



Google Analytics Training Course

This course provides you with the information you need to use Google Analytics capabilities to meet the needs of your business.

What you'll learn in this training course

- Web analytic essentials
- Find out how you can use web analytics data to gain actionable information
- Discover Google Analytics key features
- Learn to create Google Analytics profiles
- Find out how to generate Google Analytics reports
- Learn to understand and analyze Google Analytics reports and data
- Discover best practices for using Google Analytics based upon your line of business
- Learn to create goals in Google Analytics

Audience for this training course

This Google Analytics class is for professionals who need to use the tools of Google Analytics to meet the needs of their business or organization.

Training course duration

This class is a one-day in length. It runs from 9:30 am- 4:30 pm. Lunch is approximately from noon - 1:00 pm.

Training course curriculum

You will receive a comprehensive course manual for this class developed by the Certified Instructors at AGI.

Enrolling in this Google Analytics training course

You can register for this training class online at agitraining.com, or by calling 781-376-6044 or 800-851-9237.

Locations for this Google Analytics training course

You can attend classes at your training centers located in Boston, New York City, Philadelphia, on site at your office, or on-line. You can select the course location at the time of your registration.

Private and customized training course options

This training course can be offered as a private class for groups or individuals, and the content can be customized to meet your specific needs. You can call to speak with a training representative at 781-376-6044 or 800-851-9237 to discuss customizing this training course.

Goals and objectives for this training course

American Graphics Institute is focused on providing high-quality training courses for your professional development. We provide regularly scheduled small group courses along with private or customized training.



Google Analytics training class topics:

- Google Analytics overview
- Web analytics essentials
- Using web analytics data to gain actionable information
- Various methods and processes based upon your line of business
- Basics of Google Analytics tools and functionality
- Google Analytics key features
- Creating a Google Analytics account
- Creating Google Analytics profiles
- Editing Google Analytics profiles
- Generating Google Analytics reports
- Creating custom Google Analytics reports
- Understanding and analyzing Google Analytics reports and data
- Filtering data using Google Analytics
- Best practices for using Google Analytics based upon your line of business
- Creating goals in Google Analytics
- Integrating Google Analytics with other Google tools for managing your website data