Course Title: Business Intelligence Using Google Analytics

Course Description:
Hands-on experience using Google Analytics, the most widely used website statistics service.

Course Prerequisite(s):
Search Engine Optimization for Small Business – Basic

Course Objectives:
Demonstrate usage of website metadata to make informed business decisions.

Next Class Possibilities:
Internet Marketing Using Google AdWords

Textbook(s):
Advanced Web Metrics with Google Analytics, 3rd Edition
Author: Brian Clifton; Publisher: Sybex; ISBN: 978-1118168448

Lesson Plan – by week or session
Session 1: Why Understanding Your Web Traffic is Important to Your Business
Available Methodologies and Their Accuracy
Session 2: Google Analytics Features, Benefits and Limitations
Using the Google Analytics Interface
Session 3: Reports Explained
Getting Started: Initial Setup
Session 4: Advanced Implementation
Best Practices Configuration Guide
Session 5: Google Analytics Customizations
Focusing on Key Performance Indicators
Session 6: Real-World Tasks
Integrating Google Analytics with Third-Party Applications