



# Google Analytics Course

A 5 Star Rated course from the  
Marketing 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.

## Introduction

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.

## Who would benefit from this course?

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

Experience of using Analytics, but it is not necessary for the course.

## Classroom & Virtual Classroom Courses

We offer this course as a classroom based course and as a live, interactive online course.

Our classroom courses are run as public courses at the venues shown below or as a private course anywhere in the UK.

Our online Virtual Classroom courses are available for people anywhere in the world with internet access. You will be able to see the trainer, their screen, be able to chat and ask questions, just like on our regular classroom courses.

No More Than 6 Delegates

5 Star Rated Course

Practice Led Learning

3 Months Online Support

Lunch Provided

Detailed Course Notes

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

Google

5.0 ★★★★★

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



## Public Course Venues and Prices

	1 Delegate	2 Delegates
Manchester:	£265 + VAT	£450 + VAT
Leeds:	£295 + VAT	£495 + VAT
Liverpool:	£295 + VAT	£495 + VAT
Online	£190 + VAT	£320 + VAT

## Private & One to One courses

We offer private group courses and one-to-one courses throughout the UK from £590 and Online from £190 (half day) or £350. Please email or call us with your preferred venue, number of delegates and any requests.

# Google Analytics

## 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,
- The ways to sort, filter and view the data

### 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 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 & leave from?
- How do visitors navigate through the site?
- What are they looking for?
- Are there technical/speed issues?
- How many converted into leads / sales?



Which paths led to, or assisted in the most conversions?

### 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

Google

5.0 ★★★★★

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

For private courses the course content can be adapted to suit your requirements. Please contact us to discuss your requirements.





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## Why Choose M Training's Essentials of Google Analytics Training Course

- Run by a highly experienced digital marketer with over 9 years experience in creating and monitoring online marketing campaigns using tools such as Google Analytics
- This course is limited to 6 places, so you are guaranteed personal support throughout the day
- 5 Star Rated in Google and Facebook and post course reviews.
- Convenient locations in Manchester Leeds, Liverpool, and Birmingham.
- Choose from public, one to one and private group courses
- Detailed course notes provided
- Lunch & refreshments provided
- Certificate of achievement

## Private and One-to-One Courses

One-to-one and private group courses are available from £590 for a one day classroom course and from £190 (half day) £350 (full day) for a private online course .

These courses are ideal if you cannot make one of the set course dates or if you want a more advanced course or different course outline/focus.

One-to-one and private group courses can be run anywhere in the UK, at our Manchester office or via Virtual Classroom online.

## How to book

To reserve your place on our 1 Day Google Analytics course, simply pick your preferred date and book on our website, send us an email or give us a call.

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.

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