

Advanced Google Analytics - Course Outline

Presenter: Rod Jacka
Duration: 1 Day
Delivery: Face to face, classroom based training
Venue: Cliftons
Sydney, Melbourne, Canberra & Brisbane
Web: www.panalysis.com/advancedga

Course Content

This is an advanced course and it is assumed that course participants will have a strong working knowledge of Google Analytics. It is strongly recommended that participants have a solid understanding of JavaScript and HTML prior to enrolling in this course.

During this course participants will undertake a series of exercises using prepared materials in a computer lab. Participants are also encouraged to bring their own examples and issues for group discussion during the day.

Course Aims

To assist course participants to learn to correctly implement Google Analytics and to apply advanced techniques using this service to:

- Track advertising response rates, sales and conversions.
- Implement e-commerce tracking.
- Modify report contents using filters.
- Segment visitors to the website based on behavioural and demographic data.
- Diagnose issues with websites using Google Analytics.

Course Outcomes

Upon completion of this course, participants will be able to

- Understand how to correctly implement the Google Analytics tracking code in a wide variety of circumstances.
- Track advertising performance and assess the results of a campaign.
- Apply JavaScript skills to implement advanced functions in Google Analytics.
- Track dynamic websites using Flash, Ajax, DHTML, etc
- Track onsite search and use other features in Google Analytics.

Course Agenda

9.00 -11.00am	Welcome, introduction and session outcomes Understanding the Google Analytics tracking code Introducing basic and advance setup of the Google Analytics tracking code. Exercises on the implementation of the new ga.js and legacy urchin.js tracking libraries. Advanced Google Analytics Settings Tracking multiple domain websites, cookie settings, HTTPS implementation, site search, correctly configuring client profiles, using multiple Google Analytics accounts on a single website. Debugging Techniques
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PANALYSIS

	How to diagnose key issues in implementing Google Analytics.
11.00 -11.30am	Morning Tea
11.30am – 1.00pm	<p>Advanced Techniques & Event Tracking UrchinTracker and PageTracker explained. Tracking file downloads, Flash, AJAX, DHTML and JavaScript events.</p> <p>E-Commerce Tracking Setting up e-commerce tracking for simple and complex websites. Integration with 3rd party payment gateways such as WorldPay and Paypal.</p> <p>Quality Assurance How to use Google Analytics to track broken links and other site errors.</p>
1.00 – 2.00pm	Lunch
2.00 – 3.30pm	<p>Goal tracking Configuring Google Analytics to measure website outcomes such as</p> <ul style="list-style-type: none"> • Tracking form submissions • Sales • PDF downloads • Other goals <p>Scenario/Conversion Funnel Analysis How to set up the funnel reports for simple and complex site scenarios. Examples of a simple and a complex funnel will be completed during the class.</p> <p>Introduction to Regular Expressions Regular expressions provide a sophisticated text matching language that is extensively used in Google Analytics. This module will cover the basics of RegEx and how to apply these in a series of exercises.</p>
3.30 - 4.00pm	Afternoon Tea
4.00 - 5.00pm	<p>Measuring advertising How to correctly configure advertising campaigns so that they are tracked in Google Analytics. This module will cover the basics of advertising tracking as well as examples using Google AdWords, Yahoo Search Marketing, banner advertising, email marketing and vanity URLs.</p> <p>Filters How to modifying report data, excluding and including files, excluding staff and agency visits and controlling the report contents.</p> <p>Wrap Up Learning more about Google Analytics, additional resources, etc Training evaluation</p>

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