

GOOGLE ANALYTICS

SYLLABUS

INTRODUCTION TO WEB ANALYTICS

- Web Analytics Overview,
- Web Analytics History,
- Analytics Products & Categories,
- Website Categorization,
- Case Studies,
- Analysis techniques,
- Segmentation

OVERVIEW OF GOOGLE ANALYTICS

- Introduction to Google Analytics,
- Dimensions & Metrics,
- Setting up Google Analytics,
- Understanding Account,
- Properties & Views,
- Users & Permissions in Google Analytics

KPIs AND TOOL INTEGRATION

- Traffic,
- Channels,
- Sources & Mediums,
- Digital Marketing,
- Cost Models,
- Types of Channels,
- Integration of Google Analytics,
- Integration of Webmaster Tools

AUDIENCE REPORTS AND ANALYSIS

- Audience Reports,
- Acquisition Reports,
- Search Options,
- Regular Expressions

BEHAVIOR ANALYSIS

- Events,
- Behavior Reports,
- Site Content,
- Site Search,
- Experiments

CONVERSIONS AND E-COMMERCE ANALYSIS

- Conversions & Goals,
- Ecommerce Analytics,
- Multichannel Funnels

SOCIAL MEDIA ANALYTICS

- Facebook KPIs,
- Facebook console & parameters,
- Measurement of campaign effectiveness,
- Segmentation study of the campaign performance

MOBILE APP ANALYTICS

- Introduction to Mobile Apps Analytics,
- Tracking,
- measuring & Analysing important KPIs