

Course details

Course title

How to use Google Analytics

Course code

Q00017165

Course date

Start: 03/07/24

End: 03/07/24

Number of classes

1 sessions

Timetable

Wed 3rd Jul, 10:00 to 13:00

Tutor

Indrel Doney

Fee:

Free

How you'll learn

You'll join a small group of fellow learners for classes online in video meetings and materials will be provided in our virtual learning environment.

Got it!

Online

Venue

Online

Level of study

E

Course overview

For London learners. Discover the wonderful world of Google Analytics: This short taster course will introduce you to the basics of Google Analytics including an overview of how to create and implement an account. We will be using data provided on a Google demo account to set up views and filters, read basic reports and set up dashboards. We will discuss goal setting and how the data available through Google Analytics can be used to measure progress. Please note that you will need a Gmail account to participate in this course, if you don't already have one you can register for free – see <https://support.google.com/mail/answer/56256?hl=en-GB> Whether you have studied the content before or are completely new to it, You will find value on this programme. You do not need any special tools to attend, just yourself and some enthusiasm. Start your Google Analytics journey today by registering for this course.

Course description

Google is one of the biggest search engine and email account platforms today. Whether you're a small business owner, charity worker, community service operator, or local artist, having a presence online and using Google Analytics can help you get in front of your target audience.

Understanding Google analytics can help you to learn how users interact with your website.

This course is based on face-to-face teaching in an online setting.

On this course, you will learn about:

- how to set up and implement a Google Analytics account
- set up views and filters
- read basic reports
- set up dashboards.

In addition to the content, citizenship, employability, and digital skills will also be embedded in the programme.

Assessment of learning will be done regularly throughout the course.

Information, advice, and guidance will also be given to enable further course/professional progression.

What financial support is available?

We don't want anything to stand in your way when it comes to bringing Adult learning within reach so if you need anything to support you to achieve your goals then speak to one of our education experts during your enrolment journey. Most of our courses are government funded but if you don't qualify or need alternative financial help to access them then let us know.

What other support is available?

All of our digital content, teaching and learning activities and assessments are designed to be accessible so if you need any additional support you can discuss this with the education experts during your enrolment journey and we will do all we can to make sure you have optimal access.

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google-analytics