

Advanced Google Analytics Universal

GoSkills online course syllabus

Skill level

Beginner

Lessons

38

Accredited by

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Pre-requisites

No prior experience needed

Video duration

1h 17m

Estimated study time

1h 17m

Instructor

Brad Batesole

Introduction

1

Gain a better understanding of your data

Unlocking the capabilities of Google Analytics will help your business better understand your customer and track your website data.

2

Explaining Universal Analytics

Google Analytics has two different properties, Universal Analytics and Google Analytics 4, that look and track data a bit differently.

Measuring Data

3

How data collection works

The better you understand your data, the better you can influence your business outcomes.

4

How new vs. returning users work

Google Analytics is a robust tool, so knowing where to focus your time will help you be more efficient.

5

Tracking users with user-ID

Out-of-the-box Google Analytics cannot track users across multiple devices.

Views

6

About views

Views give you a way to look at the data in your Analytics account.

7 **Create a measurement plan**
The best way to analyze your data, is to know what you want to measure and why.

8 **Adding a new view**
You can use filters to customize views and see only a subset of data in your reports.

9 **View settings**
Once you create a view, you can edit its settings.

10 **View panel**
Once you create a view, you can manage several additional sections.

Filters

11 **View filters**
All data captured will appear in all of your views unless you apply a filter that removes some data.

12 **Creating and managing filters**
As you evolve your account you will need to manage your filters.

13 **Filter ordering**
Filters are applied to your data in the order in which the filters were added.

14 **Regular expressions (regex)**
Regular expressions (regex) are how you manipulate the filters you create.

View Filters

15 **Create common predefined filters**
Google offers a lot of functionality right out of the box to make your life easier.

16 **Create common exclude filters**
To eliminate bad data, you will need to use filters.. After watching this video, you'll be able to setup exclude filters.

17 **Create common include filters**
You may have unwanted data in your reports, so it's important to filter it out.

18 **Create common case filters**
After watching this video, you'll be able to setup lowercase/uppercase filters.

19 **Create common search and replace filters**
There is no one-size fits all filter style, so it's important to know them all.

20 **Filter limitations**
Setting up your filters improperly will lead to inaccurate information in your reports.

Events

21 **Anatomy of events**
To track what users do on your website you will need to use events.

22 **Events flow reporting**
Google Analytics provides the ability to investigate the way that users interact with your events.

23 **Measuring events**
To see data about Events you're tracking, you need to add code to your website.

24 **Events vs. goals**
Goals measure how well you are achieving your objective.

Advanced Features

25 **Site search overview**
When you know what users are searching for, you can better speak to their needs.

26 **Site search setup**
When you know what users are searching for, you can better speak to their needs.

- 27** **Create custom dimensions**
By default Google organizes data a certain way, but you need to customize it to fit your reporting goals.
- 28** **Calculated metrics**
Google analytics has a plethora of data, but you may want to calculate your own custom metrics.
- 29** **Custom channel groupings**
By default Google configures channel groups for areas like Organic & Social.
- 30** **Custom content grouping**
If you're working with a large website, it's helpful if Google can mirror the way your site is organized.
- 31** **Weighted sort**
When you're trying to find quick insights, Google can muddle the data with insignificant metrics.
- 32** **Google Analytics debugger plugin**
It can be challenging to identify why your Google Analytics install isn't working.

Segmentation

- 33** **Overview**
The best data analysis is done when you look at a subset of your data.
- 34** **Explore and apply segments**
Segments give you a way to look at a subset of users, and adhere to a certain hierarchy.
- 35** **Create segments**
Segments give you a way to look at a subset of users, and adhere to a certain hierarchy.
- 36** **Apply multiple segments**
Segments can be combined, giving you powerful flexibility in how you analyze your data.
- 37** **Analytics solutions gallery**
Unlock powerful solutions in Google Analytics that have been created by other users.

Conclusion

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Get moving with Google Analytics

Thank you for watching this course!

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