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# Google Analytics

## Module 1: Introduction to Google Analytics

- Intro Definitions-Part 1
- Intro Definitions-Part 2
- How Google Analytics Works

## Module 2: Fundamentals of Google Analytics

- Build Analytics Infrastructure
- Setting Up Conversion Data
- Setting Up E-Commerce And Goal Tracking
- Cross Domain Tracking
- Input New Users
- Examine Data Points

## Module 3: Basics of Google Analytics

- Basic Features
- Dashboard
- Shortcuts
- Adding A Dashboard
- Sharing Reports
- Alerts
- Realtime Analytics
- Standard Reports
- Views

## Module 4: Reports in Google Analytics

- Acquisitions Intro
- All Traffic Acquisitions
- Acquisitions Overview
- Acquisitions Channels
- All Referrals
- Campaign
- Keywords
- Social
- Webmaster Tools

## Module 5: Behavioral Reports

- Behavioral Reports Intro

- Dimensions
- Content Drilldown
- Landing Pages
- Exit Pages
- Event Flow Report
- Working With Events
- Site Search Report-Part 1
- Site Search Report-Part 2
- Site Search Report-Part 3
- Site Search Report-Part 4
- Behavior Flow Report
- Site Speed
- Using Site Speed Search
- Page Timings
- Speed Suggestions
- User Timing AdSense
- Experiments
- Inpage Analytics

## Module 6: Audience

- Audience Reports
- Location Report
- Language
- Behavior
- Frequency Recency
- Engagement Report
- Technology Reports
- Mobile Reporting
- Demographic Report
- Interests
- Visitor Flow Chart

## Module 7: Conversions

- Intro To Module 7
- Funnel Visualization
- Goal Flow Report
- Reverse Goal Path
- Goal URLs
- E-commerce Reports
- Product Performance Reports
- Transactions Report
- Time To Purchase Report
- Multi-Channels Funnels Report
- Assisted Conversion Report
- Top Conversion Paths Report
- Time Log And Path Length Report
- Attribution Report And Model Comparison Tool
- Conclusion