

# Google Analytics Level 1

This one-day course is a fantastic way to demystify Google Analytics and start using its invaluable data to guide you in making better business decisions.

Group classes in NYC and onsite training is available for this course. For more information, email [hello@nobledesktop.com](mailto:hello@nobledesktop.com) or visit: <https://www.nobledesktop.com/classes/google-analytics-workshop>



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## Course Outline

### Introduction to Google Analytics

- What is Web Analytics
- Intro to Google Analytics
- How Google Analytics Works
- Why Web Analytics Matter
- Questions Google Analytics Answers
- The Role of Analytics in Your Buyers Journey

### Developing a Google Analytics Strategy

- Intro to Measurement Plans
- The Importance of Measurement Plans
- Who Should be Involved in Creating a Measurement Plan?
- Framework for Developing a Measurement Plan

### Best Practices for Setting Up a Google Analytics Account

- How to install Google Analytics Tracking Code
- How to test to confirm codes are installed and tracking correctly
- Understanding the structure of your Google Analytics Account
- Introduction to Views in Google Analytics
- Google Analytics account limits
- Understanding account users and permissions
- Important Google Analytics configurations

### Introduction to Filters

- Understanding Google Analytics filters
- Google Analytics filter types
- How to setup Google Analytics filters?

## **Conversion Tracking**

- What is conversion tracking?
- What are goals?
- How to setup goals
- Important configurations for tracking ecommerce transactions

## **An overview of the Google Analytics Dashboard**

- An overview of reports
- Understanding dimensions & metrics