

Analytics Training

Our web-based and onsite classes provide our clients with all the knowledge required to make the most of their analytics investment.

Introduction to Web Analytics

Course Description

Web analytics is a growing field, with companies realising the importance of understanding its online data more and more. With its own terminologies and methodologies, understanding these is key to harnessing user data to improve online performance. This course provides a firm founding in the basic principles of web analytics and includes a demonstration of some of the leading analytics solutions.

Who should attend?

Business professionals who are new to web analytics and need to gain an understanding of the fundamentals of web analytics methodologies and the marketplace.

Duration and Location:

½ day course, held in Cardiff or online

Course Syllabus:

- **Introduction to analytics** - introductory overview of what analytics is, and how it can be leveraged to improve the online experience of your customers.
- **Web analytics KPIs** - explanation of the most commonly used web analytics metrics: visits, visitors, etc, and how to use these to benchmark the success of your site.
- **Fundamentals of web tracking** - a basic, non-technical overview of how analytics packages work. What is a tag; how is data collected; what are cookies; what is the difference between first and third party tracking, how does this affect the accuracy of your web stats, and the security and privacy implications of web analytics.
- **Search and marketing tracking** - how to approach the tracking of online and offline campaigns, measuring paid and organic search activity with web analytics, email tracking, tying onsite activity to marketing promotions.
- **The analytics marketplace** - an overview of the major free and chargeable analytics packages, similarities and differences between them, and a brief demonstration of some of these solutions.

To attend one of our training courses or arrange some bespoke training, contact us now on:

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