

Google Analytics: Take a Data Driven Approach to Growth



“What get’s measured gets improved”

Understanding how to do analytics well a top priority for any marketer.

Why? Because in order to create an effective marketing strategy you need to determine which channels work, and which don’t, as quickly as possible—something you do by culling insights from key metrics.

Make a copy of the **24-Point Google Analytics Audit Checklist** which covers:

- 9 Critical Account Set Up Steps to Collect Actionable Data
- 10 Most Important Standard Reports to Analyze for Insights
- 16 Important Questions to Ask Yourself When Looking at Your Data
- Free Custom Dashboard & Report That Will Reveal Priceless Data
- Free Campaign Tagging Template That Will Save Your Hours!

All links, tools and template are included on the above checklist.

No other notes are required for this section of the course.

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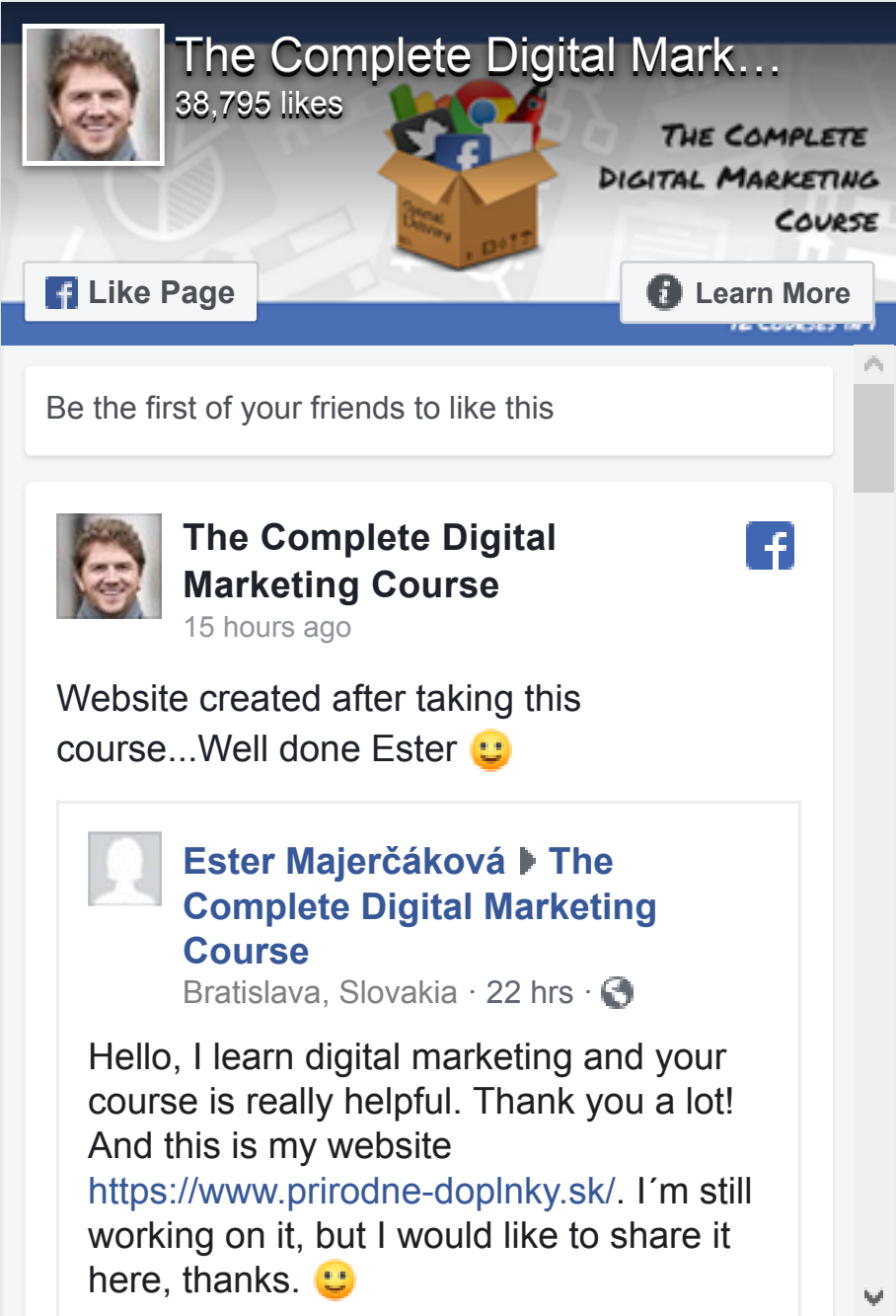
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