

# Google Analytics Course Online

Learn how to use Google Analytics for marketing by tracking data, interpreting reports, and improving performance. Explore Google Analytics 4 and understand its features and capabilities.

Group classes in Live Online and onsite training is available for this course. For more information, email [partnerships@vdc.edu](mailto:partnerships@vdc.edu) or visit: <https://vdc.edu/courses/google-analytics-course-online>



[admissions@vdc.edu](mailto:admissions@vdc.edu) • [\(619\) 758-9300](tel:(619)758-9300)

## Course Outline

### Google Analytics Curriculum

#### Introduction to Google Analytics

- What is Web Analytics
- Intro to Google Analytics
- How Google Analytics Works
- Why Web Analytics Matter
- Questions Google Analytics Answers
- The Role of Analytics in Your Buyers Journey

#### Developing a Google Analytics Strategy

- Intro to Measurement Plans
- The Importance of Measurement Plans
- Who Should be Involved in Creating a Measurement Plan?
- Framework for Developing a Measurement Plan

#### Best Practices for Setting Up a Google Analytics Account

- How to install Google Analytics Tracking Code
- How to test to confirm codes are installed and tracking correctly
- Understanding the structure of your Google Analytics Account
- Introduction to Views in Google Analytics
- Google Analytics account limits
- Understanding account users and permissions
- Important Google Analytics configurations

#### Introduction to Filters

- Understanding Google Analytics filters

- Google Analytics filter types
- How to setup Google Analytics filters?

### **Conversion Tracking**

- What is conversion tracking?
- What are goals?
- How to setup goals
- Important configurations for tracking ecommerce transactions

### **An overview of the Google Analytics Dashboard**

- 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

### **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

### **Retargeting**

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