

	PRODUCT SHEET	Identification: Trainevo-Ficheprod-01
		Revision Date: 11/2021
		Version number: 01

Training title: Configure and interpret Google Analytics (remotely)

This training makes it possible to collect, monitor and analyze the statistics of frequentation of a website.

Target audience

Any person who manages or is required to manage a website.

Prerequisite:

- Common use of the Web at least for private purposes (browsing, social networks, research...) .
- Be an administrator of a website or, at a minimum, have already managed a website before.

Reference:	Category:	Duration:
Trainevo-072022-IT-06	E-Business	1 day
Language(s):	Training organization:	Number of participants (min/max):
French		8

Objective(s)

Allow participants to:

- ✓ Understand how to create and administer a Google Analytics account,
- ✓ Understand how to attach the tracking elements on their site,
- ✓ Understand, analyze, and exploit the data provided by the Google Analytics interface,
- ✓ Define and monitor performance indicators to optimize the website.

Program

1. Introduction to Web Analytics
 - A website and its objectives
 - The types of data provided by a website and their importance
 - Performance indicators
2. Google Analytics: Overview
 - Presentation of the tool, its interface and its functionalities
 - Creating a Google Analytics account
 - Installing and configuring Google Analytics
 - ✓ UA Code and Google Tag Manager

- Google Analytics: Usage
 - ✓ The dashboard
 - ✓ Visitors: Know who your site visitors are
- 3. Audience segments
 - Acquisition: knowing through which doors visitors arrive on your site
 - Behavior: knowing what visitors are doing on your site
 - Conversion: knowing if your site is achieving the goals you've set or not

Method

The points discussed are almost systematically imaged by, at a minimum, a concrete example thus allowing a better understanding on the part of the participants. Tips and tricks based on the trainer's experience will be drunk during the discovery of the material.

Participants will also be able to ask questions about their own activity so that they can easily move on to practice in their company.

Evaluation:

The various interactions (questions directly asked to the participants, question and answer sessions, etc.) between the trainer and the participants will make it possible to assess the good understanding of the subject by the latter.

Submission of a certificate of attendance.