

Google Analytics – Report Use & Interpretation

This is a 1-day workshop on using and interpreting Google Analytics, now the most installed Web Analytics solution. We examine how to concretely apply the various reports to your organization's online business.

Contents:

- Web Analytics Challenges
- Basic Concepts of Web Analytics (agreeing on language)
- Google Analytics Reports:
 - Traffic Reports
 - Visitor Loyalty Reports
 - Traffic Sources Analysis (including Search)
 - Goals Analysis

Who should attend?

Business users of Google Analytics: Web site Managers, Online Marketing Managers, etc.

Prerequisite: None. Your organization must have a current Google Analytics account.

Duration: 1 day. If you use GA with an e-commerce site (i.e. selling online), the workshop is 2 days.

On location: My courses are given on location at your office. You don't have to send out employees away from the office, and pay for expensive travelling costs (just mine).

Price: Varies according to market. Please, contact me.

Trainer : Jacques Warren



Jacques Warren has been working in online marketing for the last twelve years. He started getting involved full-time in Web Analytics six years ago. He has worked with over 70 organizations in Canada, the US, and Europe. His engagements cover Web Analytics implementation, training, KPIs & dashboard, diagnosis analysis, and consulting. His current interests are multichannel analytics, data integration, and mobile analytics. He shares in thoughts in his blogs: Analytics Notes (<http://www.waomarketing.com/blog/>) and in The Big Integration (<http://www.thebigintegration.com/blog/index.php>).