

100 - Introduction to Google Analytics

01 - Course Introduction	1:45
02 - Why Analytics?	2:08
03 - Why Google Analytics?	2:14
04 - What Can Google Analytics Answer?	1:37
05 - How to Evaluate Success	2:20
06 - Analytics Reporting	2:43

Total Topics = 6 **Total Time = 12:47**
7 QUESTION QUIZ

200 - Setup and Configuration

07 - Setup: The Basics	14:43
08 - Setup: View Settings	3:42
09 - Setup: Filters	15:36
10 - Setup: Goals	18:12
11 - Setup: Google Ads (AdWords)	1:39
12 - Dashboard	11:18
13 - Dashboard Customization	7:08

Total Topics = 7 **Total Time = 1:12:18**
10 QUESTION QUIZ

300 - Gaining Insights from Data

14 - Data Introduction - Key Metrics	7:51
15 - Understanding Audience Metrics	9:25
16 - Understanding Acquisition Metrics	7:06
17 - Understanding Behavior Metrics	19:49
18 - Understanding Conversion Metrics	7:58
19 - Conversion Tracking Implementation	7:55
20 - Conversion Tracking Power Tip For Large Lists	4:08
21 - Gaining Insights From Conversion Tracking Data	4:46
22 - Measuring Google Ads (AdWords) Campaigns	4:59

Total Topics = 9 **Total Time = 1:13:57**
10 QUESTION QUIZ

400 - Advanced Google Analytics

23 - Good Measurement Starts with Strategy	9:00
24 - What is a KPI?	3:10
25 - What is the Difference Between a Measure and a KPI?	3:46
26 - Working with KPIs: Examples of How to Use KPIs	6:38
27 - KPI Watchouts	2:15
28 - How to Set KPIs	2:58
29 - What Makes a Good KPI	3:36
30 - The Three Types of KPIs Needed	5:43
31 - Site Search Tracking	13:55
32 - Get Rid of Annoying Spam Data with Custom Filters	2:51
33 - Event Tracking	7:30
34 - Segmenting Data	8:09
35 - Using the Channels Report for Analysis	5:07
36 - Using Report Advanced Features	21:03
37 - Using Primary and Secondary Dimensions within Reports	18:24
38 - Using Multi-Channel Attribution Data	16:54
39 - Adding Goals to Your AdWords Conversions	2:28

40 - Website Analytics Setup: When to Use Google Analytics and Google Tag Manager	6:10
41 - Using Behavior Flow to Evaluate UX	5:04
42 - Top Ten Questions Google Analytics Can Answer	10:43

Total Topics = 12 **Total Time = 2:35:24**
10 QUESTION QUIZ

FAQ

43 - Do I Need a Privacy Policy On My Account?	1:52
44 - How Would I Know If the Tracking Stops Working on My Site?	2:50
45 - What Does the Green Check Mark in Google Analytics Reports Mean?	1:37
46 - What is a Good Bounce Rate?	3:16
47 - What Else Could "direct/none" Mean in Sources if Not All of it is Really Direct Traffic to My Site?	4:17
48 - If I Change to a Secure (https) Site Should My Google Analytics Settings Change?	1:32

Total Topics = 12 **Total Time = 15:24**

Resources:

Google Analytics and Google Tag Manager Quick-Start Guide
Setting Up Google Analytics Quick-Start Guide
Google Analytics - Data Analysis Checklist
Analytics Training Resources

Course Total Topics = 48
Course Total Time = 5:29:50