

## Course duration

- 3 days

## Course Benefits

- Learn the fundamentals of web metrics and web analytics.
- Learn what web analytics can do for your business.
- Learn common web analytics methodologies suitable for different types of websites.
- Learn how Google Analytics works.
- Learn the key features and capabilities of Google Analytics.
- Learn to set up Google Analytics accounts and profiles.
- Learn access management techniques for your Google Analytics accounts and profiles.
- Learn how to generate reports in Google Analytics (visitor reports, traffic sources reports, content reports, goals report).
- Learn to analyze default reports in Google Analytics to interpret web metrics data.
- Learn to create and apply filters in Google Analytics.
- Learn best practices for setting filters in Google Analytics.
- Learn to create goals and funnels in Google Analytics.
- Learn to interpret reports for analyzing goals and funnels in Google Analytics.
- Learn to work with custom reports and advanced segments.
- Learn to set up intelligence alerts.
- Learn to work with Google Tag Manager.
- Learn the difference between advanced segments and filters.
- Learn the difference between virtual page views and event tracking.
- Learn to generate virtual pageviews.
- Learn to set up event tracking.
- Learn about custom variables.
- Learn to work with Event Listeners.
- Learn the best practices for using custom variables.
- Learn about Ecommerce tracking.

## Course Outline

1. Overview and Background of Web Analytics
  1. Fundamentals of Web Analytics
    1. Web Analytics Methodology
    2. Definitions and Significance of Important Parameters
    3. Tips for Building KPIs
    4. Important KPIs for Common Types of Websites
  2. Exercise: Identifying Common KPIs
  3. Exercise: Google Analytics Case Study

2. Introduction to Google Analytics
  1. Basics of Google Analytics
    1. What is Google Analytics?
    2. How Google Analytics Works
    3. Cookies and Google Analytics
    4. User Privacy and Google Analytics
  2. Exercise: Quiz
  3. Getting Started with Google Analytics
    1. Accessing Google Analytics
    2. Navigating in Google Analytics
    3. Creating New Accounts under Google Analytics
  4. Google Analytics Code Snippets
    1. Introduction to Google Analytics Tracking Code (GATC)
  5. Access Management
    1. Things you Need to Know
    2. Granting Access to Users
  6. Exercise: Access Management
  7. Best Practice Tips for Access Management
3. Reports in Google Analytics
  1. Metrics and Dimensions in Google Analytics
    1. Overview of Report Structure
  2. Understanding the Report Layout
  3. Exporting Your Data from Google Analytics
    1. Exporting Google Analytics Reports
    2. Scheduling Reports in Google Analytics
  4. Digging Into Reports
    1. Playing with Active Date Range
  5. Exercise: Applications of the Date Range Function
    1. Comparing Two Metrics
  6. Exercise: Identifying Co-relation between Two Metrics
    1. Secondary Dimensions
    2. Visualization Controls
  7. Audience Reports Demystified
    1. Introduction
    2. Audience Overview Report
  8. Exercise: Application of the Audience Overview Report
  9. Location Report
  10. Exercise: Application of the Location Report
  11. Exploring the New vs. Returning Report
  12. Exercise: Application of New vs. Returning Report
  13. Exploring the Frequency & Recency Report
  14. Exercise: Application of the Frequency & Recency Report
  15. Exploring the Technology Reports
  16. Exercise: Application of Browsers & OS Report
  17. Exploring the Mobile Reports
  18. Exercise: Application of Mobile Reports
  19. Acquisition Reports Demystified

20. Introduction to the Acquisition Reports
21. Exploring the Channels Report
22. Exercise: Application of the Channels Report
23. Exploring the Social Reports
24. Behavior Reports
25. Exploring the Pages Report with Advanced Inline Filters
26. Exercise: Identifying Poor Performing Pages
27. Exploring the Landing Pages Report
28. Exploring the Exit Pages Report
29. Exercise: Identifying Top Exit Pages
30. Dashboards
31. Customizing the Dashboard
32. Exercise: Developing a Customized Dashboard
4. Custom Reporting
  1. Introduction to Custom Reporting
    1. Why to Use Custom Reporting
    2. When to Use Custom Reporting
    3. Basics of Custom Reporting
  2. Valid Pairs of Dimensions and Metrics
    1. Understanding Dimensions Categories
    2. Understanding Metrics Categories
    3. Valid Combinations
  3. Designing Your Custom Report
  4. Building Your Custom Report
  5. Exercise: Develop Custom Reports for the Given Scenario
5. Advanced Segmentation
  1. Introduction to Advanced Segmentation
    1. Why to Use Advanced Segmentation
    2. Difference between Advanced Segments and Filters
  2. Leveraging Default Advanced Segments
  3. Exercise: Application of Advanced Segmentation Using Default
  4. Segments
  5. Customizing Advanced Segments
  6. Exercise: Application of Advanced Segmentation Using Custom
  7. Segments
  8. Managing Advanced Segments
  9. Regular Expressions Overview
    1. Start and End
    2. Number of Occurrences
  10. Application of RegEx in Google Analytics Advanced Segmentation
6. Understanding Filters in Google Analytics
  1. Introduction to Filters
    1. Why and When to Use Filters in Google Analytics
    2. Understanding How Filters Act on Your Data
  2. View Filters
  3. Overview of Different Types of Filters
  4. Understanding Best Practices for Setting Filters

5. Exercise: Application of Predefined Filters
6. Introduction to Custom Filters in Google Analytics
7. Exercise: Selecting Appropriate Filters
7. Goals in Google Analytics
  1. Introduction to Goals
    1. What Is a Goal in Google Analytics?
    2. When and Why to Use Goals
    3. Goal Types
  2. Configuring Goals
    1. Configuring a Destination Goal
    2. Goal URL Match Type
    3. Goal Value for Non Ecommerce Websites
    4. Configuring Duration
  3. Exercise: Time on Site Goal Implementation Exercise
  4. Configuring a Pages/Screen Goal
  5. Exercise: Pages/Screen Implementation Exercise
  6. Analyzing Goals Using Standard Reports
    1. Overview Report
    2. Goal URLs Report
    3. Reverse Goal Path Report
    4. Funnel Visualization Report
    5. Goal Flow Report
    6. Smart Goals Report
  7. Exercise: Group Activity
8. Funnels in Google Analytics
  1. Introduction to Funnels
    1. What Is a Funnel in Google Analytics?
    2. Why to Use Funnels
  2. Building a Funnel in Google Analytics
  3. Funnel Visualization Report
  4. Exercise: Exercise for Interpreting the Funnel
9. Integrating Google Ads with Google Analytics
  1. Tracking Online Marketing Campaigns through Google Analytics
1. Google Tag Manager
  1. Introduction to Google Tag Manager
    1. Why Use Google Tag Manager?
  2. Creating a Tag Manager Account
  3. Creating a Container and Container Snippet
  4. Setting up a Tag Manager Container
  5. Tags, Triggers, and Variables
  6. Using Tags
  7. Previewing and Publishing the Container
  8. Adding a Google Analytics Tag
2. ECommerce Tracking And Reporting
  1. Enabling Ecommerce Tracking
    1. Step 1: Enable Ecommerce Reporting

2. Step 2: Tag Pages
2. Implementing Ecommerce Methods
  1. The `_addTransaction()` Method
  2. The `_addItem()` Method
  3. The `ecommerce:send()` Method
3. Ecommerce Overview Report
4. Shopping Behavior Report
5. Checkout Behavior Report
6. Product Performance Report
7. Sales Performance Report
8. Product List Performance Report
9. Multi-Channel Funnels
10. Assisted Conversions Report
11. Top Conversion Paths Report
12. Time Lag Report
13. Path Length Report
3. Social Media Analytics
  1. Introduction to Social Interactions
  2. Setting up Social Interactions
  3. Social Interaction Setup
  4. Social Media Reporting
4. Virtual Pageviews
  1. Introduction to Virtual Pageview
    1. Why to Use Virtual Pageviews
  2. Virtual Pageviews and Dynamic URLs
  3. Virtual Pageviews for Tracking File Downloads
  4. Application of Virtual Pageviews in Goals and Funnels
5. Event Tracking
  1. Introduction to Event Tracking
    1. Why Use Event Tracking?
  2. Understanding the Event Tracking Setup
    1. The `_send` Method
    2. Event Tracking Architecture (Category, Action, Label, Value)
  3. Implementing Event Tracking
  4. Event Tracking Reports
    1. Overview Report
    2. Top Events Report
    3. Pages Report
    4. Events Flow Report
  5. Event Tracking Reports
6. Custom Dimensions and Metrics
  1. Introduction to Custom Dimensions and Metrics
    1. Why and When to Use Custom Dimensions and Metrics
    2. Examples of Custom Dimensions and Metrics
  2. Architecture of Custom Dimensions and Metrics
    1. The tracker Method
    2. Custom Dimension Values

- 3. Custom Metrics Values
- 3. Implementing Custom Dimensions and Metrics
- 4. Example Scenario from Google

## Class Materials

Each student will receive a comprehensive set of materials, including course notes and all the class examples.