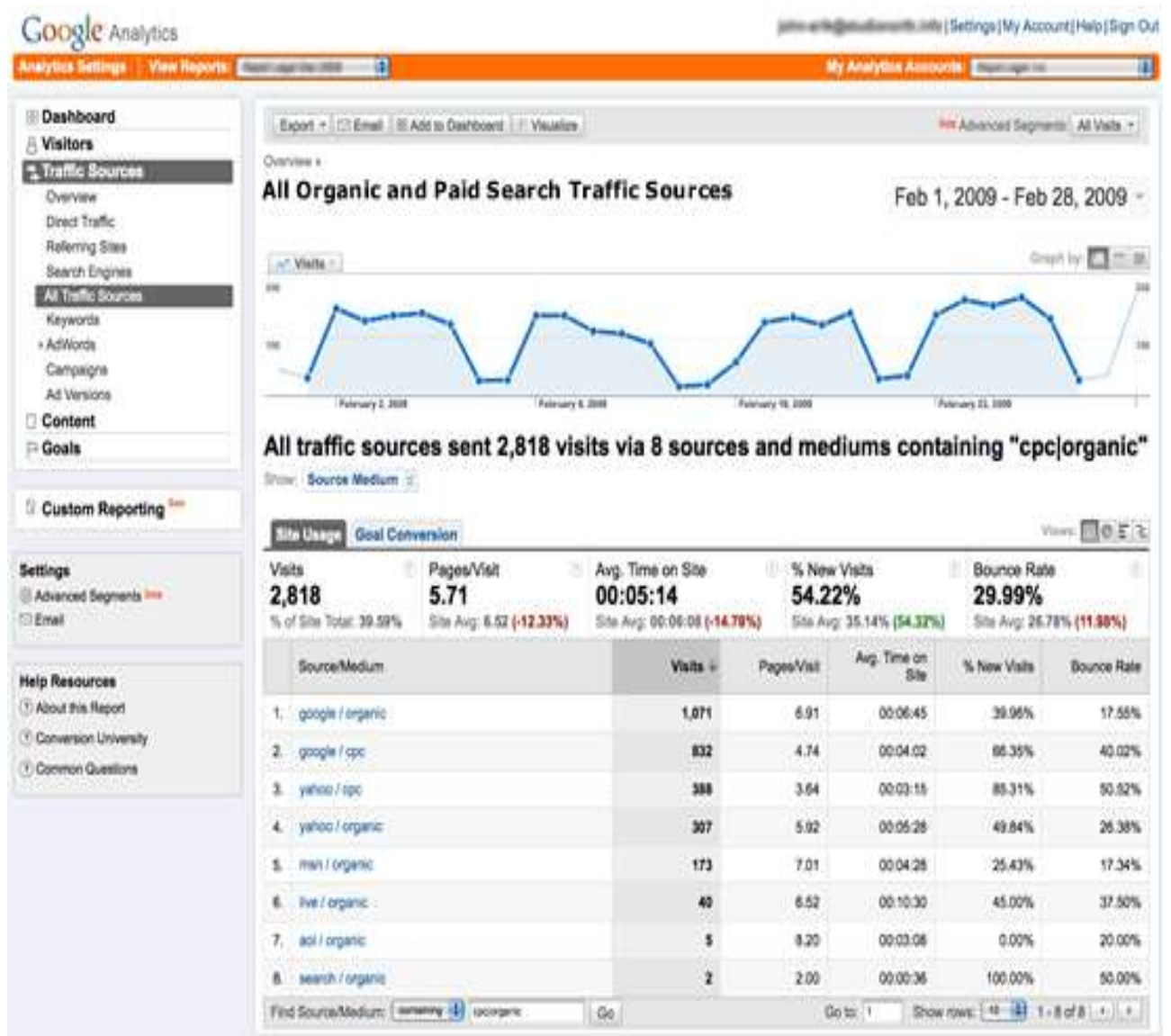




# *Online, Internet & Digital Marketing Training: Introduction to Google/Web Analytics*





## ***Online, Internet & Digital Marketing Training: Introduction to Web Analytics***

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Your web site can be a core business and communication channel that provides a direct link to your current and potential customers. Unique to this medium is the ability to quantifiably measure and define the nature of the client interaction through web analytics. Successful organizations today are leveraging the power of web analytics to realize the full potential of their web sites, developing and maintaining deeper client relationships that create measurable value to the business.

This course can be either a ½ day or full day course depending on the detail participants/company wishes to cover. The course describes how to view and analyse web site statistics as part of an online marketing campaign. It is focused entirely on Google Analytics and how to implement Google Analytics on your web site and use it to find out who visits your site, where they come from, what pages they visit, etc. You can then use this information to improve your visitor interaction.

Participants will be introduced to key concepts, tools, techniques and practices of web analytics. Drawing extensively from case studies and rooted in practical application, participants will understand how web analytics can drive higher profits and improve the customer experience. Participants will also be introduced to techniques they can use to successfully advocate and promote the use of web analytics in the organization.

### ***Who Should Attend?***

This course will be highly relevant to anybody with responsibility for developing, implementing or monitoring an organisation's online strategy, including senior management, marketing managers, communication specialists, webmasters and IT managers and personnel.

### ***More Information***

To find out more about this and the other training courses offered by SureSkills & Online-Marketing.ie, please call Dan Goggin at our training centre on +353 1 240 22 37 / [Dan.Goggin@SureSkills.Com](mailto:Dan.Goggin@SureSkills.Com)/ or visit [www.sureskills.com](http://www.sureskills.com)