

# Using Google Analytics

# **KNOWN DIGITAL**

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Training



Book today by calling (778) 228 3431  
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:

- › Learn how to increase visits to your website
- › Identify data errors and tracking discrepancies with your tags
- › How to measure and improve the performance of your website
- › How to streamline your reporting

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

# Using Google Analytics

We designed this workshop for people that use Google Analytics, but don't make the most of it. If you're a new or intermediate Google Analytics user this is for you.

1 Day Course	⋮	Vancouver, Toronto & Seattle	⋮	\$695 + Tax
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You will leave feeling confident managing your Google Analytics account and streamlining your reporting.

We cover the fundamentals of web analytics and how to make the most of the tool's features. You learn how to setup and configure a Google Analytics account before delving into the reporting tools. Plus you will learn the hints and tips our team use to streamline their processes and optimise their accounts.

When you leave you will be able to confidently setup, configure and manage a Google Analytics implementation. You will have a set of procedures and processes that you can use to measure, report and optimise your account.

## What we will cover

- › Tags, configuration and setup
- › Troubleshooting discrepancies
- › Fundamentals of web analytics
- › Setting up objectives and goals
- › Tracking page, click & form events
- › How to analyse the reports
- › Setting up custom alerts and reports
- › Creating dashboards and business reports
- › Sharing reports and data
- › Streamline & optimise your reporting
- › E-commerce reporting and optimisation
- › Setting up cross domain tracking
- › Setting up re-marketing audiences
- › Using custom dimensions
- › Tracking social engagement and impact

# 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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