

# Google Analytics - Introduction

Although it is easy to start using Google Analytics, its robust and complex suite of tools will take time to master. In this module, you will create a Google Analytics account, create multiple web properties to monitor, and tag website pages with Google Analytics tracking code. You will then create multiple views for collecting and analysing data, and create filters, goals, and funnels for your views. You will then use Google Analytics real-time reports and dashboards to perform quick analysis of your monitored websites. Finally, you will perform more in-depth analysis of website data by using Google Analytics reports.

## In this course, you will:

- Implement Google Analytics
- Manage Google Analytics accounts
- Perform analysis with real time reports
- Perform analysis with standard reports
- Perform in-depth analysis with specific reports

Course Length: 1 day

## Course Content

### **Implementing Google Analytics**

Overview of Google Analytics

Create a Google Analytics Account

Tag Your Pages

### **Managing Google Analytics Accounts**

Configure Google Analytics Settings

Manage Multiple Accounts, Views, and Web Properties

### **Configuring Goals, Funnels, and Filters**

Configure Goals

Configure Funnels

Configure Filters

### **Reviewing and Configuring Dashboards and Alerts**

Review Real-Time Reports

Review Your Default Dashboard

Organize and Configure Dashboards

Configure Intelligence Alerts

### **Analysing Data with Audience and Traffic Reports**

Analyse Data with Audience Reports

Analyse Data with Traffic Sources Reports

### **Analysing Data with Content and Conversion Reports**

Analyse Data with Content Reports

Analyse Data with Conversion Reports

### **Q&A**