COURSE OVERVIEW

WHAT TO EXPECT?
WHY IS IT IMPORTANT?
WHO IS THIS COURSE FOR?
WHAT'S IN IT FOR ME?
CONTENTS

>

WHAT TO EXPTECT

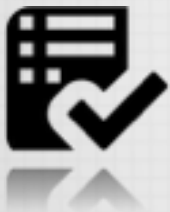| POWER POINT & SCREENCASTS	BEST PRACTICES	CHECKLIST	RESULTS

POWERPOINT & SCREENCASTS

This course will be tought with a mix of theoretical Powerpoint slides and practical examples presented in Screencasts

BEST PRACTICES

This course focuses on Best Practices which are recommended by Google

CHECKLIST

The checklist will guide us through the course and make sure we don't forget anything crucial

RESULTS

The goal is to be able to install Google Analytics following a process and be confident about having it installed correctly

WHY IS THIS IMPORTANT?

GA IS NOT RETROACTIVE
you can't fix the data with new configurations

CLEAN DATA
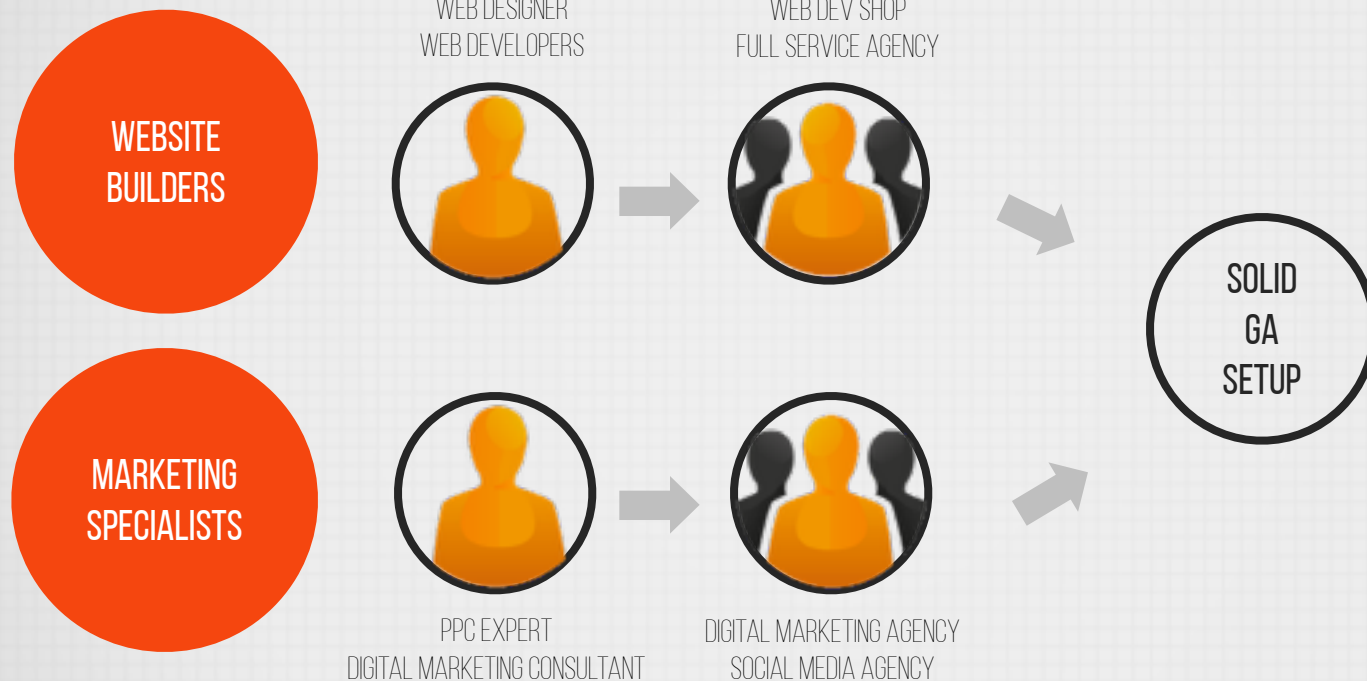no data cleaning capability in Google Analytics

TRUST
Data informed decisions are only possible if the user trusts the data

WHO IS THIS COURSE FOR?

WEBSITE
BUILDERS

MARKETING
SPECIALISTS

WEB DESIGNER
WEB DEVELOPERS

WEB DEV SHOP
FULL SERVICE AGENCY

SOLID
GA
SETUP

PPC EXPERT
DIGITAL MARKETING CONSULTANT

DIGITAL MARKETING AGENCY
SOCIAL MEDIA AGENCY
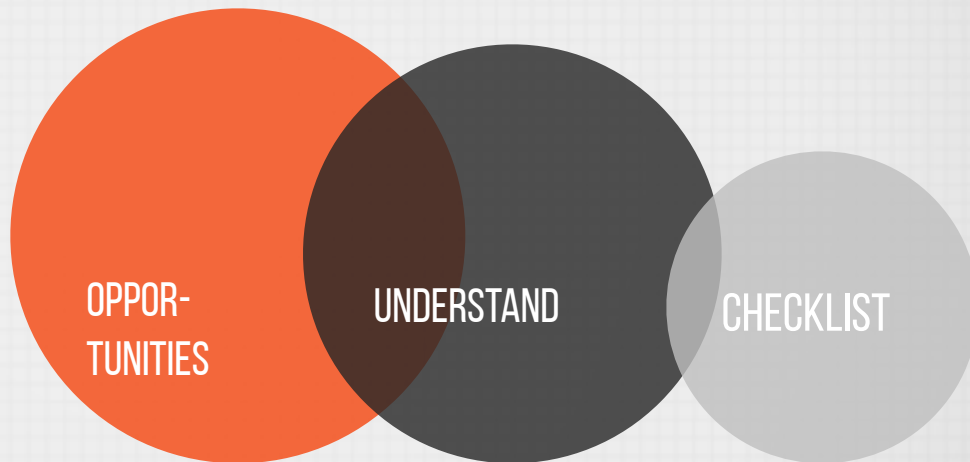
WHAT'S IN IT FOR ME?

01. CHECKLIST
Value Add
turn Checklist into Report

02. UNDERSTANDING
Own your own installation
Be the go to guy

03. OPPORTUNITIES
upsell your client customizations
analyze the data to find new opportunities

OPPOR-
TUNITIES

UNDERSTAND

CHECKLIST

CONTENTS OF THIS COURSE

1. IMPLEMENTATION

1. Account
2. Installation & Google Tag Manager
3. Views
4. Customization

2. CONFIGURATION

1. Filter your own traffic
2. Set up Goals
3. Internal Search
4. Content / Channel Grouping

3. TRAFFIC

1. UTM Campaign Tagging
2. Link AdWords
3. Webmaster Tools

4. CUSTOMIZATION

1. Event Tracking
2. E-Commerce Tracking
3. Reports / Dashboard

HOW TO

GET THE MOST OUT OF

GO THROUGH THE COURSE
COMPLETELY AND IN ORDER

HAVE A DEMO PROJECT
TO WORK ON

TAKE ACTION

(DO THE ACTION STEPS)

GA TECHNICAL INSTALLATION ACTIONS

READ & VIEW

Watch this video http://snip.ly/amZL

SETUP

Setup a new Google Analytics account according to best practices
Setup a Google Tag Manager account and deploy GA through GTM

DISCUSS

Think of a good question that would be of interest to everyone and post it into the discussion section
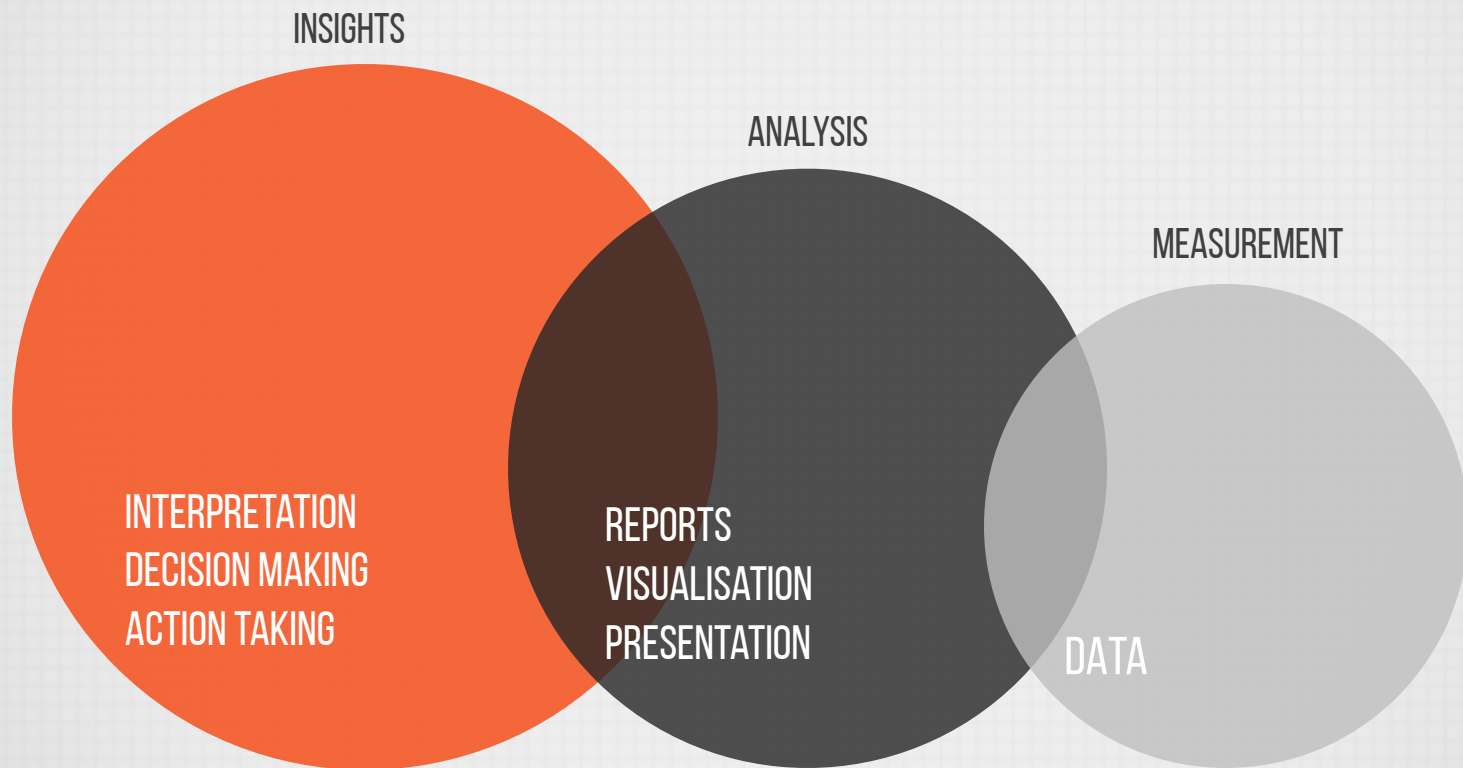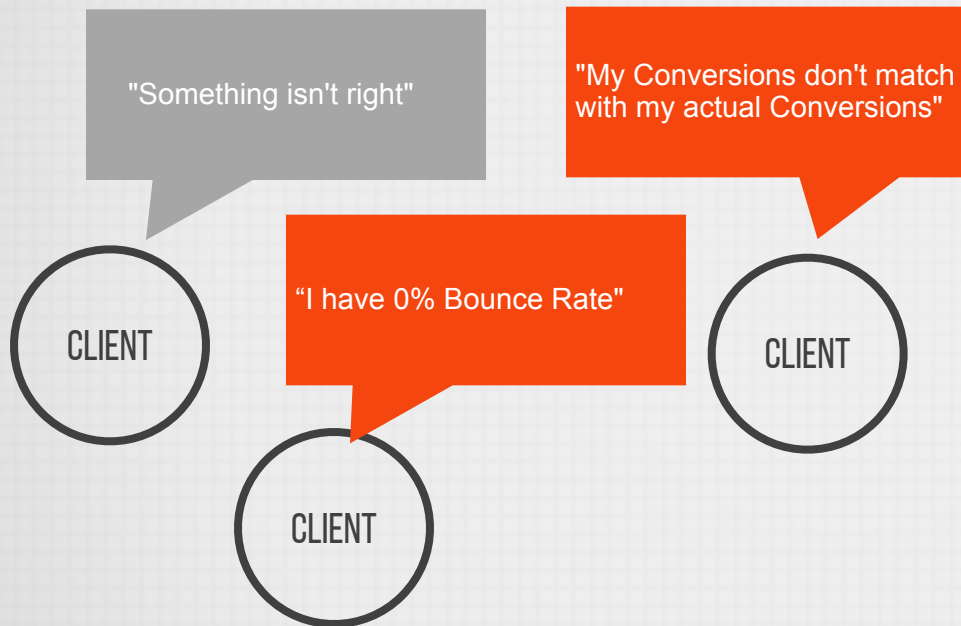
ASK QUESTIONS

DOUBLE YOUR PLAY SPEED

IMPORTANCE OF A CORRECT GOOGLE ANALYTIC SETUP

WEB ANALYTICS PROCESS

INSIGHTS

ANALYSIS

MEASUREMENT

INTERPRETATION
DECISION MAKING
ACTION TAKING

REPORTS
VISUALISATION
PRESENTATION

DATA

COMMON PROBLEMS WITH GA

"Something isn't right"

"My Conversions don't match with my actual Conversions"

CLIENT

"I have 0% Bounce Rate"

CLIENT

CLIENT

MEASUREMENT PROBLEMS
originating on the implementation and configuration level

THE ANSWER
A SOLID GOOGLE ANALYTICS SETUP

- clean & accurate data
- Basis for Analysis
- Peace of Mind to take decision
- Don't have to hire a guy like me
  (or at least for tasks like these :-)

GOOGLE ANALYTICS CHECKLIST

[Google Analytics Setup Checklist](#)

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