

# Google Analytics

## Description

The aim of this training is to be able to recognize the most efficient key performance indicators, frame information and results according to information needs with Google Analytics and to facilitate decision-making.

### Niveau

Fondamental

### Course Content

- Module 01: Definition of Web analytics-Web performance measure
- Module 02: Defining Web Site objectives and performance indicator
- Module 03: The audience measurement technologies
- Module 04: Introduction to Google Analytics
- Module 05: Presentation of dimensions and metrics based on Google Analytics
- Module 06: Presentation of the most relevant Google Analytics reports
- Module 07: Basic Implementation of Google Analytics
- Module 08: Dashboards and customized reports
- Module 09: Basic Setup of Google Analytics
- Module 10: Using Google Analytics to site window and E-commerce

### Documentation

- Digital courseware included

### Participant profiles

- Marketing professionals
- Communication professionals
- Business managers
- Web masters
- Community managers

### Prerequisites

- No prerequisites

### Objectives

- Create a Google Analytics account
- Manage Google Analytics account and issue reports
- Know the main statistics for the company

### Classroom Registration Price (CHF)

700

### Virtual Classroom Registration Price (CHF)

650

### Duration (in Days)

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### Reference

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GMP-04