

**WE155**

WEBMARKETING

# Web Analytics and Google Analytics for Beginners

 Laboratory course

DURATION

**1 DAY**

REGULAR FEE

**485 \$**

PREFERENTIAL

FEE

**435 \$**

## Objectives

To provide the knowledge and skills required to recognize the key performance indicators, make decisions based on findings, and configure basic elements of Google Analytics.

## Targeted audience

Anyone involved in developing strategies for the Web.

## Prerequisite

None.

## Content

- Definition of Web performance measurement
- Defining objectives of a web site and performance indicators
- Introduction to Google Analytics
- The basic dimensions and metrics of Google Analytics
- Presentation of Google Analytics' key reports
- Setting up Google Analytics
- Configuring Google Analytics
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## Select the training date\*

Virtual Classroom

September 8 2020