



0208 942 5724

Email: [Info@aspecttraining.co.uk](mailto:Info@aspecttraining.co.uk)

Web: [www.aspecttraining.co.uk](http://www.aspecttraining.co.uk)

# Google Analytics Advanced

**Duration: 1 Day**

## Overview:

Aspect Training's Google Analytics Advanced training course is the follow-up to our Google Analytics Fundamentals training course, and focuses more on technical implementation and configuration. If you are going to use Google Analytics data to make changes to your business, you need to make sure that data is accurate.

## Prerequisites:

Although Aspect Training's Google Analytics Advanced training course is more technical, it builds on the concepts of our Google Analytics Fundamentals training course, which is a prerequisite for this course.

## Course Topics:

### Recap on...

- Architecture and process
- Introducing the .js file
- Managing profiles
- Emailing and exporting Reports
- Advanced Filters

### Goals and Funnels

- Dynamic Goals
- Cross-domain tracking
- Shopping Cart Funnels
- RegEx

### Advanced Profile/Filter Combos

- Segmenting traffic
- Testing

Raw data profiles & other advanced situations

### Advanced tracking

- Marketing campaign tracking
- Custom segmentation
- Event tracking: tracking Flash, Ajax, Javascript, Rich Internet Application
- Outbound link tracking
- Checkout integration
- Site Search report

### Code Customisations

- 3rd party developed
- Unsupported techniques and .js additions or modifications