



Google Analytics



Google Analytics

CERTIFICATION TRAINING

Level 1: Google Analytics Beginner

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What is Digital Analytics?

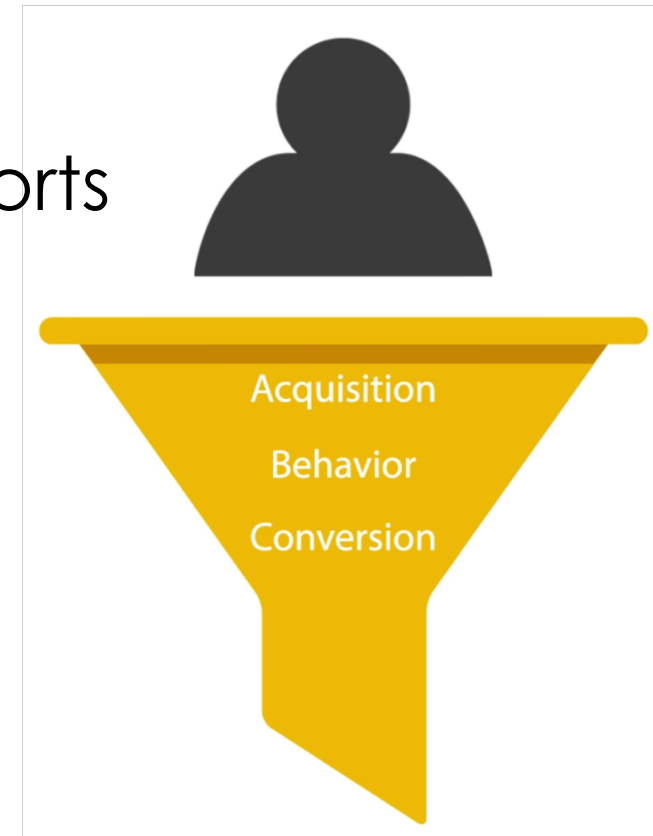
- In an ideal world, the journey people take to become loyal customers would be a straight shot down a highway: **See your product. Buy your product. Use your product. Repeat.**
- In reality, this journey is often more like a sightseeing tour with stops, exploration, and discussion along the way—all moments when you need to convince people to pick your brand and stick with it instead of switching to a competitor.
- Staying on top of all of these moments might seem overwhelming, but mapping your customer's journey can help. It can give you and your team a greater understanding of how your customers are currently interacting and engaging with your brand, and also help illustrate how your products and services fit into their lives, schedules, goals, and aspirations.



What is Google Analytics?

Google Analytics is a freemium web analytics service offered by Google that tracks and reports website traffic and;

1. Acquisition (How you acquire a visitor)
2. Behavior (Visitor interaction)
3. Conversion (Profitable actions)





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Installing Tracking Code on Weebly



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Installing Tracking Code on Blackspot



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It can take up to 24 hours for data to show up in Analytics.



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Dimensions and metrics



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Samplina Size



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Real-time Report



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Audience Overview Report



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Other Audience Reports



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Acquisition Report



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Acquisition Report



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Behavior Report



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Dashboard



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Creating custom dashboard



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Creating custom dashboard



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How to share reports



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1 Using tracking code Google Analytics



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3 Which represents the hierarchical



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4 What is the “Bounce Rate” in



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5 What is a “dimension” in Google



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4. What report would best help identify



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Further Reading



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Level 2: Google Analytics Intermediate

INDEX

- What is Campaign Tracking
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- Frequently Asked Question
- Google Analytic Intermediate Level: Quiz
- Further Reading

What is Campaign Tracking



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Campaign Tracking



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Campaign Tracking



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Campaign Tracking



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Acquisition Reports



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CONVERSIONS		<input type="checkbox"/>	1. Mobile App Search MS	465 (35.25%)	451 (37.55%)	516 (33.03%)	80.81%	1.37	00:00:42	0.19%	1 (14.29%)	MYR 30.00 (14.29%)
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increase all data to preserve the original data.



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Filters



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Creating new Filter



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Save

Cancel

Google



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Creating goals in Analytics

1

2

3

4

5

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Creating goals in Analytics



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Conversions Reports



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Attribution	Source / Medium		
	2. /ms/	42	10.50%

User Management



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Adding a user



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Adding a user



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Create new Custom Alert



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1 To quickly generate campaign



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2. Which three tags does Google



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2 Which formats may be used to add a



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4 Which are examples of Goals in



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/ If data is excluded from analysis, this means



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Further Reading



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Level 3: Google Analytics Advanced

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 - Create Custom Segments
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 - Create Advanced Filter
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 - Enable Site Search Tracking
- Google Analytic Advanced Level: Quiz
- Further Reading



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How to link to AdWords?



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Remarketing



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Creating Remarketing List



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Creating Remarketing List



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Creating Remarketing List



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Creating Remarketing List



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Creating Remarketing List



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Using Remarketing List for Ads



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Scope and Precedence for custom



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Create Custom Dimension



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Custom Segments



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Create Custom Segment



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Create Custom Segment



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Create Custom Segment



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Create Advanced Filter



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Create Advanced Filter



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Know what your Customers Are Searching for  Google Analytics



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Enable Site Search Tracking



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1 What is “remarketing” in Google



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2 To enable remarketing in Google



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3 Which remarketing audiences can



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Further Reading



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