LONDON SCHOOL *of*
DIGITAL
MARKETING

Data and Google Analytics

1 Day · Classroom · Live Online Via Zoom · Weekends

Industry Approved

SYLLABUS AND CONTENT ADVISORY COUNCIL MEMBERS INCLUDE:

Google Meta Microsoft LinkedIn salesforce shopify

Single Module

Data and Google Analytics

The Analytics module enables participants to fully measure, monitor and optimise your Digital Marketing activities.
Participants will develop their knowledge and skills to measure, monitor and optimize their digital marketing activities. Participants will practically be taken through the key concepts of how to set up and configure Google Analytics, install tracking code and set-up campaign goals to analyze performance and customer conversion journeys.

Participants will learn how to build an online reporting structure for your business, and learn about the range of specialist tools that are available to help you understand how to measure and monitor online traffic. Participants will learn how to set up accounts, profiles and permissions to apply analytics tracking across your websites.

Discover how to align business KPIs with your analytics goal configuration, and utilise the features of Google Analytics to develop a detailed profile of your target audience's location, demographics, technology, devices, interests and more.
Participants will learn how to utilize the features of the latest Google Analytics to develop a detailed profile of the target audience (location, demographics, technology, devices, and interests).

Topics covered include:

- Key Analytics Concepts
- Goal Set-up
- Account Set-up
- Implementation & Configuration
- Analytics Profiles
- Goal Configuration & Funnels
- Audience
- Dashboard Technology
- Understanding Your Data
- Traffic Sources
- Scheduling & Delivery
- Measure Your Marketing with Google Analytics
- Site Speed
- Site Search
- Events
- Conversions
- eCommerce
- Connecting Google Analytics with Other Tools
- Real Time Reporting
- Intelligence Reporting
- Customised Reporting

I enjoyed hearing about the other participants' experiences, and it was great to meet all of them and learn from their own businesses. I particularly liked being shown how to create an ad campaign whilst using google analytics to simultaneously track the progress. The classes were increasingly interactive, making the load of information easier to grasp and comprehend, thereby enabling me to apply the content to my own brand initiatives.

Sophie Harris

Art History & Visual Culture Student at **Exeter University**

University of Exeter

Read Sophie's story at:
london**schoolofdigitalmarketing**.com

Subject Matter Experts

The course will introduce you to the most important and transformative aspects of digital marketing, delivered by the industry's leading practitioners.

All of your lecturers are specialist professionals in the digital marketing sector, running and delivering online marketing campaigns, using the latest tools and techniques on a daily basis.

They help to create and validate our modules as well as teach them, so your lectures will be based on our formalised syllabus of learning overlayed with their real life experiences, examples and case studies.

> Digital marketing short courses like are more flexible and provide agile learning experiences that is so powerful for learners across the life cycle, whether you're 18yrs, 34yrs or 50yrs."

John Farrar - **Director of Education at Google**

Google

Certification

London School of Digital Marketing's syllabus defines the framework of knowledge, skill and competency required to meet the current and future demands of the Digital economy, and our practical, industry-driven qualifications are recognised as the international standard in Digital Marketing certification.

This award has been credit rated by SQA at Level 4 on the Scottish Credit and Qualifications Framework (SCQF). SCQF level 4 corresponds to level 4 on the European Qualifications Framework (EQF).

SQA

European Qualifications Framework

London School of Digital Marketing

Syllabus Advisory Council

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For more information or to register for a course please contact us

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