



Google Analytics Agenda

- 9.00 Registration

- 9.15 Course starts
 Introductions
 Survey results
 Explanation of day

- 9.30 **Group work** exploring Business and Marketing Objectives and Goals

- 10.30 Overview of Web Traffic
 Examples of campaigns from Group

- 11.00 **Break**

- 11.15 Overview of Google Analytics
 Setup
 Access
 Key Reports / Interface
 Goals
 E-Commerce
 Tagging
 Example report

- 12.30 **Lunch**

- 1.15 **Group work** exploring what goals you may want to measure, are you tracking the right things? What key metrics you may want to track, and attribution you may want to give.

- 2.15 Funnels
 Filters
 Reports

Dashboards
Multi Channel Funnels
Search Console

- 3.15 **Break**
- 3.30 Integration (AdWords / Facebook / Search Console)
- 4.00 SEO / Moz and Domain Authority / Majestic Site Explorer
- 4.30 Finish