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## Google Tools Library

America's SBDC Professional Development

### Google Analytics for Business

**\$199 | CE hours 4.0**

There are a variety of digital strategies, such as e-commerce and content publishing, which benefit from performance measurement. Using Google Analytics to measure performance data and convert that into actionable insights can help achieve organizational strategies and goals.

#### Interactive Course Presentations:

1. Google Analytics Fundamentals and Data Collection
2. Google Analytics Reports
3. Analytics APIs and Tools
4. Google Conversions and Tags

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## Google Tools for Business

Course Module Description

### Course Module 1: Google Analytics Fundamentals and Data Collection

#### Overview

This course introduces digital analysis, the process of creating and implementing measurement plans, and the types of data and metrics recorded using Google Analytics.

#### Target Audience

Any individual wanting to improve the performance of their online commercial activities and for those wanting to prepare for the **Google Analytics Individual Qualification (IQ) exam**

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## Objectives

### Data Analysis Overview

- start the course
- recognize the importance of data collection and various strategies that it supports
- identify the various elements of digital analysis
- recognize techniques for segmentation and adding context to performance data
- identify features of conversion and attribution

### Measurement Plan

- recognize required resources for effective data measurement
- identify the main steps in creating a measurement plan
- identify activities leading to plan implementation

### Data Collection and Metrics

- recognize the process whereby data is collected, stored, processed, and reported
- distinguish between categories of Google Analytics data
- recognize commonly used Google Analytics data metrics

### Practice: Features of Measurement

- identify steps for creating a data measurement plan and recognize the type of data collected and commonly used metrics

## Course Module 2: Google Analytics Reports

### Overview

This topic demonstrates creating an Analytics account, creating and viewing numerous reports, and visualizing data important to your business.

### Target Audience

Any individual wanting to improve the performance of their online commercial activities and for those wanting to prepare for the **Google Analytics Individual Qualification (IQ) exam**

## Objectives

### Creating and Using a Google Analytics Account

- start the course
- sign up for and navigate your Google Analytics account
- filter out unwanted statistics from your reports

- get detailed data on your e-commerce goals
- make use of data obtained outside of Google Analytics

### Google Analytics Reports

- view reports generated from your data
- view reports about the people visiting and using your site
- identify how your users are getting to your page
- view reports on how your advertising is directing traffic to your site
- identify how visitors use and navigate your site
- create custom reports and use the Google Analytics dashboard to display your most important data

### Practice: Set up a Google Analytics account

- create a Google Analytics account and add the analytics code to your site

## Course Module 3: Analytics APIs and Tools

### Overview

Google is continually making changes and improvements to the Analytics platform; It's important to ensure that you are using the most recent version. Google makes a large portion of Analytics functionality available through an API for consuming with your own applications. This course demonstrates using the Analytics API to obtain analytics data and profile information. You will also learn how to upgrade the analytics version in use on your site.

### Target Audience

Any individual wanting to improve the performance of their online commercial activities and for those wanting to prepare for the Google Analytics Individual Qualification (IQ) exam

### Objectives

#### Upgrading Google Analytics

- start the course
- upgrade the Analytics snippet to the modern version
- replace basic page view tags with updated versions

#### Google Analytics APIs and Tools

- describe the features and abilities of the Management API
- access profile information using the API
- describe the features of the Core Reporting API
- explore the Core Reporting API without code

- visualize analytics data in a spreadsheet
- access web and app reports using the mobile app

**Practice: Use the Spreadsheet Add-on**

- use a spreadsheet to access and visualize analytics data

## Course Module 4: Google Conversions and Tags

### Overview

Google Analytics are applicable to both web sites as well as mobile applications. Using Google's Tag Manager allows you to efficiently manage tags across your online presence without consuming valuable IT department time. This course demonstrates using Google Tag Manager to update tags in your online assets. You will also learn how to implement Google Analytics in your mobile app.

### Target Audience

Any individual wanting to improve the performance of their online commercial activities and for those wanting to prepare for the Google Analytics Individual Qualification (IQ) exam

### Objectives

#### Conversion Reports

- start the course
- visualize how viewers are arriving at your goals
- identify how your site's e-commerce components are performing
- visualize how prior activity has aided sales and conversions
- identify how to improve your return on advertising spending

#### Google Tag Manager

- describe the features and utility of Google Tag Manager
- configure Tag Manager accounts for your needs
- add tag manager support to a web site
- describe components and concepts in Tag Manager

#### Google Analytics for Mobile Apps

- set up and use the analytics SDK in your app
- set up and use Google Tag Manager to track app usage

**Practice: Set Up Tag Manager**

- add tag manager support to a website