

Web Analytics

Session 1: Analytics Versus Metrics

Lesson 1, Part 1: Pre-Analytics – What You Need To Know

Lesson 1, Part 2: What's the Difference Between Analytics and Metrics?

Lesson 1, Part 3: Debunking Common Website Assumptions

Lesson 1, Part 3: Introduction to Web Metrics

Lesson 2, Part 1: Defining Goals

Lesson 2, Part 2: Funnel Mapping and Setting Up An Analytics Tool

Lesson 2, Part 3: How to Obtain the Tracking Code to Install Google Analytics

Lesson 2 Assignment: Submit, in detail, what you want out of your website. Be as specific as possible. Optional: If you don't already have an analytics tool, set up a Google Analytics (or equivalent) on your website.

Session 2: KPIs

Lesson 3, Part 1: Identifying Your Leading KPI

Lesson 3, Part 2: Mapping Metrics to Goals

Lesson 3, Part 3: Using Segments & Google Goals

Lesson 3 Assignment: Using the template provided, list the steps a user would take to complete your goal. Map supporting KPIs to each step.

Lesson 4, Part 1: Setting Benchmarks

Lesson 4, Part 2: Setting Up Dashboards and Reports

Lesson 4, Part 3: Cutting Through the Clutter to Identify Supporting KPIs

Lesson 4 Assignment: Complete the benchmark table for your main KPI and supporting KPIs.

Session 3: Improving Through Test and Learn

Lesson 5, Part 1: What is a Test and Learn Plan?

Lesson 5, Part 2: Statistical Significance

Lesson 5, Part 3: Isolating Metrics for Optimization

Lesson 6, Part 1: Testing Types

Lesson 6, Part 2: Setting Up An Optimization Test in Google Analytics

Lesson 6 Assignment: Set up a test and explain what you hope to accomplish.

Session 4: Website Optimization Strategies

Lesson 7: Translating Results From An Optimization Test

Lesson 8: Making Data-Driven Decisions

Lesson 7 and 8 Assignment: Using the template provided, record your results and describe what you've learned, and what your next steps are.