



University of Phoenix®  
Professional Development

# Google Analytics



**Build a better you**



**Skill-focused**



**Self-paced**



**Job-ready**



**This course helps prepare you to test for  
Google Analytics IQ Certification.<sup>1</sup>**

<sup>1</sup> This course is not endorsed by Google, LLC Google is a registered trademark of Google, LLC.

# Course overview

Discover how successful marketers use data analytics to track, report and analyze marketing campaigns using Google® Analytics. The course was designed to help build your digital marketing job skills and improve the success of your marketing campaigns. Learn how to set up and use Google Analytics, track how visitors found your website, report on page views and more!

## Skills you'll learn

- Configure Google Analytics on a website to enable data collection
- Interpret basic reports to gather data and insights for analysis
- Create goals to measure actions that are important to a business
- Apply basic techniques of segmentation and remarketing





## Key topics

- How to use Google Analytics
- Audience, acquisition and behavior reports
- Goals and event tracking





# Course outline

## 1 of 2

### **Course Introduction**

- Getting Started
- Course Welcome

### **Module 1 - Configuration of Google Analytics**

- Introduction to Configuration Practices
- Gaining Insights and Targeting Customers with Data
- Getting Started with Data Collection for Business Growth
- Configuration Key Terms
- Configuration Skills Assessment

### **Module 2 - Interpretation of Google Analytics Reports**

- Introduction to Interpretation Practices
- Discovering Opportunities and Identifying Root Issues with Data
- Utilizing the Dashboard: Understanding Custom, Audience, and Behavior Flow Reports
- Interpretation Key Terms
- Interpretation Skills Assessment



## Course outline 2 of 2

### **Module 3 - Development of Google Analytics Goals**

- Introduction to Development Practices
- Data-Driven Strategies for Informed Business Decisions
- Creating Goals, Metrics & Filters Customization, and Tracking Campaigns
- Development Key Terms
- Development Skills Assessment

### **Module 4 - Google Analytics Segmentation and Remarketing**

- Introduction to Segmentation and Remarketing Practices
- Automation and Personalization for Effective Audience Targeting
- Segmentation for Deeper Analysis & Dynamic Remarketing for Website Visitor Reengagement
- Segmentation and Remarketing Key Terms
- Segmentation and Remarketing Skills Assessment



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# Ready to start learning?

Start building new skills one course at a time.

**Have questions? Visit**

<https://www.phoenix.edu/professional-development/faqs/>