Web Analytics – 1 Day Training Course and Workshop

A one day web analytics training course and workshop. For small groups from one to six delegates.

Morning

1. Analytics as an operational and strategic decision tool
   a. Growing traffic
   b. Attracting profitable customers
   c. Reducing waste and sub-optimal marketing activity
2. Setting up web analytics for accurate measurement
3. Core metrics – top level actionable information
4. Drilling down into the data
5. Using filters
6. Google Analytics - strengths, limitations and weaknesses
7. Google Analytics – alternative or complementary packages
8. Setting up and managing conversion data
   a. Pageviews
   b. Downloads
   c. Enquiry forms and lead generation
   d. Sales revenues
9. Linking Google Analytics to Adwords
10. Building the analytics dashboard

Afternoon

A web analytics workshop – solving real problems regarding collection, measurement, interpretation and actioning of website usage and behaviour data.

Delivered in-house on your premises.
Cost £695 for one delegate. £795 two delegates. £895 three delegates.
£50 for each additional delegate. All costs plus VAT.

To book or request further information please go to:
http://www.simplyclicks.com/Training-Enquiry.html.