

How to Improve your Website, Marketing & Sales Using Google Analytics - Course Outline

Duration: **3 hours**

Course Description

You spend a lot of your time, a lot, marketing your company, creating amazing content like eBooks and posting them all to Social Media; you want to know what IS and what ISN'T working, right?

Understanding where people are coming from, what device they're using and what they did when they got there and even if they converted is critical to your sales process, but the insights gained can also help you with your marketing strategy. Imagine finding out that 80% of your traffic go to pages XYZ - your website users are telling you what their questions/pain points are.

Analytics does this ALL for you and ALL FOR FREE! It is arguably one of the most important things you can possibly have on your website.

Unlike other courses, we will be showing you real examples of how we can look at the data and make real changes that ultimately affect the performance of the website and ultimately your sales!

Who should attend?

Business owners, managers, sales teams and marketing managers who want to find out what is working on their website and equally as importantly - what isn't working.

What will it cover?

- How to create a Google Analytics tracking code
- How to install this code on your website
- What this code does
- How it can be used
- What areas you need to look at to understand the data
- HOW TO INTERPRET that data into meaningful actions!