



Information Technology

Google Analytics Tool

Course Introduction

Web analytics is important to grow your business website, it will provide you with visitor data so you can identify what they are doing on your website. Google Analytics allows you to track and understand your customer's behavior, user experience, online content, device functionality and more. It provides the information needed to help you shape the success strategy of your business, discovering things you probably never knew about visitors on your site.

The training course is designed to provide participants with the relevant knowledge about Google Analytics and its tools. This course will focus on topics such as Google Analytics Reports and Tools, Data, Paid Search, Organic Search, PPC, CPC, and SEO, Google Analytics Workings Exporting, Emailing, and Scheduling Reports and Dashboards.

Target Audience

- Cloud Computing Engineer
- Computer Network Specialist
- Computer Support Specialist
- Database Administrator
- Information Technology Analyst
- Information Technology Leadership
- Information Security Specialist
- Software/Application Developer
- Web Developer
- Technology sales consultant

Learning Objectives

- Gain a comprehensive understanding of the basics of Google Analytics Reports and Tools.
- Learn the different Traffic Sources.
- Know how to set Goal Funnels and analyze the data.

Course Outline

- **Day 01**

Google Analytics Reports and Tools

- Data
- Paid Search, Organic Search, PPC, CPC, and SEO
- Page Tags
- Pageviews
- What can Web Analytics Achieve?

- **Day 02**

Google Analytics Workings

- Exporting, Emailing, and Scheduling Reports and Dashboards
- Online and Offline Campaigns
- Landing Pages
- Visitors Flow
- Converting Traffic
- Content Reports
- Metrics

- **Day 03**

Traffic Sources

- Goal Funnels
- Ecommerce Reporting
- Table Filters

- Channels
- Custom Reports
- **Day 04**

Implementing and Configuring Google Analytics

- Defining Goals
- Sorting Problems with Traffic Sources
- Using Tools to Export
- Social Media Traffic
- **Day 05**

Advanced Reporting

- Internal Site Search
- Advanced Customisation

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
June 1, 2025	June 5, 2025	5 days	4250.00 \$	KSA - Riyadh
Aug. 4, 2025	Aug. 8, 2025	5 days	4950.00 \$	Turkey - Istanbul
Oct. 6, 2025	Oct. 10, 2025	5 days	4250.00 \$	UAE - Abu Dhabi
Dec. 14, 2025	Dec. 18, 2025	5 days	4250.00 \$	Oman - Muscat