

## Day - 1

- **Introduction**

- Why digital analytics?
- How Google Analytics works
- Google Analytics setup
- How to set up views with filters
- The Google Analytics Interface
- Navigating Google Analytics
- Understanding overview reports
- Understanding full reports
- How to share reports
- How to set up dashboards and shortcuts
- Basic Reports

- **Setting UP Data Collection and Configuration**

- Organize your Analytics account
- Set up advanced filters on views
- Create your own Custom Dimensions
- Create your own Custom Metrics
- Understand user behavior with
- Event Tracking

- **See Google Analytics Results**

- Where do visitors come from?
- Direct, referring sites, and search engines
- Tagging campaigns for email, social media, and offline marketing
- How to find Google Ads reports in Google Analytics

- **Google Analytics and Google Webmaster Tools**

- Audit and Conversion Tracking
- Features of Google Analytics
- Sub-Domain Tracking - Using Universal Analytics and Google Tag Manager
- Cross-Domain Tracking - Using Universal Analytics and Google Tag Manager.

- **The Google Analytics Interface**

- Reports menu
- Conversions visitors
- Audience demographics
- Acquisition

- **Basic Reports**

- Audience reports
- Acquisition reports
- Behavior reports