acceo

Syllabus

PROFESSIONAL DEVELOPMENT

Benefit from your website traffic data

ANALYZING YOUR SITE AND ITS ACTIONS

- What is web analytics?
- Principles of web analytics
- The analysis process in brief
- Data collection principles
- Starting an analysis process

UNDERSTANDING GOOGLE ANALYTICS

- Terminology
- Organizing information
- Creating reports

ANALYSIS PROCESS

- Defining your objectives
- Defining your KPIs
- Selecting a collection method
- Implementing dashboards
- Collecting and interpreting data
- Continuous improvements