Google Analytics Level 2

This one-day course is designed to complement and expand upon the topics covered in Google Analytics in a Day. Learn how to leverage data to improve your performance online, and more!

Group classes in NYC and onsite training is available for this course. For more information, email hello@nobledesktop.com or visit: https://www.nobledesktop.com/classes/google-analytics-advanced

hello@nobledesktop.com • (212) 226-4149

Course Outline

Google Analytics Reports
- Audience Report, what it's for and how to use it
- Acquisition Report, what's it for and how to use it
- Behavior Report, what it's for and how to use it
- Conversion Report, what it's for and how to use it
- Ecommerce Report, what's its for and how to use it

How to leverage Google Analytics data to improve performance
- How to share reports
- How to track your marketing campaigns in Google Analytics

UTM Code Tracking
- Why Tracking Visitors Matters
- Introduction to UTM Parameters
- Anatomy of a UTM Parameter
- A Look at UTM Parameters in Google Analytics
- How to Create a Link with the UTM Builder

Retargeting
- Introduction to Retargeting
- Why Retargeting
- How to Create a Retargeting List