

In-house Training - Advanced Google Analytics

Objective of the course

Provide you with the knowledge of how best to use Google Analytics on an on-going basis to gain the most valuable visitor insights and commercial value

What you and your team will learn

Personalisation - how to personalise your experience to enable you to access the most important areas for you in your specific role

Goals and Funnels - how you should use these essential features to enable you to track vital visitor behaviour and potential site issues

Segmentation - how you can use segmentation to monitor specific visitor behaviour from highly targeted segments of your visitors

Download and Event Tracking - how you can monitor downloads of your key content as well as tracking clicks within your pages, known as events

Reporting - how you can create and manage reports most relevant to you and your business to help make genuine commercial decisions

Marketing Activity Accountability - how you can best use Google Analytics to track all your marketing campaigns for full accountability

Tips and Best Practice - essential tips and best practice on how to use your new found knowledge and expertise on an on-going basis

PLUS - Google Website Optimiser

An introduction to this essential tool and how you can use it to make continual improvements to your on-site conversion rates

Duration & cost

3 hours in-house for up to 10 employees

£400 + vat*

Clients include



Testimonials

"Mandatory for anyone interested in or working with commercial websites."

"Well delivered, thought provoking, providing us with useful tools."

"Within 30 minutes of our 3 hours session we were sure it'd paid for itself."

Who is the training suitable for

- ✓ Offline Marketing Managers
- ✓ Online Marketing Managers
- ✓ Marketing Directors
- ✓ E-commerce Managers
- ✓ IT Managers
- ✓ Project Managers
- ✓ Marketing Assistants
- ✓ Business Analysts

How to book

Simply call us on

0161 918 6729

*excludes reasonable travel expenses

Case Study: Advanced Google Analytics Training

Client



Objective

Provide in-house training to senior marketing and IT team members to help them better understand how they can begin gaining more commercial insights from Google Analytics.

In turn this will allow Speedy Hire to ensure all future website activity and marketing campaigns are fully trackable and accountable.

Analytics enhanced with conversion tracking, advanced segmentation and reporting

Training Background

In April 2009 senior members of the Speedy marketing team attended a conference in Liverpool aimed at helping business owners identify opportunities where they can improve the profitability of their businesses. It was at this event that Paul Rouke, User Experience Director of PRWD, delivered a presentation entitled 'Three Steps To Improving Online Performance' and it was through this event that the objective of improving the online marketing strategy for Speedy was first discussed.

With a six figure sum of unique visitors arriving on the Speedy website each year, but with only a basic set-up of Google Analytics configured for the website, it became clear that a priority for the business was to gain a much better understanding of how Google Analytics can be personalised to gain much greater insights for the business.

Objectives

PRWD were asked to deliver their in-house training session on Using Google Analytics Effectively, to five key members of the Speedy marketing and IT teams, including the marketing director. Prior to the training course PRWD were asked to assess the current Google Analytics account for Speedy and make improvements to how this is set-up.

What We Did

Following an evaluation of the existing Google Analytics account and how this was set-up and being used, Paul Rouke delivered an intensive in-house training session for Speedy Hire focussing on the most important areas of Google Analytics for businesses looking to get the most value from the analytics system.

During the training and consultancy session all five attendees from both the marketing and IT divisions were encouraged to ask questions in order to maximise the amount of learning and insights they gained.

Training, expertise and recommendations were provided in the following areas:

- Personalisation
- Goals and Funnels
- Segmentation
- Reporting
- Marketing Activity Accountability
- On-going Tips and Best Practice

Results and Next Steps

All course attendees now have a much better understanding of how they can personalise Google Analytics to their own specific requirements and areas of responsibilities. Even more importantly, Speedy Hire now have a much greater appreciation of how powerful Google Analytics is and how it can be used much more strategically when planning and delivering site improvements and marketing campaigns.

During the training course Speedy Hire also had an introduction to how split testing can be used on their website in order to help improve the current conversion rate. This is now an area of focus for both PRWD and Speedy Hire.

"I have been consistently impressed with Paul's very practical approach to helping us improve our online offering. In the Google Analytics training session, Paul kept the training to the key areas which he felt we should focus on initially, according to our level of understanding and having taken the time to understand the needs of our business."

Shelley Kemp, Head of Marketing, Speedy Hire

Well delivered, thought provoking, providing us with useful tools.

As we develop our campaigns, web content, digital marketing programmes etc it will be good to use what has been learnt to ensure we are going out at the right times, to the right people, using the correct words and then being able to report back to the business.

Mandatory for anyone interested in or working with commercial websites.

Leanne Ferry
Marketing Communications Manager,
Speedy Hire

Sue Raby
IT Project Manager, Speedy Hire

Case Study: Advanced Google Analytics Training

Client



www.voucherseeker.co.uk

Objective

Provide in-house training to the VoucherSeeker team to enable them to better leverage Google Analytics and some of the more advanced features and commercial insights it offers.

VoucherSeeker also wanted to gain a clear understanding of how they can begin using Google Website Optimiser to improve on-site conversion rates

Analytics enhanced with vital event tracking, advanced segmentation and reporting

Training Background

VoucherSeeker, one of the UK's leading voucher codes and offers websites, were intent on improving the effectiveness of both the VoucherSeeker website and other dedicated microsites, whilst gaining a better understanding of how to use Google Analytics to monitor visitor behaviour.

As with many businesses who use Google Analytics, prior to the training course not all the team members had a comprehensive understanding of Google Analytics and some of the more advanced areas of the system, and the Advanced Google Analytics training course was seen as the ideal way in which to begin using the system more regularly and more intelligently to make commercial decisions.

Objectives

PRWD were asked to deliver their in-house training session on Advanced Google Analytics. The training was to six key team members, including a senior affiliate marketing executive and a key account executive. Prior to the training course PRWD were asked to assess the current Google Analytics account for VoucherSeeker and make recommendations for improvements to how this is set-up and configured.

What We Did

Following an evaluation of the existing Google Analytics account and how this was set-up and being used, PRWD delivered an intensive in-house training session for VoucherSeeker focussing on the most important areas of Google Analytics for businesses looking to get the most value from the analytics system.

During the training and consultancy session all six attendees, each with varying levels of experience of using Google Analytics, were encouraged to ask questions in order to maximise the amount of learning and insights they gained.

Training, expertise and recommendations were provided in the following areas:

- Personalisation
- Goals and Funnels
- Advanced Visitor Segmentation
- Event Tracking
- Reporting
- Marketing Activity Accountability
- On-going Tips and Best Practice
- Google Website Optimiser

Results and Next Steps

All course attendees now have a much better understanding of how they can personalise Google Analytics to their own specific requirements and areas of responsibilities. Even more importantly, VoucherSeeker now have a much greater appreciation of how powerful Google Analytics is and how it can be used much more strategically when planning and delivering site improvements and marketing campaigns.

Carrying out continual testing to improve conversion rates using Google Website Optimiser is now firmly part of the teams plans, and with improvements now being made to better monitor visitor behavior, VoucherSeeker are now beginning to improve their online performance.

"The training course on analytics provided by PRWD was excellent. It gave our team a good insight of analytics and the useful tools available. We're more equipped with tools to analyse visitor behaviour than we were before."

Duke Tanson, Director

" Within 30 minutes of our 3 hours session we were sure it'd paid for itself. "

Neil Ainsworth, Director

" Provided us with very good summary of Google Analytics and how we could apply it as a business. Professional and practical approach. "

Ariston Sutherland, Director

" The trainers were very knowledgeable and showed flexibility to our training needs. I've no hesitation in recommending them. "

Neil Ainsworth, Director

Case Study: Advanced Google Analytics Training

Client



www.redcmarketing.net

Objective

Provide in-house training to the Red C marketing team to enable them to better utilise Google Analytics and some of the more advanced features and commercial insights it offers.

In turn Red C wanted to deliver even more value for their clients by providing greater accountability to marketing activity.

" I found the training both practical and useful in terms of expanding my understanding of Google Analytics, which will help me make solid recommendations to my clients for ways that they can improve their websites and marketing activity. "

Angela Cromack, Account Manager

" I found the course to be excellent, and what made it especially valuable was the degree to which it was personalised to our needs. "

Adrian Rowe, Managing Director

Key learnings now used daily in areas of personalisation, segmentation and reporting

Training Background

Red C are an award winning agency based in Manchester, with clients including Bupa, JD Williams, Freemans Grattan Holdings, Swinton Insurance and Holiday Cottages Group. With a series of recent client wins including ten of the AGA Rangemaster brands, Red C were looking for a training course which would equip their wider account handling teams with a much greater understanding of Google Analytics.

Prior to the training course some of the course attendees hadn't previously used Google Analytics, whereas others had used the system but without fully understanding which areas can be of most benefit to them and their clients, in particular some of the more advanced areas of the system.

Objectives

PRWD were asked to deliver their in-house training session on Advanced Google Analytics. The training was to nine key team members, including account directors, account managers, client services director and managing director Adrian Rowe. The training was to be personalised to the individual needs of the Red C team and some of the key client accounts.

What We Did

PRWD delivered an intensive in-house training session for Red C focussing on the most important areas of Google Analytics for businesses looking to get the most value from the analytics system.

As with all Google Analytics training sessions, live demonstrations were provided throughout the course, and this included looking at specific use cases for Red C client accounts. This ensured that the course provided personalised advice and recommendations throughout which Red C could begin using immediately after the course.

During the training and consultancy session all nine attendees were encouraged to ask questions in order to maximise the amount of learning and insights they gained.

Training, expertise and recommendations were provided in the following areas:

- Personalisation
- Goals and Funnels
- Advanced Visitor Segmentation
- Event Tracking
- Reporting
- Marketing Activity Accountability
- On-going Tips and Best Practice
- Google Website Optimiser

Results and Next Steps

All course attendees now have a much better understanding of how they can personalise Google Analytics to their own specific requirements and areas of responsibilities. Even more importantly, Red C now have a much greater appreciation of how powerful Google Analytics is and how it can be used much more strategically when planning and delivering site improvements and marketing campaigns for their clients.

Based on the training course feedback, attendees are now using their new knowledge and understanding on a daily basis, and in turn this is helping them to provide an even greater service to their clients.