

## What is the Google Analytics training course?

This practical one day hands-on course will teach you what you need to know to get the most out of Google Analytics, the free website statistics tool.

## What's covered on the day?

- What is Google Analytics?
- What can you – and should you – measure?
- Accounts, Properties and Views – and Access Rights
- Navigation around Analytics
- Dimensions and Metrics
- Tracking of marketing campaigns
- Tracking enquiries or sales
- Visitors and Demographics
- Understanding how visitors use your site
- Problem-solving case studies
- Customising Google Analytics

## What is included?

- One day of training at Shropshire Chamber, Telford TF3 3BA (9:30am – 4.30pm)
- An hour's phone support in the 30 day period immediately following the course (worth £50)
- Our very own 'Google Analytics' training manual (Priceless!)
- Lunch, tea & coffee.

## What do I need to bring?

- Yourself!
- A laptop (Don't have one? We may be able to help, give us a shout)
- Ideally, to get full benefit from the course, you should have access to your own Google Analytics

## When?

We've set the following dates for 2017:

- Wednesday September 13<sup>th</sup>, 2017

## What time?

- 9:30am – 4:00pm

## Where?

Shropshire Chamber,  
Trevithick House,  
Stafford Park 4,  
Telford,  
TF3 3BA



[Click Here to see this on Google Maps](#)

## Who?

- The course will be led by Helen, Ascendancy's Managing Director and Google AdWords Qualified Individual. Helen is a qualified teacher and visiting lecturer at the Universities of London and Worcester.

## What does it cost?

- £260 + VAT or £160+VAT for Chamber members
- Payment is made to Shropshire Chamber of Commerce – these courses are run in conjunction with them – and can be made online on their website. The Chamber will provide more information when you book.

## How do I book?

Book via the Shropshire Chamber of Commerce website at: [www.shropshire-chamber.co.uk](http://www.shropshire-chamber.co.uk)