

Advanced Google Analytics

Google Analytics provides a wealth of information about your website traffic—your challenge is how to drill down through the data to get the information you need. This workshop will focus on the tools in Google Analytics that are designed for this purpose.

After a review of basics, you'll learn how to add custom dashboards that focus on specific areas of interest, such as traffic from mobile devices, or keyword searches. You'll also learn how to use Advanced Segments to focus your reports on specific data. You'll see how to use Intelligence Events to send e-mail or text message alerts when there are significant statistical variations in your data, such as an increased bounce rate. You'll also be able to create custom alerts to meet your specific needs.

You'll learn how to use the Visitors Flow feature to determine how visitors move through your website, and you'll learn how to set (up to 20) goals to track conversions (for example, from visitors converted to customers). You'll learn how to specify a "funnel path" to each goal in order to monitor where visitors are dropping off the path, so that you can modify your website design accordingly.

You'll learn to modify Google's built-in reports and how to create custom reports to give you the data that is most useful to you and your business.

Finally, you'll learn how to use Google Webmaster Tools, another service from Google that lets you optimize the visibility of your website. You'll see how to use it to view links to your site, search engine crawl errors, and the most common search queries that led to your website. Tools are also provided to monitor sitemaps, to enhance "Page Not Found" pages, and to suggest improvements in your HTML code.

Prerequisites: Experience setting up and managing a website. Basic knowledge of web authoring software (Dreamweaver, WordPress, etc.). Basic HTML helpful, but not required.

Course Outline

Google Analytics Basics – Review

- Setting Up Google Analytics
- Google Analytics Terms
- Basic Reports

Google Analytics Dashboard

- Adding Widgets to the Dashboard
- Creating Additional Dashboards

Advanced Segments

- Multiple Default Segments
- Custom Segments

Intelligence Events

- Default Events
- Custom Events
- Alert Notifications

Visitors Flow

- Using Nodes and Connections
- Highlighting and Isolating Segments

Setting Goals

- Goal Examples
- Funnel Visualization
- Goal Flow

Custom Reports

- Explorer vs. Flat Table
- Metrics vs. Dimensions
- Adding Filters to Limit Data
- Exporting Report Data

Google Webmaster Tools

- Search Queries
- Links to Your Site
- Crawl Errors
- Malware Detection
- Sitemaps
- Fetch as Googlebot
- HTML Suggestions