

# Google Analytics in a Day

Learn to use Google Analytics to collect valuable data from your website's visitors. A digital marketing expert will teach you how to understand and interpret Google Analytics reports and data, and track the success of your marketing campaigns.

Group classes in NYC and onsite training is available for this course. For more information, email [nyc@careercenters.com](mailto:nyc@careercenters.com) or visit: <https://www.careercenters.com/courses/google-analytics-classes>



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## Course Outline

### Section 1

#### Introduction to Google Analytics

- What's Google Analytics
- How Google Analytics Work
- The Role of Google Analytics
- Questions Google Analytics Answers

#### How to setup a Google Analytics Account

- How to install Google Analytics Tracking Code
- How to test to confirm codes are installed and tracking correctly
- How to Link other Google Accounts to Google Analytics
- How to set up Conversion tracking
- How to create goals in Google Analytics
- How to setup Ecommerce tracking
- How to setup events
- How to setup segments
- How to track social media interactions

#### An overview of the Google Analytics Dashboard

- How to add users
- A look at user access levels
- A look at web properties
- An overview of reports
- Understanding dimensions & metrics

#### Google Analytics Reports

- Audience Report, what it's for and how to use it
- Acquisition Report, what's it for and how to use it
- Behavior Report, what it's for and how to use it
- Conversion Report, what it's for and how to use it
- Ecommerce Report, what's its for and how to use it

## Section 2

### How to leverage Google Analytics data to improve performance

- How to share reports
- How to setup dashboards and shortcuts
- How to track your marketing campaigns in Google Analytics

### UTM Code Tracking

- Why Tracking Visitors Matters
- Introduction to UTM Parameters
- Anatomy of a UTM Parameter
- A Look at UTM Parameters in Google Analytics
- How to Create a Link with the UTM Builder

### Alpha Mattes & Animated Colors

- Using an alpha matte to hide/show the text based on the wedge's movement
- Bringing back the colored wedge
- Animating instantaneous color changes
- Ensuring the Logo stays in the Title Safe grid

### Retargeting

- Introduction to Retargeting
- Why Retargeting
- How to Create a Retargeting List