

# Google Analytics

**Course #:** SM-200

**Duration:** 1 day

## Prerequisites

You should have basic computer skills and be comfortable using a web browser. You should have some familiarity with viewing HTML code, a working understanding of how websites function, including basic terms such as traffic, hits, and visits.

## Details

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. This course is designed for web administrators, marketing professionals, sales professionals and executives with basic computer skills. In this course you will implement Google Analytics, 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 and 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.

## Software Needed

- Any web browser (Google Chrome, Internet Explorer, etc.)

## Outline

### Google Analytics

- **Overview of Google Analytics**
  - The History of Google
  - What is Google Analytics?
  - Who can use Google Analytics?
  - Creating a Google Analytics Account
  - How does Google Analytics work?
  - Tracking Code
  - Google Analytics Demo Account
- **Views and View Filters**
  - Views
  - Using a Master View
  - Creating a Master View
  - View Filters
  - Filter Order

- **Reports**
  - The Google Analytics Interface
  - Overview of Reports
  - Dimensions and Metrics
  - Examples of Dimensions and Metrics
  - Visitor Sources
  - Example of a Report with Sources
  - Graphs
  - Data Tables
  - Annotations
- **Segmentation and Search Filters**
  - Segmentation
  - Segment Builder
  - Data Scope
  - Creating a Segment
  - Search Filters
  - Examples of Search Filters
- **Alerts, Goals and Events**
  - Customized Alerts
  - Creating an Alert
  - Goals
  - How do Goals work?
  - Goal Types
  - Goal Value
  - Events
- **Dashboards and Data Accuracy**
  - Dashboards
  - Accuracy of Data
  - Logging Out
- **Google Analytics Terms**