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.

Day - 2	Day - 3	Day - 4

• **The Google Analytics Interface**
   o Reports menu
   o Conversions visitors
   o Audience demographics
   o Acquisition
 	
• **Basic Reports**
   o Audience reports
   o Acquisition reports
   o Behavior reports
	• **Understanding Traffic**
	   o How to avoid "fractured" campaign reports
	   o Structuring your incoming traffic tags
	   o Fixing traffic sources that don't report in a useful manner
	
	• **Understanding Results**
	   o The three milestones every user faces in the customer journey
	   o How to set Google Analytics goals for each of those milestones
	   o How to track your sales
		• **See How Your Audience Navigate Between Pages of Your Site**
		   o Learn Who Your Audience Is and How They Interact with Your Website
		   o Learn the Best Ways to Use Google Analytics to Get More Traffic to Your Websites
		   o Build, Manage, and Share Custom Reports with Your Colleagues and Boss