



GDA

Global Digital Academy

The Digital Marketing
and Data Analytics Hub

WEB ANALYTICS

CERTIFICATION COURSE

India's premium Digital Marketing Academy for Job Seekers,
Entrepreneurs, Corporates and Marketing Professionals

Google
Partner

WEB ANALYTICS

Introduction

- ▶ What is Web Analytics?
- ▶ Analytics Vs Intuition

Google Analytics

- ▶ Getting Started With Google Analytics
- ▶ How Google Analytics works?
- ▶ Accounts, profiles and users navigation
- ▶ Google Analytics
- ▶ Basic metrics
- ▶ The main sections of Google Analytics reports
 - ▷ Traffic Sources
 - ▷ Direct, referring, and search traffic
 - ▷ Campaigns
 - ▷ AdWords, AdSense
- ▶ Understanding Metrics
 - ▷ User
 - ▷ Session
 - ▷ Visits
 - ▷ Page Views
 - ▷ Unique Page Views and Sessions
- ▶ Audience
 - ▷ Active Users
 - ▷ Cohort Analysis
 - ▷ Demographics

- ▷ GEO
- ▷ Interests
- ▷ Behavior
- ▷ Technology
- ▷ Mobile
- ▷ Benchmark
- ▷ Users Flow

- ▶ Acquisition
 - ▷ Tree maps
 - ▷ Channels
 - ▷ SEO
 - ▷ Adwords
 - ▷ Social Media
 - ▷ Campaigns
- ▶ Behaviour
 - ▷ Behaviour Flow
 - ▷ Site Speed
 - ▷ Site Search
 - ▷ Site Content
- ▶ User Management
 - ▷ Adding Users to the account
- ▶ Goal Tracking
 - ▷ Setup

Social Media Analytics

- ▶ Facebook Insights
- ▶ Twitter Analytics
- ▶ YouTube Analytics
- ▶ Google Plus Analytics
- ▶ Social Ad Analytics/ ROI Measurement
- ▶ Sentiment Analysis
- ▶ Text Analytics



Why Web Analytics?

Web analytics is one of the key aspects of digital marketing. It helps you to understand from where visitors are coming from to your website (traffic source), their behavior, and webpages performance but, track and measure return on investment of marketing campaigns resulting in more leads, high sales conversion and increased brand awareness.

In this course, you will learn how data from web analytics can be used for marketing strategy, marketing campaigns, conversion tools, segmentations, which, in turn can multiply sales.

Who should join?

This training process is quite exhaustive, consisting of various steps known to very few experts worldwide, meticulously crafted, keeping in mind the extensive hands-on practical exposure of the training program.

There are no prerequisites for learning this course.

Benefits:

Google Analytics increases the visibility of your website on search engines like Google. Benefits from learning this course includes:

- ▶ Analyze sources of traffic
- ▶ Information about visitors
- ▶ Specific page popularity
- ▶ Bounce rates
- ▶ Traffic flow
- ▶ Review historical data for decision making

Highlights:

- ▶ Classroom based Sessions
- ▶ Case Study based Course Material
- ▶ Research Based Internship
- ▶ Live Projects and Assignments
- ▶ 100% Placement Assistance
- ▶ Post Training Support
- ▶ Flexible Batches
- ▶ Industry recognized Certification Course

Short Term Courses Schedule

BATCH	DAYS	TIMINGS*	DURATION
Sunday Batch	Sunday	10:30 AM – 1:30 PM	4 Weekends
Saturday Batch	Saturday	10:30 AM – 1:30 PM	4 Weekends
Weekday Batch (Morning & Evening Batches)	Tue & Thur	7:00 AM – 8:30 AM	4 Weeks
		7:30 PM – 9:00 PM	

*Timings are flexible




INTERESTED? CONTACT US!



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