

This half day course can be combined with

- Introduction to Pay per Click Advertising (half day)
- Natural Search Optimisation Workshop (one day)

to provide a comprehensive two day search engine marketing training programme

Introduction to Web Analytics with Google Analytics

Outline of agenda

- 1 What web analytics can and can't deliver
- 2 Ways of collecting raw data – log files vs javaScript tagging
- 3 An Overview of Google Analytics
- 4 Setting up a web analytics process within your organisation
- 5 Measuring
 - Performance
 - Usability
 - PPC campaigns
 - Natural search

Workshop format

The workshop is designed to be interactive. Students are encouraged to participate by asking questions particularly regarding how the topic under discussion relates to their own website(s).

Workshop goals

At the end of the training, students will feel confident in setting up a Web Analytics process and understanding how to address the problem of information overload that so often prevents the successful use of the invaluable data available from a site's web stats.

This course is most suitable for webmasters working in the SME sector and for managers responsible for the management of websites in this sector. No technical knowledge is required since the focus is on interpreting and using the information available.

Manual

A comprehensive training manual of all the material covered in the training is provided.

Venue

Basepoint Business Centre, Aviation Park West, Enterprise Way, Christchurch BH23 6NX.

Course fee

£150 plus VAT payable in advance

Discounts available when two or more courses are taken together.