



केन्द्रीय शैक्षणिक एवम् तांत्रिक माहिती संशोधन समीती

CENTRAL EDUCATION & INFORMATION TECHNOLOGY RESEARCH COMMITTEE
AN AUTONOMOUS INSTITUTION REGD. BY THE GOVT. OF NCT OF DELHI UNDER ITA 1882 GOVT. OF INDIA
REGD. BY NCS-MINISTRY OF LABOUR AND EMPLOYMENT GOVT. OF INDIA
REGD. AT MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES (MSME), GOVT. OF INDIA
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Certificate in Google Analytics and WebMaster Tool

Tracking tools are an important part of a website toolkit. Google Analytics is one of the most popular tools for tracking website user patterns, so webmasters can identify landing page strengths and weaknesses. Google offers the tool for free. All you need is a Google account and an overview on how to work with each dashboard graph.

This course covers a beginner to intermediate level introduction to Google Analytics. It walks you through the set up process and helps you work with important dashboard metrics that you can use to improve website conversions and traffic. It shows you how to set up customized reports and link your Analytics your account with other integral Google properties such as Adwords, Webmasters Tools and Adsense.

Goals, filters and segments are covered, so you can control the data you see in each graph and create specific reports on common elements important to webmasters such as sessions, users, unique visitors and pageviews. The course also shows you how to track conversions, so you know if your marketing pages are converting traffic to customers or falling short and harming your sales.

Finally, this course covers basic SEO metrics linked between Google Analytics and Webmaster Tools. You'll learn to identify common search engine phrases on your site that have impressions in result pages when users perform a query.

If you don't understand Google Analytics, you're missing out on an entire suite of tracking metrics and optimization opportunities. Use this course to get started with Analytics and start improving your site's overall ROI.

Course Topics

1. Getting Started



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a. Overview of Analytics

b. Signing up for Analytics

c. Installing Analytics on your site

2. The Main Dashboard

a. Understanding dashboard elements

b. Platform components

c. The data model

3. Behavior Elements

a. Site speed

b. Search terms

c. Experiments

4. Content

a. Analyzing your content statistics

b. Tracking events

c. Exit pages

4. Audience Elements

a. Demographics

b. New and returning users, bounce rate, and engagement

c. Technology

5. Filtering Data

a. What does filtering do? Why use it?

b. How to apply filters

6. Goals

a. What are goals?

b. Setting up goals

c. Goal parameters

7. Segments

a. Create a segment (including pre-made custom segments)

b. Analyzing segment data

c. Social media segments

8. Tracking Conversion Rates (Ecommerce)

a. What are conversion rates?

b. Tracking who sends you sales

c. Impressions vs Visits vs Real Customers

d. Secure pages

9. Tracking Revenue and Analytics

a. Linking Analytics and Adwords

b. ROI and PPC

c. Linking Adsense and Analytics

10. Building reports

a. Creating custom reports

11. SEO

a. Linking Webmaster Tools and Analytics

b. Webmaster Tools data

c. Comparing Webmaster Tools data and Analytics data