.

Target Student:

This course is designed for users who wish to analyze website traffic or online advertising campaigns for a variety of reasons, including increasing customer reach and increasing conversions. In this course, you will learn how to set up and use Google Analytics and standard Google Analytics reports.

Deliver Method:

This course is delivered through a mix of instructor-led training (ILT) and hands-on labs.

Topics:

Lesson 1: Implementing Google Analytics

Topic A: Overview of Google Analytics

Topic B: Create a Google Analytics Account

Topic C: Tag Your Pages

Lesson 2: Managing Google Analytics Accounts

Topic A: Configure Google Analytics Settings

Topic B: Manage Multiple Accounts, Views, and Properties

Lesson 3: Configuring Goals, Funnels, and Filters

Topic A: Configure Goals

Topic B: Configure Funnels

Topic C: Configure Filters

Lesson 4: Monitoring and Alerting

Topic A: Monitor Real-Time Reports

Topic B: Manage Dashboards

Topic C: Manage Intelligence Alerts and Reports

Lesson 5: Analyzing Website Traffic

Topic A: Analyze Traffic with Audience Reports

Topic B: Analyze Traffic with Acquisition Reports

Lesson 6: Analyzing Behavior and Conversions

Topic A: Analyze Data with Behavior Reports

Topic B: Analyze Data with Conversion Reports