COURSE SYLLABUS

Google Analytics Bootcamp

Learn how to use Google Analytics and its applications for marketing, including tracking data, interpreting reports, and optimizing performance. Discover GA4 and its new features.

Group classes (Live Online) and onsite training are available for this course. For more information, email onsite@graduateschool.edu or visit: https://sdfm.graduateschool.edu/courses/google-analytics-bootcamp



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Course Outline

Google Analytics Curriculum

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 Buyer's 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 set up Google Analytics filters?

Conversion Tracking

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

An overview of the Google Analytics Dashboard

- An overview of reports
- Understanding dimensions & metrics

Google Analytics Reports

- Audience Report, what it's for and how to use it
- Acquisition Report, what it's for and how to use it
- Behavior Report, what it's for and how to use it
- Conversion Report, what it's for and how to use it
- Ecommerce Report, what it's for and how to use it

How to leverage Google Analytics data to improve performance

- How to share reports
- How to set up dashboards and shortcuts
- How to track your marketing campaigns in Google Analytics

UTM Code Tracking

- Why Tracking Visitors Matters
- Introduction to UTM Parameters
- Anatomy of a UTM Parameter
- A Look at UTM Parameters in Google Analytics
- How to Create a Link with the UTM Builder

Retargeting

- Introduction to Retargeting
- Why Retargeting
- How to Create a Retargeting List