

SAMBODHI



Microsoft



Google Analytics Training Course

Project Based Immersive Learning Course

Google Analytics Training Course Overview

Sambodhi and Education Nest presents the "Google Analytics Training Course for Beginners," designed to transform participants into Google Analytics experts. This free beginner-level course provides a holistic understanding of Google Analytics, covering essential topics such as account setup, metric tracking for enhancing website traffic and sales, and monitoring social media and marketing campaign performance. With this training, you will gain valuable insights and skills to harness the power of Google Analytics effectively. Take the first step towards mastering this powerful tool and join our training program. Unlock the potential of data-driven decision-making and drive your business towards success with Sambodhi and Education Nest's Google Analytics Training Course for Beginners.

Benefits of Google Analytics Training Course:

The Google Analytics Training course provides numerous benefits for individuals seeking to excel in the realm of Digital Marketing. By mastering Google Analytics, you gain the ability to accurately measure your success in the digital world, enabling you to make data-driven decisions that drive business growth. Understanding your audience becomes easier with Google Analytics, empowering you to improve your business strategies based on valuable insights. Furthermore, the course equips

you with the knowledge and skills to effectively optimize your digital media spend, maximizing your return on investment (ROI). With its job-oriented focus, this training course ensures that you acquire the practical skills and expertise needed to excel in the industry.

Who should learn?

The Google Analytics is suitable for a wide range of individuals, including:

- System and Web Analysts
- Marketing Professionals
- Digital Product Managers
- Sales Executives
- Strategy Makers
- SEO and SEM Personnel
- IT Architects and Testing Personnel
- Those aspiring for a career in analytics

Why do you need Google Analytics Training Course?

Average Salary Growth:

The average salary of a Google Analytics professional can vary depending on factors such as experience, location, and job responsibilities. According to data from indeed.com, The salary range for a "Google Analytics expert" spans from approximately \$62,824 per year for a Digital Marketer to \$131,187 per year. In addition, salaries can differ between countries and locations.

Industries:

Google Analytics has a high demand across various industries and MNCs. Its widespread adoption is evident by the fact that it is installed on at least 10 million websites and is being utilized by approximately 52.9% of all websites, as reported by marketingland.com.

Moreover, Google Analytics is the preferred choice for data analysis and tracking in the business world. It is used by 64% of the Top 500 US Retailers and 45% of Fortune 500 companies.

Position in Market:

According to data from employment and job research websites, the projection for the growth of Google Analytics is highly positive. Google Analytics is already recognized as the most widely used analytics tool globally, as stated by an IBM Study that highlights how 70% of leading companies consider analytics integral to their decision-making processes. Looking ahead, the global analytics market is expected to witness substantial growth. It is projected to grow at a Compound Annual Growth Rate (CAGR) of 21.7% from 2021 to 2026.

Designations:

- Digital Marketing Analyst
- Data Analyst
- Web Analytics Manager
- Marketing Operations Manager
- SEO/SEM Specialist

Why Facebook Marketing Training Course from Education Nest

- **Free Demo on Request**
- **Live Interactive Learning**
- **Lifetime Access**
- **Flexible Schedules**
- **24x7 Support**

- **One on One Doubt Clearing**
- **Real Time Project-Based Learning**
- **Certificate Oriented Curriculum**

Key Skills Covered:

- Google Analytics
- Segmentation
- Campaign Tracking
- Analytics Intelligence
- Website Tracking

Facebook Marketing Training Course Syllabus

Module 1: Introduction to Web Analytics

- What is Web analytics?
- History of Web Analytics
- Importance of Web Analytics
- Different Web Analytics Tools
- Analytics Products and Categories
- Website Categorization
- Analysis Techniques
- Segmentation

Module 2: Overview of Google Analytics

- Introduction to Google Analytics
- Getting Familiar with Google Merchandise Store
- Creating Google Analytics Account

- Accessing Google Analytics Data

Module 3: KPIs & Tools Integration

- Traffic
- Channels
- Sources & Mediums
- Digital Marketing
- Cost Models
- Types of Channels
- Integration of Google Analytics
- Integration of Webmaster Tools

Module 4: Audience Reports & Analysis

- Audience Reports
- Acquisition Reports
- Search Options
- Regular Expressions

Module 5: Behavior Analysis

- Events
- Behavior Reports
- Site Content
- Site Search
- Experiments

Module 6: Conversions & Ecommerce Analytics

- Conversions & Goals
- Ecommerce Analytics
- Multichannel Funnels

Module 7: Social Media Analytics

- Facebook KPIs
- Facebook console & parameters
- Measurement of campaign effectiveness
- Segmentation study of the campaign performance

Module 8: Mobile App Analytics

- Introduction to Mobile Apps Analytics,
- Tracking, measuring & Analysing important KPIs

Career Support

Profile Building:

At Sambodhi and Education Nest, we provide the services of experienced professionals who can offer personalized assistance in crafting your CV and online profiles. They take into account your unique educational and experiential background, ensuring that your job application stands out from the rest.

Interview Preparation:

The upcoming interview preparation service will provide individuals with personalized one-on-one sessions tailored to their specific needs. Additionally, if required, the service will offer the option for mock interviews, allowing individuals to practice and refine their interview skills in a simulated environment.

Job Referrals:

At Education Nest, we receive a variety of job requirements from diverse sources such as organizations, our clients, HR consultants, and a vast network of Education Nest currently employed in different companies. We strive to meet these varied requirements to the best of our abilities.



Continuous Support:

At Sambodhi and Education Nest, we provide ongoing support to our learners for as long as they need it. Many of our learners have received multiple job offers and promising employment opportunities as a result of the skills they acquire during our program.