Google Analytics

Module 1: Introduction to Google Analytics

Intro Definitions-Part 1
Intro Definitions-Part 2
How Google Analytics Works

Module 2: Fundamentals of Google Analytics

Build Analytics Infrastructure
Setting Up Conversion Data
Setting Up E-Commerce And Goal Tracking
Cross Domain Tracking
Input New Users
Examine Data Points

Module 3: Basics of Google Anayltics

Basic Features
Dashboard
Shortcuts
Adding A Dashboard
Sharing Reports
Alerts
Realtime Analytics
Standard Reports
Views

Module 4: Reports in Google Analytics

Acquisitions Intro
All Traffic Acquisitions
Acquisitions Overview
Acquisitions Channels
All Referrals
Campaign
Keywords
Social
Webmaster Tools

Module 5: Behavioral Reports

Behavioral Reports Intro
Dimensions

Content Drilldown
Landing Pages
Exit Pages
Event Flow Report
Working With Events
Site Search Report-Part 1
Site Search Report-Part 2
Site Search Report-Part 3
Site Search Report-Part 4
Behavior Flow Report
Site Speed
Using Site Speed Search
Page Timings
Speed Suggestions
User Timing Adsense
Experiments
Inpage Analytics

Module 6: Audience

Audience Reports
Location Report
Language
Behavior
Frequency Recency
Engagement Report
Technology Reports
Mobile Reporting
Demographic Report
Interests
Visitor Flow Chart

Module 7: Conversions

Intro To Module 7
Funnel Visualization
Goal Flow Report
Reverse Goal Path
Goal URLs
E-commerce Reports
Product Performance Reports
Transactions Report
Time To Purchase Report
Multi-Channels Funnels Report
Assisted Conversion Report
Top Conversion Paths Report
Time Log And Path Length Report
Attribution Report And Model Comparison Tool
Conclusion