

3-DAY GOOGLE ANALYTICS CERTIFICATION WORKSHOP

Learn the Best Practices of *Google Analytics*, and pass the Google Analytics Individual Qualification (GAIQ) exam

Why You Should Attend This Course:

This 3-day Google Analytics Certification course is a comprehensive web analytics course that covers topics from basic setup and configuration, to advanced tracking features. The course comprises of 3 modules:

Analytics 101 introduces the basics of web analytics such as tracking referral sources, improving web design and content, and identifying visitor preferences. Participants will also be shown how to apply these Google Analytics skills to their own websites.

Analytics 201 expands on the fundamentals, and gives a deeper understanding on the metrics behind web analytics, advanced tools, and best practices to improve advertising and marketing ROI, measuring visitors' engagement and creating advanced goals.

Analytics 301 helps participants to uncover more details and insights in their Google Analytics data by tackling topics like customised tracking code, filtering analytics data, setting up goals and funnels, and tracking interactive elements.

Learning Outcomes:

- Use Google Analytics for their websites
- Understand the metrics behind web analytics
- Gain insights from traffic sources, visitor and content data
- Set up goals and e-commerce tracking
- Set up analytics filters for clean data
- Measure visitors' engagement
- Use analytics to improve advertising & marketing ROI
- Integrate insights with Search Engine Marketing
- Apply advanced segments and customised tracking codes
- Extract data for reporting
- Champion web analytics within the organisation

Course Outline:

DAY 1: Analytics 101

Introduction

- What is web analytics?

Getting Started With Google Analytics

- How Google Analytics works
- Accounts, profiles, and users
- Navigating Google Analytics
- Basic metrics
- The main sections of Google Analytics reports

Traffic Sources

- Direct, referring, and search traffic
- Campaigns
- AdWords

Content

- Pages and Landing Pages
- Event Tracking and AdSense
- Site Search

Visitors

- Unique visitors
- Geographic and language information
- Technical reports
- Benchmarking

Goals & Ecommerce

- Setting up goals
- Goal reports
- Ecommerce tracking

Actionable Insights and the Big Picture

- Recap of Google Analytics reports and tools
- Finding actionable insights
- Getting the organisation involved
- Creating a data-driven culture
- Resources

DAY 2: Analytics 201

Introduction

- What does a great analyst need to know?

Best Practices: Clean Data

- Profiles and filters
- Filtering internal traffic
- Sampling
- Cookies and cookie deletion
- Multiple domains and subdomains

Analytics Intelligence

- Automatic Intelligence Alerts

Advanced Segments

- Using advanced segments
- Creating custom advanced segments

Best Practices: Advertising and Marketing

- Search engine optimisation
- AdWords advertising
- Campaign attribution
- Campaign tagging

Best Practices: Engagement

- Landing pages and bounce rate
- Site Search
- Event Tracking

Best Practices: Conversion

- Goal setup
- Goal examples
- Goal reports
- Ecommerce

Best Practices: Sharing with the Organisation

- Export and email
- Custom reports
- Custom alerts
- Sharing customisations
- API tools
- Creating a data-driven culture
- Resources

DAY 3: Analytics 301

How Google Analytics Works

- JavaScript, cookies, and GIF requests
- Differences from log-based tools
- Security, privacy, and reliability

Google Analytics Tracking Code

- How the code works
- Customisation methods
- Alternate tracking code (async, mobile)

Administration

- Accounts and profiles
- User management

Cleaning Up Your Data

- Filters
- Introduction to regular expressions
- Removing internal traffic
- Cleaning up URLs
- Site Search setup

Measuring Conversion

- Creating goals and funnels
- Ecommerce tracking

Measuring Traffic

- Campaign tagging
- AdWords integration

Measuring Content

- AdSense integration
- Event Tracking coding
- Tracking Flash

Measuring Visitors

- Custom Variables

Managing Cookies and Tracking

- Multiple domains and subdomains
- Google Website Optimiser integrations

Extracting Data

- Export, email, and custom reports
- Data export API

GAIQ Certification Exam

- GAIQ (Google Analytics Individual Qualification) is an exam offered by Google to prove that an individual is proficient in the use and understanding of Google Analytics.

ClickAcademy Asia Sdn Bhd (934945 V)
A-G-07, The Tube @Prima Avenue
Jalan PJU 1/39, Dataran Prima
Petaling Jaya 47301 , Selangor Darul Ehsan
MALAYSIA

Tel: 603 – 7887 2262
Fax: 603 - 7803 3481



Who Will Benefit?

- Marketers, senior managers and business owners, or executives with responsibilities in the areas of marketing, business analysis, web development and sales will benefit from this intensive course.

Program Fee

- RM2,300/pax (6% GST applicable)

Trainer's Profile:



ELENA TAN
Senior Trainer, ClickAcademy Asia

ELENA TAN has over 13 years of rich experience in ecommerce, digital marketing and analytics. She has trained over 1,800 participants in Google AdWords and Analytics, SEO and digital marketing. Elena has served as the Head of Ecommerce for Royal Selangor and was also the Analytics Manager for South East Asia's top online employment company, JobStreet.com.

In Elena's senior leadership role with Royal Selangor, she was responsible for increasing monetisation opportunities of Royal Selangor's ecommerce sales across B2B and B2C channels. Elena is an expert in utilising Analytics to gain an in-depth understanding of customer behaviour as way to optimise the online shopping experience.

Elena is a Google AdWords Qualified Individual and she is also Google Analytics certified. She specializes in Web Analytics, Search Engine Marketing (SEM), Search Engine Optimization (SEO) and Ecommerce.

As the official **Google Regional trainer**, Elena conducts the official certification workshop on Google AdWords, Google Display Advertising, Google Search and Google Analytics. She is also a lead trainer for Google Ignite program (a Google certification program for selected leading universities in Malaysia) with ClickAcademy Asia.

Elena most recent appointment was General Manager for a new tech e-commerce start-up in Malaysia. She is one of the top analytics talents in Malaysia and Econsultancy UK's trainer in Asia. She is the lead trainer for Analytics and SEO for Econsultancy courses in Malaysia.