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: OPTIONAL
Google Analytics 1st ed.
Justin Cutroni
O’Reilly; 978-0596158002

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