Web Analytics Training – Course overview

COURSE CONTENTS

Simply Clicks offers an intensive 1 day web analytics training course. The training course is highly practical and designed to provide the skills needed to monitor measure and improve the performance of your search engine marketing. Whether you utilise search engine optimisation (SEO) or pay per click advertising, our approach will guide you towards improving site traffic and quality in order to improve leads and sales.

We have a five year history of SEO training and utilise the latest SEO and web analytics techniques. Organised in small groups, or even one to one, the training is tailored to meet your exact individual or corporate web analytics needs.

COURSE STRUCTURE

Our analytics training integrates the theoretical principles and practical applications of search engine optimisation. As a guide, the course uses Simply Clicks' own four-stage approach to search engine marketing - which we call Search Engine Marketing Over-Site. This gives a clear step by step structure to implementing your own inhouse search engine marketing.

The website analytics training course covers the following stages:

- Basic principles of measurement
- Website Analytics Tools and Techniques
- Keyword Research, Website Analysis and Website Analytics
- How to set up an analytics system
- What to measure and understanding web analytics data
- Understanding the website user
- Monitoring SEO performance
- Monitoring Pay Per Click performance
- Utilising analytics feedback to improve conversion
- Analytics for an integrated search engine marketing campaign

GROUP SIZES & DURATION

Training is given in small groups of up to 3 people (separate quotations can be given for larger groups) and lasts for 1 day.

LOCATION

The preferred location for course delivery is on-site in a training room at your premises. We are happy to travel throughout the UK and have also delivered the course in Ireland and mainland Europe. Each course participant will need a broadband connected PC and should have a reasonable level of computer literacy.

PRICES

1 person - £595.00 + VAT

2 people - £795.00 + VAT

3 people - £995.00 + VAT

Please ask for a quote for larger groups

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