



# Google Analytics: Advanced

Making sure your website is performing and converting potential customers into sales is fundamental is paramount for a business. You may be implementing Google Analytics and carrying out basic analysis of your website data, but here's the beauty of it... Google Analytics is so flexible that with just a little customising you have the potential to track pretty much anything surrounding your website

## In this course, you will:

- What are Intelligence Events
- Application of Advanced Segments
- Advantages of Using Custom Reports
- Enabling ECommerce Tracking
- Fundamentals of Virtual Pageview
- Application of Event Tracking
- Fundamentals of Custom Variables
- How to Define Custom Variables

Course Length: 1 day

## Course Content

### **Intelligence Events**

Introduction to Intelligence Events

Automatic Alerts

Custom Alerts

### **Advanced Segmentation**

Introduction to Advanced Segmentation

Levering Default Advanced Segments

Customizing Advanced Segments

Managing Advanced Segments

Application of RegEx in Advanced Segmentation

### **Custom Reporting**

Introduction to Custom Reporting

Valid Pairs of Dimensions and Metrics

Designing your custom report

Building your custom report

### **ECommerce Tracking And Reporting**

Enabling Ecommerce Tracking

Implementing Ecommerce Methods

Ecommerce Overview Report

Product Performance Report

Sales Performance Report

Transaction Report

Time to Purchase Report

Multi-Channel Reports

Assisted Conversions Report

Top Conversions Report

Time Lag Report

Path Length Report



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## Course Content

### **Virtual Pageviews**

Introduction to Virtual Pageview

Virtual Pageviews and Dynamic URLs

Virtual Pageviews for Tracking File Downloads

Virtual Pageviews and Tracking Outbound Links

### **Event Tracking**

Introduction to Event Tracking

Understanding trackEvent Method

Implementing Event Tracking

Event Tracking Reports

### **Multiple Domain Tracking**

Introduction to Multiple Domain Tracking

Implementing Sub-domain Tracking

Implementing Cross-domain Tracking

### **Custom Variables**

Introduction to Custom Variables

Architecture of Custom Variables

Implementing Custom Variables

### **Q&A**