



# Google Analytics

A one day, 5 star rated course from the Marketing Training experts



# Google Analytics Course

This is a one day training course that will give you a good understanding of how to set up Google Analytics, how it works, what data can be obtained and how to use the data to improve your website and your marketing.

Google Analytics is a free website analysis tool that gives you deep insights into how visitors find your website and what they do when they get there.

This Google Analytics course will help you understand how to make the most out of the data it provides to improve your website and marketing activities.

## Suitability - Who should attend?

This training course is ideal for anyone who wants to use Google Analytics to monitor, analyse and improve their website and marketing activities.

You might have some experience of using Analytics, but it is not necessary for the course.

## Price and Venues

Manchester: £265 + VAT

Leeds: £295 + VAT

Liverpool: £295 + VAT

The course provided a comprehensive understanding of the basics of Google Analytics. It was well presented and well explained. We left with a great understanding of how to apply the principles and techniques behind Analytics. We would be happy to recommend you.

David Humphreys, Quay Pharmaceuticals

## Private & One to One courses

We offer private and one-to-one courses throughout the UK. Please email or call us with your preferred venue, number of delegates and any requests.

Our interactive practical courses and learner centred approach, combined with small class sizes, provides the very best learning environment

Google

5.0 ★★★★★

No more than 6 Delegates

5 Star Rated courses

Practice led learning

3 months online support

Lunch & refreshments provided



# Google Analytics Course

## COURSE OUTLINE

This Course will teach you how Google Analytics work, and how to maximise its potential for your business.

### Introduction to Analytics

- How Google Analytics works
- Adding Analytics tracking code
- Measurement issues with GA
- Setting objectives and KPIs
- Website review

### Analytics Set Up & Admin

- Accounts, properties and views
- Data setting and comparisons
- Set Up and Filters
- Goals and Funnels
- Auto Reports: Dashboards, Saved Reports, etc.
- The ways to sort, filter and view the data

A hugely informative session in Google Analytics. Having known very little going into the course, I am now confident in the use of Google Analytics.

Jamie Allen, OnSide Youth Zones

### The Reports & Analysis

Using the reports to answer questions like:

- Who are my visitors?
- Where do they come from?
- What technology do they use?
- Were they engaged?
- How did they find our website?
- Which are the best traffic sources?
- Which advertising campaigns were the most effective?
- What keywords do they use to find the site?
- Which Social Media channels / posts etc. are most effective?
- Where do visitors go on my website?
- Which pages are the most popular?
- Which pages do they arrive on and leave from?
- How do visitors navigate through the site?
- What are they looking for?
- Are there technical/speed issues with any pages?
- How many converted into leads / sales?
- Which paths led to, or assisted in the most conversions?

Lovely to meet you on Friday and thanks for a really informative day training on Google Analytics. I certainly learnt a great deal.

Georgia Marshall-Brown, Digital Strategist

### Advanced Reporting

- Speed and Site Search issues
- InPage Analytics
- Multi Channel Funnels
- Cohort Analysis
- Custom Reports and the Analytics Library
- Segments and Custom Segments
- Events Tracking
- Email tracking
- A/B testing
- Ecommerce

### More Help

- Google Search Console
- Google Ads linking
- Remarketing
- Resources
- Consultancy and training

To book please see next page





## How to book

To reserve your place on the Google Analytics course, simply pick your preferred date and location, and send us an email or give us a ring.

Or if you prefer, we offer private and in-house training on request.

Email: [info@mtraining.co.uk](mailto:info@mtraining.co.uk)

Call: 0161 226 6032

Or visit: [www.mtraining.co.uk](http://www.mtraining.co.uk)

We offer group booking discounts for two or more delegates.

The Analytics training provided by M Training was excellent. Martin provided a comprehensive overview of the key features and benefits of Google Analytics which he demonstrated by applying the learning to our own websites. I wouldn't hesitate to recommend this course.

Monica Tandon, Trafford Council

