

# Google Analytics Insights

# **KNOWN DIGITAL**

Training

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or email [training@known-digital.com](mailto:training@known-digital.com)

PPC – DISPLAY – SOCIAL – CRO – TRAINING

# Introduction to our training

Our training courses are designed for the people doing the job. They are fun, hands on and engaging. We will teach you the essential skills you need to get the job done.

On this course you will:

- › Get hands-on training to better understand how Google Analytics works
- › Learn how to identify opportunities that could increase the performance of your website or app
- › Learn how to implement an effective optimisation strategy
- › Gain the essential skills needed to grow your business and meet your website goals and objectives

Professional, knowledgeable and shows great initiative. I would work again with Michael at the drop of a hat.

Sarah Bennet  
Head of Advertising Operations Ad Pepper Media

His enquiring mind means his thinking goes beyond the core scope of what is asked or expected of him (in a valuable way). A very good person to have around if you care about knowing whether your digital marketing works or not.

Nick Baille  
Senior Digital Strategist EMO Limited

Highly personable, great listening skills and with an eye for delivering quality Mike truly understands the client and how to make them devoted to his cause.

Simon Hares  
Managing Director at SerialTrainer7 Ltd

# Google Analytics Insights

In this workshop we explore the skills needed to gather insight from Google Analytics. We cover the common business questions that come up, and how to tackle them using Google Analytics.

1 Day Course	⋮	Vancouver, Toronto & Seattle	⋮	\$695 + Tax
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The day involves hands on practice using example accounts and your data. You get a tool kit of templates and processes that we use to optimise accounts. We apply the processes learned to real-life business cases so you get plenty of practice.

The processes and theories explored in this workshop can be applied to any web site or app. You can also use these same skills with any other analytics tool.

By the end of the workshop you will feel confident tackling the big business questions. You will be able to add real value to your team or business and you will be able to stream line your reporting.

## What we will cover

- › Identify your objectives and KPIs
- › Segmenting your data to look for opportunities
- › How to identify insight and opportunities
- › Optimising your best performing channels
- › Campaign analysis & optimisation
- › Identifying missed conversion opportunities
- › How to analyse your multi-channel funnels
- › Engagement & customer journey analysis
- › E-commerce analysis and optimisation
- › Funnel analysis optimisation
- › Identifying what content works best
- › Page analysis & optimisation
- › Form analysis and optimisation
- › Spending your marketing budget effectively
- › Building Custom Reports that offer insight



# Bespoke Workshop

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Need something a little more bespoke? No problem:

- › You let us know what type of workshop you need
- › We design the content for you & your business
- › Let us know the dates that suit your team
- › We'll come to your location to deliver your tailored training course

If you need something a little more bespoke to fit in with your business needs we can definitely help. Our team have provided numerous tailored options all over the globe for our clients.

We will work with you to establish your business needs and the right course for you. Whatever your sector, a bespoke workshop is a cost-effective way of educating and coaching your team.



# Your Day

We designed this workshop from years of experience doing the job. You will gain lots of practical experience during the day and will be able to put your skills straight to the job.

## The Agenda

9:30 Session 1 | 11:00 Break | 11:30 Session 2 | 13:00 Lunch | 14:00 Session 3 | 14:30 Break | 15:00 Session 4 | 16:30 Wrap up

## Our Facilities

Our facilities are modern and comfortable with the latest technology to ensure the best learning experience. We have huge presentation screens, comfy seating, air con and a relaxed atmosphere.

## The lunch

Eating and drinking the right things can help you learn. So we offer complimentary food and drink all day. We pick great food from local people in our area. Also, if cake helps you learn, we have plenty of that too.

## Your trainer

Michael King is an experienced trainer and practitioner. He has worked for agencies on real client accounts for many years. His hands-on, practical approach to training gives delegates the experience they need to learn fast.





# Where to find us

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There's always a ton of cool stuff happening at our Vancouver office. We have great training rooms and plenty of space available to help us set the tone for a perfect training event.

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## Vancouver Office

**Known Digital**  
**210 - 128 West Hastings Street**  
**Vancouver BC, V6B 1G8**  
**Call: (778) 228 3431**

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## Getting Here

Vancouver train station is a 15 minute walk away. The down town car park is a 5 minute walk away and Vancouver airport is 40 minute drive away.



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