

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that—our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

Need help? Contact 1-877-566-9441 or visit www.amanet.org/76502

Mastering Google Analytics

Leverage Google Analytics to better optimize and track your website performance.

Your Immediate Takeaway

- Recognize how and why customers are using your website
- Know how to collect key data to improve your site
- Get insights to help you create more effective marketing

Google Analytics helps you understand a visitor's journey through your website—and use that information to help drive improved business results. By measuring, collecting and analyzing key data and drivers, you can determine better ways to optimize your website's performance. In addition, learning Google Analytics can help you determine how to improve ad copy and website content, develop stronger marketing initiatives, and design web pages for higher conversion rates.

Hands-on experience is essential to becoming proficient in Google Analytics, and this highly interactive course gives you the opportunity to practice what you learn, as you learn it. You'll set up a profile, add a filter, analyze trends, segment your data, determine where traffic originates and why—and discuss the impact of your data on the effectiveness of your website. Take this course and discover how Google Analytics can help your business grow stronger.

How You Will Benefit

- Learn to set up an analytics account and profile
- Understand various data points and how they impact your business
- Interpret visitor behavior on your website
- Identify the various segments visiting your website
- Know how to analyze trends and measure conversions
- Understand how to calculate revenue and ROI
- Identify keywords that visitors are using to find your site
- Evaluate shopping cart behavior
- Quantify the success of various campaigns
- Schedule reports and share data with stakeholders

What You Will Cover

- Learning how Google Analytics works
- Understanding key metrics and navigation
- Setting up profiles and applying filters
- Determining visitor demographics, location and language

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- Understanding social engagement
- Analyzing data: calculating, segmenting and discerning trends
- Defining and measuring conversions
- Recognizing the uses of funnels
- Setting up and measuring e-commerce data
- Measuring different types of site content
- Referring and directing traffic
- Understanding the social media impact (Facebook/Twitter traffic)
- Discovering key aspects of search engines, campaigns and sharing data

Who Should Attend

Marketing professionals and business owners who have fundamental experience using Google Analytics and want to take advantage of its capabilities to improve business results. Some experience in online marketing is desirable but not essential.

Special Feature

Requirements for this seminar:

Participants are required to bring a laptop. It is required that you have a Google Analytics account set-up which must be linked to your website, prior to joining the seminar.

Schedule

- [3] days - \$1,495 Non Members
- [3] days - \$1,495 AMA Members
- [3] days - \$1,495 GSA

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