

Dashboard

- Saved Reports
- Visitors
- Traffic Sources
- Content
- Goals
- Ecommerce

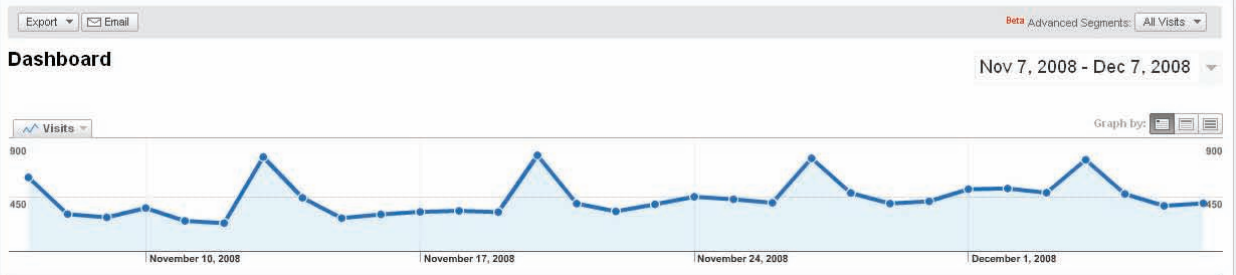
Custom Reporting Beta

Settings

- Advanced Segments Beta
- Email

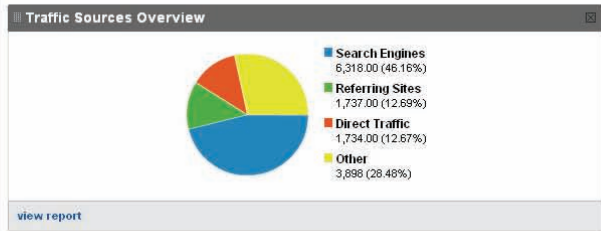
Help Resources

- About this Report
- Conversion University
- Common Questions



Site Usage

- 13,687 Visits
- 113,019 Pageviews
- 8.26 Pages/Visit
- 30.71% Bounce Rate
- 00:03:51 Avg. Time on Site
- 56.00% % New Visits



Content Overview

Pages	Pageviews	% Pageviews
	5,217	4.62%
	3,714	3.29%
	2,369	2.10%
	2,347	2.08%
	1,850	1.64%

[view report](#)

Goals Overview

Ecommerce Overview

google analytics for e-commerce training course

What is analytics? Website analytics describes the activity of tracking, monitoring and analysing the flows of visitors to websites, their journeys through it and out of it, as well as their transactional and purchase information.

As a Google Authorised Analytics Consultant, Screen Pages has invested in Google Analytics to provide the tracking technology for e-commerce websites and have now deployed this on over 70 websites. Google Analytics has quickly become the analytics package of choice for most niche online retailers. We have also identified 20 or so fundamental “e-commerce benchmarks” that can be used to measure and compare a website’s performance and we are now tracking these benchmarks for over 60 websites.

This half-day training course which can be arranged offsite or at your premises will bring you up-to-speed with how Google Analytics works, what its main reports and features are and how the E-commerce Benchmarks work and where to find them. After the course, you will be able to use Google Analytics to track and report on your website’s performance, as well as have the insight to conduct ad-hoc analyses on aspects of your site’s operation. In addition, we can offer bespoke training courses which focus in on individual client requirements.

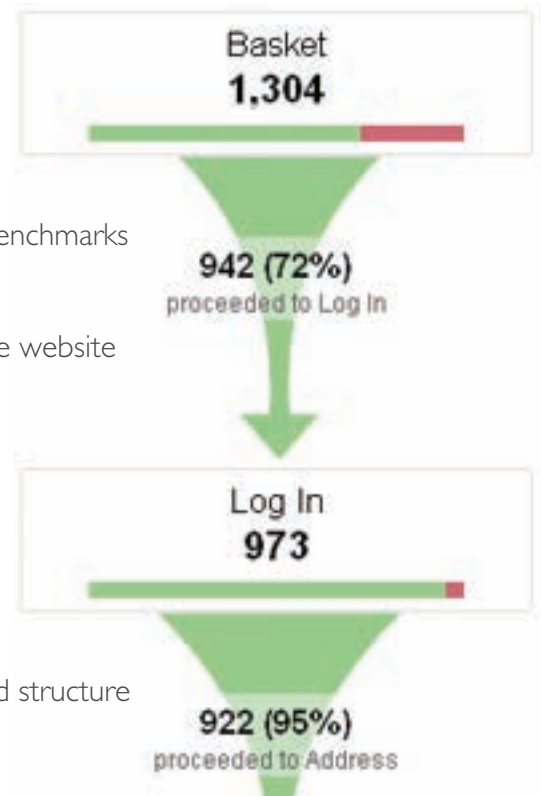


Course Objectives

- Provide an operational overview of Google Analytics
- Explain the major reporting areas
- Explain the significance and location each of the e-commerce benchmarks
- Explain how to drill-down and fine-tune reports
- Deliver a working competence in the analysis of an e-commerce website
- Understand visitor flows through an e-commerce website
- Provide a reporting regime for management

Course Pre-requisites

- Basic experience of Google Analytics
- Detailed understanding of the e-commerce website’s design and structure
- Some familiarity with website metrics
- Good PC and internet browser experience



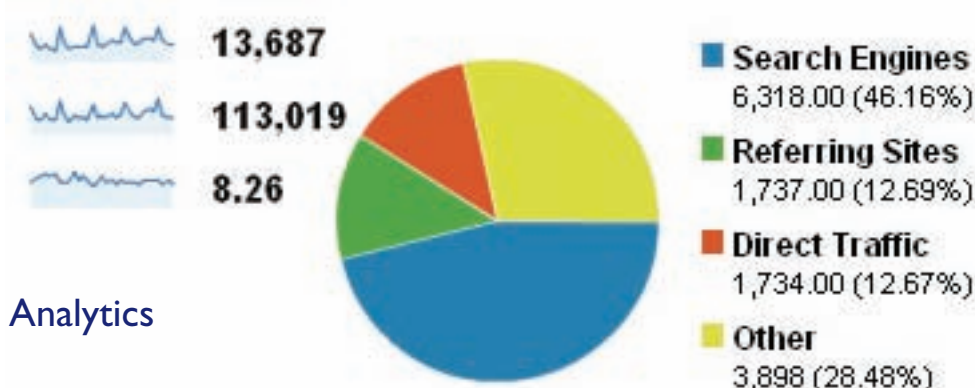
Course Structure

Configuration

- Using profiles
- How to add a profile

Major elements of Google Analytics

- Dashboard
- Visitors
- Traffic Sources (direct, referral, search engine paid and unpaid, email, brand)
- Content (landing pages, search, top content and navigation analysis)
- Goals
- How to create a goal
- E-commerce



For each of the above overviews explore the tabs and report layouts – whilst looking at the key E-commerce Benchmarks you will use to monitor your site's performance.

Filtering

- Use of filters to summarise page groups (home/category/product)
- Use of filters to summarise key words (eg brand keywords)

Campaign variables

- How to use Google Campaign Variables to track visitors (from emails, affiliates etc)
- How to understand usage of campaign variables

Management reporting

- Customising your dashboard to show the benchmarks at a glance
- How to extract data and statistics for management reports
- Building a spreadsheet to trend this information

Dashboard

Visitors

Content

Goals

AdWords

Campaigns

Ad Versions

Ecommerce

Traffic Sources

Custom Reporting

screen pages

4 The Courtyard, Wisley, Surrey GU23 6QL

T 01932 359 160 **F** 01932 345 545 **E** info@screenpages.com **W** www.screenpages.com