

Google Analytics

Description

The aim of this training is to be able to recognize the most efficient key performance indicators, frame information and results according to information needs with Google Analytics and to facilitate decision-making.

Course Content

- Module 01: Definition of Web analytics-Web performance measure
- Module 02: Defining Web Site objectives and performance indicator
- Module 03: The audience measurement technologies
- Module 04: Introduction to Google Analytics
- Module 05: Presentation of dimensions and metrics based on Google Analytics
- Module 06: Presentation of the most relevant Google Analytics reports
- Module 07: Basic Implementation of Google Analytics
- Module 08: Dashboards and customized reports
- Module 09: Basic Setup of Google Analytics
- Module 10: Using Google Analytics to site window and E-commerce

Documentation

- Digital courseware included

Participant profiles

- Marketing professionals
- Communication professionals
- Business managers
- Web masters
- Community managers

Prerequisites

- No prerequisites

Objectives

- Create a Google Analytics account
- Manage Google Analytics account and issue reports
- Know the main statistics for the company

Niveau

Fondamental

Classroom Registration Price (CHF)

700

Virtual Classroom Registration Price (CHF)

650

Duration (in Days)

1

Reference

