Goskills

Advanced Google Analytics Universal

GoSkills online course syllabus

Skill level
Beginner

Lessons
38

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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.

Events

Advanced Features

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

38   **Get moving with Google Analytics**

Thank you for watching this course!

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