Goskills

Google Analytics Essentials

GoSkills online course syllabus

Skill level
Beginner

Lessons
16

Pre-requisites
No prior experience needed

Video duration
1h 8m

Estimated study time
1h 8m

Instructor
Benjamin Kepner

Introduction

1 Unlocking Google Analytics

Google Analytics is a powerful tool you can utilize to gain insights into a vast pool of data.

Getting Started with Google Analytics

2 Setting up your account

There are several basic considerations for you as you get started with setting up your Google Analytics account.

3 Setup your website with analytics

The first step to configure your account is to connect Google Analytics to your company website.

4 Configure user access

Different members of your team will be able to use Google Analytics at varying levels, which can help you cut costs.

5 Data collection and tracking

After your website integration is complete, you'll want to perform a quick data collection to ensure everything is working correctly.

Utilizing Reports

6 Metrics and dimensions

There are lots of different metrics and dimensions available to you to build your reports.

7 Realtime reports

You'll encounter data points where you want your data particularly fast, so a realtime report works best.

8 Acquisition reports

Acquisitions reports can give you insight into new clients or customers, which informs how your marketing efforts are working.

9 Behavior flow report

Understanding your customer's engagement levels can let you know where you might have opportunities for improvement.

10 Cohort analysis reports

A crucial metric for any organization is retention.

11 Demographic reports

Having a strong idea of who your customers are and what demographics they fall into can allow you to adjust your marketing accordingly.

Conversions and Events

12 Google Analytics events

An event in Google Analytics is a point when a consumer takes an action on your site, such as clicking a link or playing a video.

13 Conversion goals

Conversion events occur when a specific action is taken that can be considered "important" to the business.

Conducting Explorations

14 Funnel visualization and goal flow

Your site ultimately acts as a funnel, with the intention being that you guide the consumer to a specific task or conversion.

15 Professional Insights

When it comes to online marketing, you need to know which pages are getting results from any potential advertising efforts.

Conclusion

16 Time to analyze!

Thank you for watching this course! Now, you should feel confident in your ability to get started utilizing Google Analytics for your business.

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