COURSE SYLLABUS

Google Analytics Bootcamp

Learn how to use Google Analytics and its applications for marketing, including tracking data, interpreting reports, and optimizing performance. Discover GA4 and its new features.

> Group classes (Live Online) and onsite training are available for this course. For more information, email onsite@graduateschool.edu or visit: https://www.graduateschool.edu/courses/google-analytics-bootcamp



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Course Outline

Google Analytics Curriculum

Introduction to Google Analytics

- What is Web Analytics
- Intro to Google Analytics
- How Google Analytics Works
- Why Web Analytics Matter
- Questions Google Analytics Answers
- The Role of Analytics in Your Buyer's Journey

Developing a Google Analytics Strategy

- Intro to Measurement Plans
- The Importance of Measurement Plans
- Who Should be Involved in Creating a Measurement Plan?
- Framework for Developing a Measurement Plan

Best Practices for Setting Up a Google Analytics Account

- How to install Google Analytics Tracking Code
- How to test to confirm codes are installed and tracking correctly
- Understanding the structure of your Google Analytics Account
- Introduction to Views in Google Analytics
- Google Analytics account limits
- Understanding account users and permissions
- Important Google Analytics configurations

Introduction to Filters

- Understanding Google Analytics filters
- Google Analytics filter types

- How to set up Google Analytics filters?

Conversion Tracking

- What is conversion tracking?
- What are goals?
- How to set up goals
- Important configurations for tracking ecommerce transactions

An overview of the Google Analytics Dashboard

- An overview of reports
- Understanding dimensions & metrics

Google Analytics Reports

- Audience Report, what it's for and how to use it
- Acquisition Report, what it's for and how to use it
- Behavior Report, what it's for and how to use it
- Conversion Report, what it's for and how to use it
- Ecommerce Report, what it's for and how to use it

How to leverage Google Analytics data to improve performance

- How to share reports
- How to set up dashboards and shortcuts
- How to track your marketing campaigns in Google Analytics

UTM Code Tracking

- Why Tracking Visitors Matters
- Introduction to UTM Parameters
- Anatomy of a UTM Parameter
- A Look at UTM Parameters in Google Analytics
- How to Create a Link with the UTM Builder

Retargeting

- Introduction to Retargeting
- Why Retargeting
- How to Create a Retargeting List