# **Instructor Guide: Google Analytics**

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## 1. Program Overview

Digital analytics is crucial to any successful business. In this bootcamp, students will get acquainted with metrics and dimensions tracked in Google Analytics. They’ll then dive deeper into asking questions, gathering insights, and finally setting goals for their business.

## 2. About the Course Materials

The lesson deck and project materials, and other supporting documents are shared via Google Drive.

| **General Materials** | |
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| [**📋 Instructor Guide**](https://docs.google.com/document/d/1aF5GDo3qlE-LQJNCjjE1alvIb3vNshzlaa5wVdDtklw/edit?usp=sharing)  *Instructor only* | What you are currently reading! Overview of the course structure, curriculum components, and course materials available. |
| **🖨️** [**Note Organizer**](https://docs.google.com/presentation/d/1h98HJiQDL9ygGQWNafEw3gHEBtf9CwWURu6F5shddHQ/edit?usp=sharing)  *Student-facing* | This an optional graphic organizer for students to use throughout the day. **Work with the GA staff to have one for each student printed prior to class.** |
| **Lesson Deck**  *Student-facing* | Your GA contact will share a link to the slide deck that you can review and customize as you prepare to deliver the Bootcamp. See the “Preparing to Teach” section for more instruction.  ***Lesson decks are shared with students. Confirm this process with your GA contact.*** |

## 3. Preparing to Teach

| **Step 1** | **Review this instructor guide** and any additional information provided by your GA team to learn about the Bootcamp. |
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| **Step 2** | **Read the Project Overview document**.Knowing where we want students to end up will help you prepare for the journey along the way. |
| **Step 3** | **Read through the deck.** Review the program schedule, and the Talking Points and Teaching Tips for each slide.  **Teaching remotely**. Look for “For Remote Classroom” notes in speaker notes. Some slides or activities may need to be adjusted. In particular, watch for notes on adapting exercises and discussions for remote classrooms. |
| **Step 4** | **Customize the deck.** Swap out and customize slides as indicated by the “Customize it” icon. This icon denotes slides that can be customized with examples from your own professional experience or examples more relevant to your audience (geographic, cultural, etc.). The more you can speak to your own experience, the more the content will resonate with students.  Slides without this marker should *not* be customized. Remove the icon prior to delivering the lesson.    **Activity + Debrief Guide.** Denoted with the icon to the left, these slides precede each activity or discussion. They contain additional notes for you on how to frame the activity, things to look out for, and how to lead a debrief. Review these slides carefully to prepare before the program delivery. |
| **Step 5** | **Share your deck** with your GA team for their review. |
| **Step 6** | **Practice!** We highly recommend practicing your lesson so you can perfect your delivery especially if your lesson includes switching between a deck, Slack, and another tool (e.g. SQL, Figma, Excel, Terminal, etc.) |

## 4. Deck Customization Tips

Though not required, you may find that you want to add a few slides throughout the deck. If so, please follow the style guide provided below.

* Only use the slide templates provided in the deck provided to you. You can choose slide templates by clicking “Layout” in the Google Slides toolbar.
* Sick of bullet points? Check out the provided templates [here](https://docs.google.com/presentation/d/1ySFPgiMX6cPmXCLUDcyqvOXohKeha-4QlBM7nhIB_SE/edit?usp=sharing) for quick and easy ways to design amazing slides free of bullet points!
* You may include images from GA’s [Illustration](https://www.dropbox.com/sh/yj6k8h5g1ldw41k/AAChZdrse-d0SFONOTjId8Xta?dl=0), [Class Art](https://www.dropbox.com/sh/2p59d06482ihpxm/AAD1PiUtklJspojlc0fTUJ9ba?dl=0), or [Brand Photography](https://www.dropbox.com/sh/uyqnp5qlfxvhjpz/AACYOXgsZmGfOMRR6CNc0-xFa?dl=0) libraries.
* Use images from outside sources only when necessary. If you add an image from an external source, be sure to cite your source on the slide.
* Below is our checklist for creating inclusive content. More information and examples provided [here](https://drive.google.com/file/d/19YUThtYs6Z8MYUYtnoCB9fmsoTvoC83i/view?usp=sharing).
  + Representation Matters. Lead with diversity.
  + Avoid gendered language and stereotypes.
  + Avoid culturally-specific analogies, metaphors, and references.
  + Be careful around idioms and turns-of-phrase.
  + Always have transcripts (and/or captions) for video content.
  + Avoid references to pork, beef, dogs, alcohol, and sex.
  + Use case studies from everywhere.
* Only use the font “Proxima Nova” in the normal, **bold**, or *italics* weights. The smallest font size on any slide should be size 14.
* Only use the colors provided in the theme section in the color selector and follow the guidelines on colors to use below. This slide is also included in your deck for easy access.
* Use the [Do’s and Don’t’s of GA Slide Guidelines](https://docs.google.com/presentation/d/1aOgNWscWGdtI-qbqb0wU0XVA_nfP02_lm1JZY_jfSx0/edit?usp=sharing) to check that your customized deck is good to go.

## 5. Providing Feedback on Materials

|  | **When** | **How** |
| --- | --- | --- |
| Please share how it went! | Is it a suggestion or request for change? | Submit through Google Curriculum Survey form.  **Link:** [**http://ga.co/curriculum-feedback**](http://ga.co/curriculum-feedback) |
| Report a bug or issue | Is it urgent — bug, broken link, language? | Submit through Product Feedback form.  **Link:** [**https://product-feedback.generalassemb.ly/**](https://product-feedback.generalassemb.ly/) |
| Ask for advice | Got a question? | Ask your **GA Contact** for support. |