FURTHER RESOURCES

GA Checklist (advanced)
GA Toolbox
Further Resources Document
Summary

GA CHECKLIST (ADVANCED)

GOOGLE ANALYTICS TOOLBOX

FURTHER RESOURCES

COURSE SUMMARY

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

THANK YOU FOR YOUR TIME

mail: mail@jjanalytics.com

more resources: measureschool.com