



For individuals and Businesses

GOOGLE ADVANCED ANALYTIC

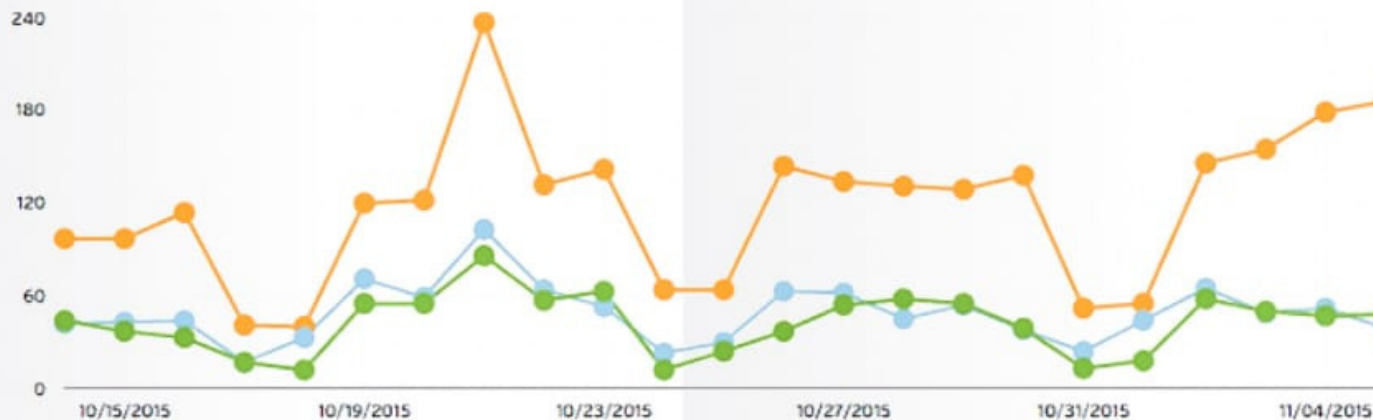
COURSE BENEFITS

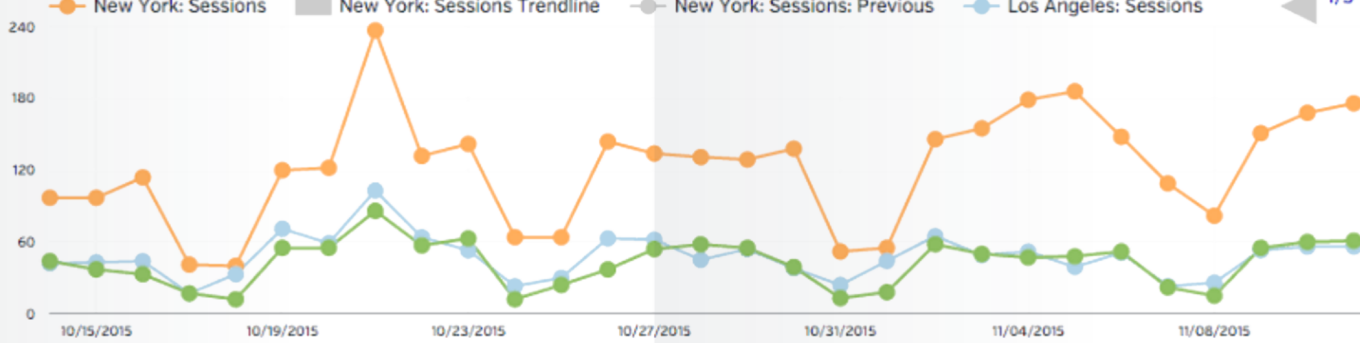
- Create Custom Reporting using Google Analytics
- Understanding Dimensions and Metrics in Google Analytics
- Advanced Segmentation
- Using Regular Expression
- Using Filters in Google Analytics
- Understanding the different types of Filter
- Setting goals in Google Analytics
- Integrating Google Ads with Google Analytics

3 DAYS INTENSIVE TRAINING

COURSE DETAILS:

This course takes you one more step from the basic features in Google Analytics to a more Advanced features in Google Analytics. Here you would learn how to create custom reporting, advanced segmentation, understand goals, and set filters in google analytics





DAY 1

- Introduction to Custom Reporting
- Valid Pairs of Dimension and Metrics
- Designing a Custom report
- Building a Custom report

DAY 3

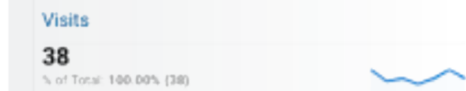
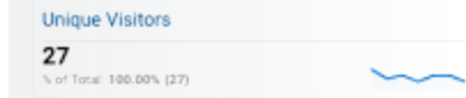
- Introduction to Filter in Google Analytics.
- Overview of different types of Filter.
- Understanding the Best Practices for setting filters.

DAY 2

- Advanced Segmentation.
- Leveraging on Default Advanced Segment.
- Segments.
- Managing Advanced Segments.
- Regular Expression Overview.
- Application of Regular Expression.

DAY 4

- Defining Goals in Google Analytics.
- Understanding and Setting Goals in Google Analytics.
- Configuring goals.
- Configuring a page/screen goals.
- Analyzing goals using standard reports Using Funnels in google analytics.
- Funnel Visualization Reports.
- Integrating Google Ads with Google Analytics.



Visits by Location



Type of Visitors

■ New



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GOOGLE ANALYTICS

COURSE BENEFITS

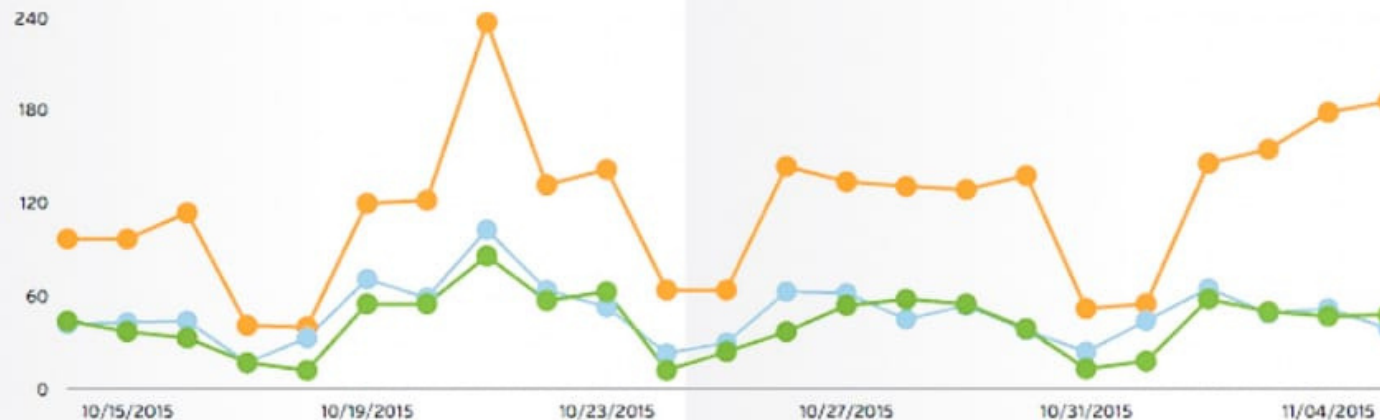
- Understanding goals and how to set filters
- Understand the concept of Web and Google Analytics
- Measures and Dimensions in Google Analytics
- Creating reports in Google Analytics
- Creating reports on a Mobile device

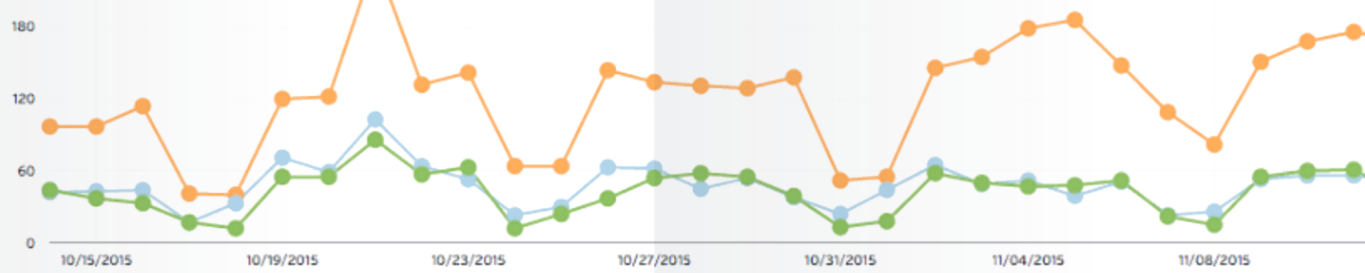
Optimization

3 DAYS INTENSIVE TRAINING

COURSE DETAILS:

This course is designed to understand the key features available in Google Analytics. This course teaches you on how to leverage on the Google Analytics features and how best you can meet your business needs. This training provides hands-on interactive sessions.





DAY 1

- Complete overview of Web Analytics
- Introduction to Google Analytics
- Metrics and Dimensions in Google Analytics
- Exporting your data from Google Analytics
- Understanding the Report Layout

DAY 2

- Creating reports in Data Analytics
- Audience reports overview
- Location reports
- New vs Returning reports
- Frequency vs Recency
- Technology Reports
- Mobile Reports

DAY 3

- Acquisition Reports
- Channels Reports
- Social Reports
- Behavior Reports
- Advanced Inline Filters

