

## Google Analytics Mastery Course - Virtual

Unlock Data-Driven Insights with Comprehensive Google Analytics Training

### WHAT YOU'LL LEARN

- Master the fundamentals of Google Analytics, including metrics and dimensions.
- Configure and administer Google Analytics for effective tracking and reporting.
- Leverage advanced tools like Heatmaps and Google Tag Manager for deeper insights.
- Perform lead and conversion analysis to optimize business outcomes.

### REQUIREMENTS

Basic understanding of websites and online platforms.

Familiarity with digital marketing concepts is a plus but not mandatory.

A willingness to explore and analyze data-driven insights.

### WHO'S THIS COURSE IS FOR

Digital marketing professionals seeking to enhance their analytics expertise.

Business owners aiming to track and optimize their online performance.

Data enthusiasts eager to understand user behavior and web analytics.

Students and professionals aspiring to build a career in data analytics or marketing.

### DESCRIPTION

The **Google Analytics Mastery** course is designed to empower learners with the skills and knowledge needed to analyze website performance, user behavior, and campaign success. This course will equip you to make data-driven decisions, optimize strategies, and achieve your business objectives.

#### What You'll Learn

##### Google Analytics Fundamentals

- Understand the core principles of metrics and dimensions.
- Learn to navigate the Google Analytics interface with ease.

##### Admin Configuration and Reporting



₹ 8000 ~~₹10000~~

20% off



Date

01 May to 01 Jun 2025

Time

05:00 PM - 06:30 PM

Total Sessions (Hours)

8 (12h 0min)

Level

Beginner

Language

English



Mr. Chirag Shah

Instructor

Students

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Courses

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- Add, edit, and delete users effectively.
- Configure Google Analytics settings to align with business goals.

### **Business Objectives and Lifecycle**

- Track customer behavior across the lifecycle stages.
- Align analytics strategies with your business objectives.

### **Search Console and Remarketing**

- Integrate Search Console for SEO insights.
- Leverage remarketing linking to re-engage users.

### **Heatmap and Recordings**

- Use Heatmaps to visualize user behavior on your website.
- Analyze recordings for understanding user interactions.

### **Google Tag Manager**

- Set up and manage tags for comprehensive tracking.
- Understand its role in enhancing analytics efficiency.

### **Lead and Conversion Analysis**

- Dive into lead analysis to track potential customers.
- Perform conversion analysis to optimize campaign performance.

### **Course Modules**

#### **Module 1: Introduction to Google Analytics**

- Overview of Google Analytics
- Key Metrics and Dimensions

#### **Module 2: Admin Configuration**

- Setting Up Google Analytics Accounts
- Managing User Permissions

#### **Module 3: Real-Time Analytics**

- Understanding Real-Time Reports
- Tracking Live User Interactions

#### **Module 4: Business Objectives and Lifecycle**

- Mapping Analytics to Business Goals
- User Journey and Lifecycle Tracking

#### **Module 5: Search Console and Remarketing**

- Integrating Search Console for SEO Data
- Setting Up Remarketing Campaigns

### **Module 6: Advanced Tools: Heatmap and Recordings**

- Analyzing User Behavior with Heatmaps
- Using Recordings for In-Depth Insights

### **Module 7: Google Tag Manager**

- Introduction to Tag Manager
- Creating and Managing Tags

### **Module 8: Lead and Conversion Analysis**

- Techniques for Lead Analysis
- Understanding Conversion Metrics

### **Module 9: Practical Project**

- Setting Up Google Analytics for a Website
- Creating Custom Reports
- Analyzing Campaign Performance

### **Key Takeaways**

- Gain a deep understanding of Google Analytics and its capabilities.
- Learn advanced tools like Heatmaps and Tag Manager for better insights.
- Optimize campaigns with lead and conversion analysis techniques.
- Be ready to make data-driven decisions to enhance business performance.

Master Google Analytics and transform your approach to digital success!