Course Title: Business Intelligence Using Google Analytics

Course Description:
Hands-on experience using Google Analytics, (GA) 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): OPTIONAL
Google Analytics Demystified (Third Edition)
by Joel J. Davis
CreateSpace Independent Publishing Platform; 978-1532804311

Lesson Plan – by week or session
Session 1: What’s New in Google Analytics?
  HTML Overview
  GA Hierarchy and Setting up your Analytics Account
Session 2: The Dashboard Settings
  Account Dashboard Basics
  Basic Metrics and Concepts
Session 3: Audience Reports – cover Visitor information
  Acquisition Reports – cover Traffic information
  Integration with Adwords and Webmaster Tools
Session 4: Behavior Reports – cover information on Content Conversions and Goals in GA
  Funneling Visitors to Their Destination
Session 5: Advanced Segmentation of data
  Administration in Google Analytics
Session 6: Custom Reporting in GA
  Adwords and WMT – extra topics

Course Sessions: listed are a guideline to indicate all topics that will be covered during your course. Do not plan your personal calendar based on these sessions. Your instructor will give you a calendar for your class that will indicate specific topics, assignments, and days.
**Method of Evaluation:** Unless otherwise stated, course completion is evaluated on the basis of attendance. Students must be in attendance 90% of the class time in order to be considered a successful completer of the course.

Students must be in attendance 90% of each course in a certificate series for successful completion and to earn a certificate as specified.

Students must complete all courses (core and no. of elective courses needed) to complete a certificate series within two years from start date of the first course taken.

**Americans with Disabilities Act:** Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal opportunity. It is the student’s responsibility to contact the ACCESS office, SCC-G200 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current Collin Student Handbook for additional information.

[http://www.collin.edu/studentresources/personal/studenthandbook.aspx](http://www.collin.edu/studentresources/personal/studenthandbook.aspx)