

## GOOGLE ANALYTICS FOR BEGINNERS

1 session(s) of 3 hours  
(1 x 4 periods)

CHF 300.-

Renseignements

Tél. +41 22 732 51 11  
Lu-Ve de 8h30 à 12h00  
et de 13h00 à 17h00

### DEFINITION

Google Analytics (GA) is the industry standard for analytics. GA helps you to find out how your website is performing. This powerful platform provides you with the tools you need to measure site traffic, conversions, and ad performance, and understand how internet user navigate through your website.

### TARGET

Users managing a website for a large corporation or a small business such as Entrepreneurs, Marketing professionals and Students. Anyone who wants an introduction to Google Analytics.

### OBJECTIVES

This course shows how to get set up in Google Analytics and provide insights from each of the reports. It covers the main functionality—from account creation to reporting fundamentals—and explains how to interpret your results, create and track goals, and use options like dimensions and segments for deeper insights.

### REQUIREMENT

Access to a GA account.

### METHODOLOGY

This course shows how to get set up in Google Analytics and provide insights from each of the reports. It covers the main functionality—from account creation to reporting fundamentals—and explains how to interpret your results, create and track goals, and use options like dimensions and segments for deeper insights.

### CONTENT OF GOOGLE ANALYTICS FOR BEGINNERS

Get Started – create your account  
The interface & reports /metric and dimensions  
Use the data table, the graphs  
Use the reports: Audience reports, acquisition reports, social reports, behaviour reports  
Track event  
Conversion report