

Analytics control: how to effectively measure and optimise the processes within our website

with Soraya García

Wednesday 28th March, 219 St John Street, London, EC1V 4LY

Introduction

One of the most important phases of an online marketing strategy, which unfortunately is frequently overlooked, is the control of Analytics and follow up of results. In this practical session you will establish Google Analytics, identify the data that is useful for your business and interpret this data to your advantage. An in-depth analysis will help you identify the online marketing strategies that are bringing the highest return of investment and define the route to follow.

Session outline

The session will include:

- General vision of Analytics - definition
- Basic notions of Google Analytics
- Why is Analytics so important for online marketing professionals?
- How to define KPIs (Key Performance Indicators)
 - How to manage KPIs
- Create a Google Analytics account
- How to insert the Google Analytics code in your site
- How does Google Analytics work?
- Basic metrics
- Initial overview of Google Analytics: panels & widgets
- Factors to be measured:
 - Visitors
 - Campaigns
 - Sources
 - Follow up of external campaigns
 - Tools to create URLs: URL shortener
 - Social Media Marketing campaigns: tools to measure results
 - Content analysis
 - Website Optimiser
 - Internal search
 - Event tracking
 - Control of AdSense
 - Conversions
 - Module of objectives
 - How to establish objectives
 - Funnel
 - E-commerce module
 - How to implement the e-commerce module
 - Income per source

-Comparative AdWords vs. other online marketing strategies

- Advanced segmentation
- Conclusions
- Practical exercise
- Bibliography and links

Timetable	
Registration	10.00
Start Time	10.30
Approximate End Time	16.30
<i>Lunch and refreshments provided</i>	

Session outcome

The ultimate goal is that at the end of the session the attendees are familiarised with Google Analytics, the data it provides and how to interpret and use this data to increase the return of investment for a variety of online marketing strategies. If used wisely, Google Analytics is a great tool that can help a company increase its sales.

Trainer profile



Soraya García is the Sales Director of Internet Advantage. Soraya García holds a diploma in Documentation and Information Science from University of Salamanca in Spain. She was previously employed by the British Library and the European Bank in London as a Records Manager. During her long and successful trajectory as a professional of Internet Marketing, Soraya has spoken at a number of education conferences, both nationally and internationally, and has thus gained a well know and respected position in Spain's SEO and Internet Marketing community.

Contact:

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