Tipping Point Media's Google Analytics Training Syllabus

Beginner Session

Our Introduction to Google Analytics (GA) teaches marketers and web site owners how to use the service to measure the success of campaigns and web site objectives.

CORE COMPONENTS

Introduction to Web Analytics
(:15 minutes)
Overview of what web analytics is and why you should integrate metrics into campaign reporting. We cover how GA works including information about privacy, policies and a breakdown of cookies and tracking.

GA Terminology (Dimensions & Metrics)
(:45 Minutes)
Common "dimensions" measured by the platform (visits, pageviews, bounce rate) and how to both read and compare the metrics associated with them to gain insight about visitors.

Introduction to Reports
(:45 minutes)
A breakdown of the major report categories available in GA. These include Audience Reports, Traffic Sources and Content Reports. We cover how to navigate, where to find common measures of success and how to think about these reports within the scope of a marketing campaign.

Setting KPI's and Site Objectives
(:15 Minutes)
Thinking about your site in terms of specific objectives and goals and how to focus your marketing objectives around them.

OPTIONAL COMPONENTS
GA Basic Setup
(:15 Minutes)
Setting up the service and discussion of best practices and GA terminology. This is meant for an organization that is just beginning.

If your organization is already a little further along or has specific needs that need to be addressed immediately, you can add in one of these optional components.

GA - Advanced Setup
(:30-:45 minutes based on complexity of site)

Advanced setup for organizations with complex installs including multiple subdomains, top-level domains and eCommerce sites. How to manage within an organization that has many different stakeholders or divisions that need varying levels of access.

Includes a brief overview of Profiles and Profile filtering.

We can discuss eCommerce site setup but note that additional setup will need to take place in order to actually bring data into the service.

Campaign Tagging & Reporting
(:15 minutes)
If you are sharing links to your site through social media, enewsletters, QR codes, banner advertising or anywhere a user can click on them, it is important to tag them. The section explores how tagging works, why you should use it and how you can find the reporting data.

Advanced Session

Our GA 301/401 goes beyond the basics and explores how you can get the most out of using the platform. Our core focus is working more efficiently and finding more complex ways to track and measure the behavior of users visiting the site through marketing efforts.

CORE COMPONENTS

Understanding Conversions
(:30 minutes)
A comprehensive look at establishing and measuring site conversions and the importance of including clear and measurable calls to action for site visitors.

Goals and Funnels
(:30 minutes)
Using profile goals to measure the success of actions taken on site.

Advanced (Custom) Segments
(:15 minutes)
How to isolate, analyze and compare specific kinds of traffic data using advanced segments.

Dashboards & Custom Reporting
(:15 minutes)
Learn how to create, find and share dashboards and use custom reporting to speed up your workflow.

Intelligent Events
(:15 minutes)
Setup automated alerts and reporting goals that will help you monitor changes in traffic.

Virtual Pageviews
(:15 minutes)
Record views of files that are not automatically tracked by GA including PDF, Word and Images.

Event Tracking
(:15 minutes)
Record user actions that exist outside of GA basic tracking. Examples include clicks on flash animation, video plays, and file downloads.

OPTIONAL COMPONENTS

Linking and Using Data from Google Adwords
(:30 minutes)
If you are running CPC campaigns on Google Adwords, you can connect the two services to gain more insight about the quality of traffic.

Profiles
(:15 minutes)
Learn how to use profiles to segment data into specific reports.

Profile Filters
(:15 minutes)
Learn how to use profile filters to exclude or rewrite data.
Examples: Removing data from a specific IP address or adding the domain to content reports.

Visitor Flow
(:15 minutes)
Using the Visitor Flow report to understand how users move throughout your site.

Real-Time Data
(:15 minutes)
Understanding the use of real-time data and its limitations.

Social Media
(:15 minutes)
Using social reporting, using events to measure social shares, best practices for monitoring traffic between social profiles and GA.