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Learn at a time and place, and pace that is of your choice.

Plan your study to suit your convenience and schedule.

Google Analytics Training

Email Contact: info@educba.com



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Course Overview

In this Course you get to learn:

Google Analytics, Google Adwords, Search Engine Optimization (SEO), Google Charts and Conversion Rate Optimization(CRO).

This course will help you understand the basics and the structure of Google Analytics from scratch.

Google Analytics Training Skills

We learn the following skills:

This Google Analytics Course targets to provide you with everything that is needed to increase sales and build the business by involving customers and attracting them using various means and digital content marketing strategy.

This is among the top courses used by almost every industry today.

SEM, SEO, content marketing, CRO, Adwords, Page Rankings, Charts, etc, will be the new findings and learning from this course.

Course Features



Course Duration-
43+ Hours



Number of Courses



Verifiable
Certificates



Lifetime Access



Technical
Excellence

About Google Analytics

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic for search engine optimization (SEO) and marketing purposes.

It provides you with tools you need to better understand your customers and also business insights to take action.

Google Analytics Training

This is a Bundle Course that includes complete in-depth Google Analytics Training combined into one Complete Course.

This Bundle perfectly meets the requisite of the industry and gives you a better chance of being hired as a Google Analytics Training professional.

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Google Analytics

Section 1. Email & Export Options

- understanding-email-and-export-options
- performing-iteration-and-analysis

Section 2. Intelligence Tab

- understanding-real-time-tab
- understanding-shortcuts-tab
- understanding-intelligence-events-tab

Section 3. Conversion Tab & Dashboard Tab

- understanding-dashboard-tab
- understanding-conversions-tab
- understanding-behaviour-tab

Section 4. Audience Tab & Acquisition Tab

- understanding-acquisition-tab
- understanding-audience-tab-and-reports
- other-concepts-of-google-analytics

Section 5. User Management

- using-reporting-interface-and-basic-analytics-concepts
- user-permissions-in-analytics

Section 6. Goal Setting

- implementing-goal-setting



Google Analytics

Section 7. Structure of Google Analytics

- use-of-pre-defined-filters
- use-of-views-and-filters
- implementing-google-analytics-tracking-code
- structure-of-google-analytics

Section 8. Overview of Web Analytics

- process-of-how-google-analytics-tracking-works
- Diiferent-web-analytics-tools-and-method-of-web-analysis
- Introduction to Web Analytics

Section 1. Concept of Video Campaigns

- optimizing-a-video-campaign
- remarketing-for-video-campaigns
- details-of-doing-video-campaigns
- optimizing-a-video-campaign
- details-of-doing-video-campaigns
- latest-upgrade-in-video-campaigns

Section 2. Concept of Conversion Tracking

- doing-video-campaign
- conversion-tracking-concept
- implementing-conversion-tracking
- doing-video-campaign
- creating-RLSA

Section 3 . Frequency Capping

- creating-remarketing-adgroup-&-remarketing-lists
- concept-of-remarketing-&-getting-remarketing-
- frequency capping & bid adjustment settings
- using-site-exclusions

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Google Analytics- Google Adwords Course

Section 4. How to create adgroups

- using-ad-builder-to-create-ads
- creating-adgroups-in-display-campaign
- display-campaign-settings part1
- targeting-methods-in display

Section 5. Concept of CPM

- using-display-planner-&-targeting-methods-in display
- understanding-CPM-concept
- difference-between-search-and-display-campaigns
- doing-iteration-and-analysis-for campaign-optimization

Section 6 . How to make use of negative keywords

- getting-search-term-report
- using-dimension-tab-&-getting-other-reports
- understanding-negative-keywords-concept
- understanding-keyword-match-types

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Google Analytics - Google Adwords Course

Section 7. Search Network Campaign

- ad-auction-process
- understanding-Quality-Score
- creating-text-ads
- campaign-settings

Section 8. Knowing user Searches

- campaign-settings
- structure-of-adwords-account
- selecting-keywords-using-keyword-planner
- know-intent-of-user-through-keyword-planner

Section 9 . Overview of Google Adwords

- getting-search-term-report
- using-dimension-tab-&-getting-other-reports
- understanding-negative-keywords-concept
- understanding-keyword-match-types

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Google Analytics - Google Adwords Course

Section 10. Shopping Campaigns

- getting-started-with-shopping-campaigns
- merchant-center-&-shopping-campaign-process

Section 11. Linking Adwords & Analytics

- subdividing-&-optimizing-shopping-campaigns
- automation-&-other-advance-settings
- linking-adwords-&-analytics-and-other-advance-settings

Section 12 . Dynamic Re-Marketing

- Dynamic Re-Marketing
- adding-feed- and creating-adgroup-in-dynamic-remarketing
- using-ad-preview-tool-and-opportunities-tab

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Google Charts

Section 1. Introduction

- Introduction to Google Charts
- Features of Google Chart
- API Syntax

Section 2. First Pie Chart Example

- Creating Basic Pie Chart
- Generate Code of Pie Chart
- Run Basic Pie Chart

Section 3. Bubble Chart Example

- Bubble Chart Example

Section 4. Google Charts

- Simple Bar Chart
- Bar Chart Continues
- Annotation Rule
- Stacked Bar Chart Example
- More on Stacked Bar Chart

Section 5. Interacting with Charts

- Events in Charts
- Events in Charts Continues
- Example Ready and Select Events
- Definition of Select Function
- How Function Works

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SEO and Search Engine

Section 1. SEO Basic Training

- Introduction To Search Engines
- Google Search Engine
- Crawling, Indexing, Processing
- Relevancy Calculation, Retrieving
- Need For Seo
- Meaning Of Seo, Seo Requisites, Importance Of Seo Techniques
- Types Of Search - Local Search, Real-Time Search
- Types Of Search - Image Search, Video Search
- Types Of Search - News Search, Vertical Search
- Seo Background and other.

Section 2. Online SEO Essential Training

- Introduction To Search Engines
- Google Search Engine
- Crawling, Indexing, Processing
- Relevancy Calculation, Retrieving
- Need For Seo
- Meaning Of Seo, Seo Requisites, Importance Of Seo Techniques
- Types Of Search - Local Search, Real-Time Search
- Types Of Search - Image Search, Video Search
- Types Of Search - News Search, Vertical Search
- Seo Background and other.

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SEO - Search Engine Optimization

Section 1. Introduction

- Introduction to SEO
- Importance of SEO

Section 2. Advantage and Prerequisite

- Advantages and Limitations of SEO
- Prerequisite and Getting Started with SEO
- More on Getting Started with SEO
- Building Elements of SEO

Section 3. Process

- Process for on Page optimization
- Creating Title and about Keywords to Use
- Search Term in URL

Section 4. Adopting

- Adopting Changes to Our Website

Section 5. Tools

- Tools For Performing SEO
- Robots and XML Sitemap
- Use of Plugins
- Tools for Helping us in SEO Process

Section 6. Using Directory and Generic

- Concept of off Page Optimization
- Using Directory Submission
- Local Listings
- Using Generic and Topic Specific Forums
- Article and Other Content Sharing Sites
- Testing Mobile Performance of Webpages
- Optimizing Mobile Apps Guideline for Mobile SEO
- Using Google Search Console

Section 7. Conclusion

- Conclusion

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SEO Analytics Strategies- Content Marketing Tools

Section 1. Content Marketing Tools

- Content Marketing Tools and SEO Analytics
- Content Marketing Tools Marketing Automation
- Content Marketing Tools Social Media
- Content Marketing Tools Webinar
- Content Marketing Tools Graphic creation

Section 2. Content Marketing Examples

- Content Marketing Examples

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Conversion Rate Optimization (CRO) - Beginners

Section 1. Introduction

- Introduction to Conversion Optimization
- Type of Conversions
- How Conversions Get Tracked
- What is CRO
- CRO Calculation Method
- CRO Importance and Strategy
- Understanding your Audience and Basic Concepts
- Understanding your Audience and Basic Concepts Continue
- Other Basic Concepts

Section 2. Conclusion

- Conclusion




Conversion Rate Optimization (CRO) - Beginners

Section 1. Installation Process

- Prioritizing Testing Opportunities
- Testing User Data Continue
- Testing User Data
- Phases of an Optimization Plan
Continue
- Phases of an Optimization Plan
- Building and Testing an Optimization Plan
- Components of CRO
- Introduction to Advanced Training on CRO
- Setting Up Your Test
- Analyzing Data
- Understand Goal Funnel and other

Section 2. Conclusion

- Conclusion



Frequently Asked Questions

How tough it is to become trained in the field of Google Analytics.

With the right training and right guidance, it is not that tough a task. You need to buy Google Analytics training from EduCBA and just practice the concepts regularly. Anyone who has a basic understanding of website functioning and performance will be able to do good in this course.

If I want to learn about Google Analytics, where should I apply?

There are myriads of institutions available which offers this course and training to individuals. Here at EDUCBA we bring about all the great analytical courses under one umbrella and you can easily find the course as per your choice in our curriculum. Contact us for more information and support of any kind.



Customer Reviews

“

The trainer has a good knowledge about Google Analytics. I wanted to learn basics which I have learnt through this course. The examples given by our instructors were very helpful in making us gain a comprehensive understanding of the industry.

Niranjan

”

Google Analytics is a good course on Analytics. They are a set of very good videos that teach us about click stream analytics. I have completely enjoyed watching the videos. The set of 35 videos are comprehensive and are a good value for time. Overall, i have liked the videos very much and am also willing to advice someone to watch.

R Ravi Kiran

”

Excellent videos, the person does use 'through' too many times and it is quite annoying. Apart from that good information was shared and it was quite helpful. Thanks a lot for the information, I hope it will be helpful in the future. keep doing the excellent work guys.

Rathod Amit Gajanan



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Google Analytics Training

For Queries please contact:

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