

WE161

WEBMARKETING

Google Analytics: Implementation, Configuration and Interpretation

 Laboratory course**DURATION**
1 DAY**REGULAR FEE**
485 \$**PREFERENTIAL FEE**
435 \$

Objectives

To provide the knowledge and skills required to interpret, analyze and visualize data in Google Analytics and effectively implement and configure its use.

Targeted audience

Webmasters, account executives and marketing managers.

Prerequisite

Knowledge of [Google Analytics](#) (Course WE155).

Content

- Managing accounts, configuring profiles and filters
- Configuring funnels and goal conversions
- Multi-channel measurement campaigns
- Analyzing conversions and transactions
- Configuration for a transactional site
- Advanced segmentation and the use of custom variables
- Using regular expressions
- Analyzing usage by social media and mobile devices
- Survey of new features
- The Google Tag Manager
- Overview of Universal Analytics

General Note

Please ensure that you have access to a Google Analytics account.

440 René-Lévesque West Blvd, 5th Floor, Montreal (Quebec) H2Z 1V7

Phone: 514 380 0380 | toll free: 514 380 0380 (Mt) / 418 681 0865 (Qc) / 1 877 380 8228

<http://www.technologia.com/en/information-technology/webmarketing/google-analytics/google-analytics-implementation-configuration-and-interpretation/>

Contact Us: formation@technologia.ca

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Montreal	September 16 2019
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