

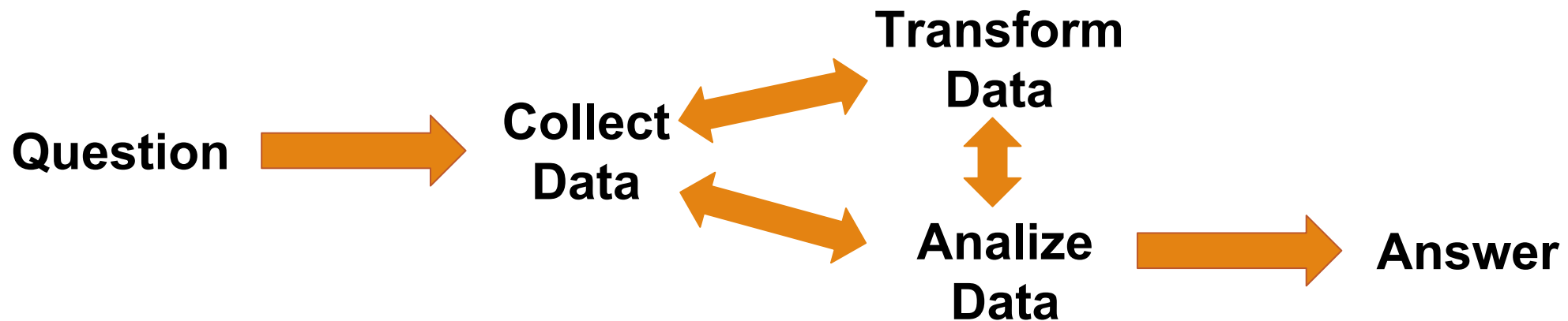
Web Analytics

DIANE WOODBRIDGE, PH.D



Web Analytics

- A set of business and technical activities that define, create, collect, transform, analyze and verify digital data into reporting, research, analysis, recommendations, optimizations, predictions, and automations.



Google Analytics



Panasonic



TalkTalk SAMSUNG



lenovo.



Istdibs



swissôtel
Hotels & Resorts



Google Analytics

Over 51% of Fortune 500!



<https://www.e-nor.com/blog/web-analytics/51-of-fortune-500-companies-use-google-analytics>

Google Analytics

#general

☆ | 👤 77 | 📌 4 | Company-wide announcements and work-based matters



May 3rd



Terence Parr 3:07 PM

<http://www.npr.org/sections/thetwo-way/2017/05/03/526785635/did-you-get-a-weird-invitation-to-edit-a-google-doc-its-best-not-to-click>

 NPR.org

Did You Get A Weird Invitation To Edit A Google Doc? It's Best Not To Click

The reason why: It's probably not legit. A vast phishing scam has been emailing malicious files masquerading as Google Docs. Does a recent edit invitation smell fishy to you? Just delete it. (11kB) ▾

Here is an example of the email:

Subject: [random name] has shared a document on Google Docs with you
From: [random sender]
Date: 05/03/2017 03:45PM
To: "hhhhhhhhhhhhhhhh@mailinator.com"

[random name] has invited you to view the following document:

[_Open in Docs_](#)

Show message

never click on link in an email. never build an app that sends links in email



UNIVERSITY OF SAN FRANCISCO
CHANGE THE WORLD FROM HERE

Objectives of This Course

- Understand HTML and CSS.
- Understand the basic TCP/IP model.
- **Understand the key concepts in web analytics including dimensions, metrics, and reports (audience, acquisition, behavior), campaigns and goals using Google Analytics.**
- Obtain the Google Analytics Individual Qualification (IQ) certificate.

Evaluation

Attendance (5 %) : No cellphone, No web-surfing, No Slack!

Take-home Quiz (35 %)

Group Project (30 %)

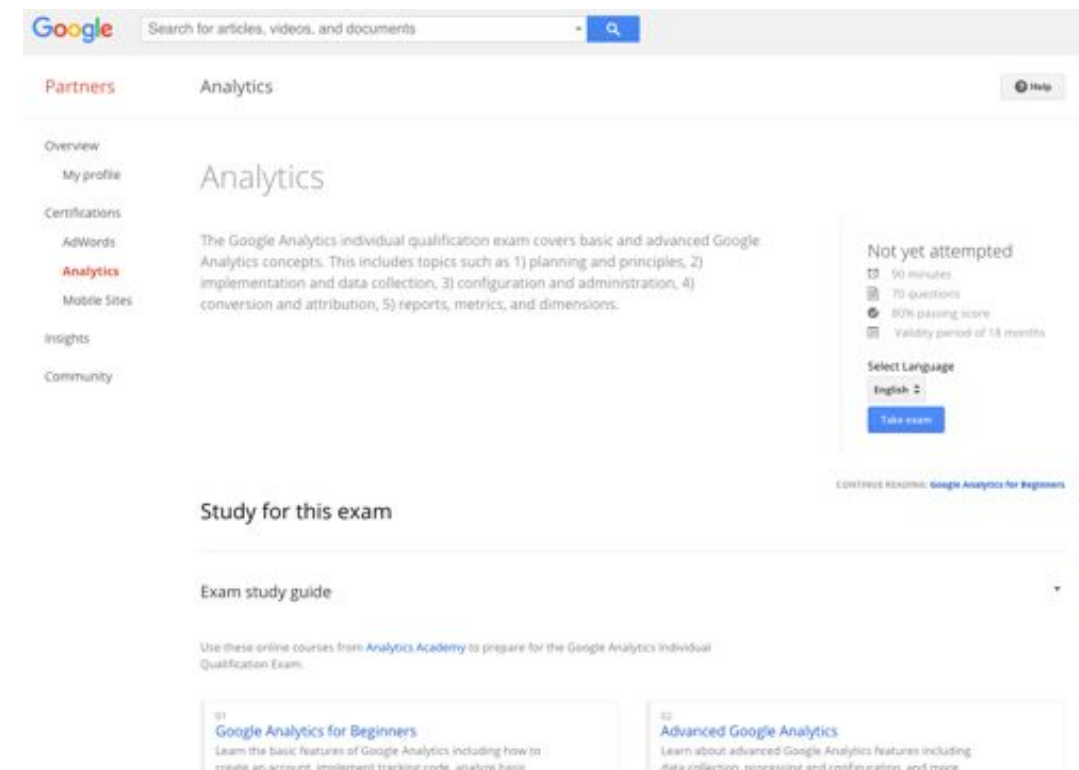
Google Analytics Qualification (IQ) Exam (30 %)



Google Analytics Individual Qualification (IQ) Exam

About Google Analytics IQ Exam.

- Free.
- 70 Questions / 90 Minutes.
 - Require a score of **80%** to pass it.



Google Analytics Individual Qualification (IQ) Exam



Class Info

Week 1 - HTML, CSS and TCP/IP model.

Week 2 - Google Analytics Overview.

Week 3 - Audience and Acquisition Reports.

Week 4 - Behavior Reports and Campaigns.

Week 5 - Goals and Advanced Topics.

Week 6 - Final (Google Analytics Individual Qualification Certificate).



Poll

Please use:

<https://pollev.com/dianewoodbri311>



Google Analytics Interview Questions

1. What do you analysis most often in Google Analytics?
2. Define session, users and pageviews.
3. Define conversions and assisted conversions.
4. What are Google Analytics 'Goals' and why should I use them?
5. What is a segment?
6. What is In-Page Analytics ?
7. What are the main elements of Event Tracking?
8. Can I track my Google Adsense campaigns with Google Analytics?
9. How can I track and improve e-commerce sales?
10. What are some ways you can use profiles?
11. How does Google calculates timestamp on page?
12. How will I identify the popular pages on my site?
13. What is a custom dashboard?
14. How can I identify the keywords that are sending paid traffic?
15. Is it possible to change the session time?

