



Google Analytics

Google Analytics Fundamentals Training

This training covers topics from basic setup and configuration, to the various reporting metrics. We'll dig in and explore ways to use Google Analytics to gather more meaningful data, analyze it better and make your website perform at its best to meet your website and business objectives. At the end of the training, you'll gain an understanding of the Google Analytics interface and valuable skills you can start to use straight away.

What you will learn :

- Google Analytics fundamentals
- Setting up your Google Analytics account
- Structure Google Analytics
- Google Analytics tracking code
- Interpreting your website data
- Using Google Analytics reports
- Understanding goals & conversions
- Monitor and measure your website performance



Course Duration: **1 Day**
Time: **9:30am-5:30pm**
Course Fee: **RM1,060/pax**

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Why Take This Course :

Put simply, Google Analytics is the most popular tool you can use to measure those visitors. You shouldn't use a tool because it is popular, though. Google's tremendous cloud infrastructure allows them to rip through very large data sets rather quickly. In short, you want to use data to make informed business decisions.




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