

In-house Training - Using Google Analytics Effectively

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

Duration & cost

3 hours in-house
for 1-10 employees

£400 + vat*

What you 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

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

Companies we have trained include



Training for Econsultancy



Paul Rouke is proud to be one of Econsultancies specialist training team and his current training course he delivers is:

E-commerce Usability and Best Practice

Companies who have attended this course include:



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