Google Analytics Bootcamp

**Flag**: ~7 Hours • Explore New Skills

**About This Bootcamp**

Google Analytics is the most commonly used web analytics tool in the world. But, by relying on its default settings, most digital marketers aren’t leveraging the platform to its full extent.

A detailed understanding of this leading web analytics tool gives you the ability to create accurate reports, extract insights from data, and effectively track, manage, and attribute ROI for your digital marketing campaigns.

In our hands-on Google Analytics training, you’ll learn how to take full advantage of the platform. Gain an overview of the best ways to properly set up and manage your account and increase the quality of the data you collect. You’ll leave able to turn insights into actions to drive your business forward immediately.

**You’ll Learn To...**

* Explore the world of marketing data analytics and why it’s critical to improve your digital business in today’s global market.
* Analyze the most important metrics and dimensions within the Google Analytics platform.
* Navigate, manipulate, and analyze the most valuable analytics reports in order to understand:
  + Who your visitors are.
  + How they are navigating to your site.
  + What they are doing once they get there.
  + How you are performing against your business goals.
* Turn insights into action in order to make necessary changes quickly.

**What You’ll Need**

* A computer and a strong internet connection to maximize your learning experience.
* General familiarity with the analytics platform.
* Optional: A Google Analytics account login for your company or website.
* Optional: Access to Google Ads and/or Webmaster Tools.

**Workshops @ GA**

Since 2014, more than 1.1 million participants have turned to GA’s short-form programs for immediate skill development in tech, business, data, and design. We offer 100+ interactive, instructor-led workshops, both remotely and at campuses around the world.

#### **Refund Policy**

We understand that, sometimes, plans change. If you can no longer make it to a class or workshop, please email us at least seven (7) days before the scheduled event. No refunds will be given to cancellations made within a week of the workshop or event.

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#### **Community Code of Conduct**

Your registration for or attendance at any General Assembly offering indicates your agreement to abide by this [Community Code of Conduct](https://generalassemb.ly/community_code_of_conduct) policy and its terms.

*This workshop does not include instruction beyond the secondary school level. Participants must be 16 years of age or older.*

*GA’s workshops and events are for avocational purposes only and are not regulated or approved by any state agency or other regulatory body. No certificate is awarded upon completion.*