

Google Analytics Course Overview

This Google Analytics course is intended for delegates with good experience of Google Analytics who want to move beyond the basics of counting visitors. The course will show delegates how to interpret data and extract meaningful insight from Google Analytics. Most importantly the course will encourage delegates to take action during the course that will improve the tracking & analysis of their online strategies.

Among other aspects you will learn how to navigate the Google Analytics reporting module, filter out noise in your reports, use advanced segmentation, understand conversion funnels and create bespoke reports.

Course Trainer

The course is run by Hugh Gage, an accredited Google Analytics specialist with a background spanning web analytics, online advertising communications and usability. He writes the usability and analytics column for .net Magazine and sits on the Web Analytics Association Examination Committee. In addition to consulting for several of Search Star's clients he also runs www.engage-digital.com which consults globally from his home in Singapore.

Delegates **must** bring their own WiFi enabled laptops to log in to their own Google Analytics data during practical sessions. This will allow them to practice their newly learned skills on their own data. At the end of the day, delegates will leave with fresh ideas on how to optimise their web strategies and actionable insight into how consumers are interacting with their own website.

Audience

Many marketers can use Google Analytics at a basic level but are not able to glean enough insight in order to make meaningful website changes. Attendees must want to move beyond simply counting visitors and get the data & insight to make informed decisions about their website performance or acquisition strategy.

Course Date & Venue

Where: Innovation Centre, Broad Quay, Bath, BA1 1UD

When: Thursday 23rd Feb 2012, 9.30am to 5.00pm

Price: £295 + VAT

Course Programme

Introducing Google Analytics

- Background on web analytics
- Understanding core Google Analytics metrics
- Navigating the Google Analytics reporting module
- The difference between reporting and analysis
- Pre-analysis considerations

The Key Google Analytics Reports

- Avoid wasting time by knowing where to look first in Google Analytics
- Understand what each of the most important reports are telling you
- Learn which metrics to focus on and in the correct context
- Reveal relevant insight by understanding the relationships between the various reports and data

Interpreting results and how it affects your web optimisation strategy - turn insight into action!

- Google Analytics contains a huge amount of data: learn to avoid "analysis paralysis"
- Think smart by understanding how to manipulate the data contained within the reports
- Save time by filtering out "noise"
- Segment and drill down into the data to reveal the insights and what they mean for your web acquisition and conversion strategy
- Understand where visitors enter your website and how many stay
- Understand how much of your marketing budget is wasted
- Understand what visitors look for when they come to your site
- Understand the bottle necks in the user journey and how visitors behave
- Understand what content visitors prefer and how you can improve this process

Course Benefits

Following this training course, you will be able to:

- Know where to find the most important reports in Google Analytics
- Interpret key Google Analytics reports and understand their use in the correct context
- Improve the performance of your website and online acquisition strategy
- Increase your online ROI and reduce cost of acquisition (improve margins)
- Obtain insight from Google Analytics which will help with the decision making process

Booking A Place

We are restricting this course to 10 delegates to allow Hugh Gage to have time with each delegate.

To reserve your place, please email analytics@search-star.co.uk or call 01225 583 838.

How to Get There

- Take a train to Bath Spa railway station – we are only a 5 minutes' walk away!
 - Drive in and park at Southgate Shopping Centre car park (BA1 1AR) or Avon St. car park (BA1 1UE) – [click here for a map](#)

