

Advanced Google Analytics Universal

GoSkills online course syllabus

Skill level

Beginner

Lessons

38

Pre-requisites

No prior experience needed

Video duration

1h 17m

Estimated study time

1h 17m

Instructor

Brad Batesole

Introduction

1

Gain a better understanding of your data

Unlocking the capabilities of Google Analytics will help your business better understand your customer and track your website data.

2

Explaining Universal Analytics

Google Analytics has two different properties, Universal Analytics and Google Analytics 4, that look and track data a bit differently.

Measuring Data

3

How data collection works

The better you understand your data, the better you can influence your business outcomes.

4

How new vs. returning users work

Google Analytics is a robust tool, so knowing where to focus your time will help you be more efficient.

5

Tracking users with user-ID

Out-of-the-box Google Analytics cannot track users across multiple devices.

Views

6

About views

Views give you a way to look at the data in your Analytics account.

7

Create a measurement plan

The best way to analyze your data, is to know what you want to measure and why.

8 Adding a new view

You can use filters to customize views and see only a subset of data in your reports.

9 View settings

Once you create a view, you can edit its settings.

10 View panel

Once you create a view, you can manage several additional sections.

Filters

11 View filters

All data captured will appear in all of your views unless you apply a filter that removes some data.

12 Creating and managing filters

As you evolve your account you will need to manage your filters.

13 Filter ordering

Filters are applied to your data in the order in which the filters were added.

14 Regular expressions (regex)

Regular expressions (regex) are how you manipulate the filters you create.

View Filters

15 Create common predefined filters

Google offers a lot of functionality right out of the box to make your life easier.

16 Create common exclude filters

To eliminate bad data, you will need to use filters.. After watching this video, you'll be able to setup exclude filters.

17 Create common include filters

You may have unwanted data in your reports, so it's important to filter it out.

- 18** **Create common case filters**
After watching this video, you'll be able to setup lowercase/uppercase filters.
- 19** **Create common search and replace filters**
There is no one-size fits all filter style, so it's important to know them all.
- 20** **Filter limitations**
Setting up your filters improperly will lead to inaccurate information in your reports.

Events

- 21** **Anatomy of events**
To track what users do on your website you will need to use events.
- 22** **Events flow reporting**
Google Analytics provides the ability to investigate the way that users interact with your events.
- 23** **Measuring events**
To see data about Events you're tracking, you need to add code to your website.
- 24** **Events vs. goals**
Goals measure how well you are achieving your objective.

Advanced Features

- 25** **Site search overview**
When you know what users are searching for, you can better speak to their needs.
- 26** **Site search setup**
When you know what users are searching for, you can better speak to their needs.
- 27** **Create custom dimensions**
By default Google organizes data a certain way, but you need to customize it to fit your reporting goals.

- 28** **Calculated metrics**
Google analytics has a plethora of data, but you may want to calculate your own custom metrics.
- 29** **Custom channel groupings**
By default Google configures channel groups for areas like Organic & Social.
- 30** **Custom content grouping**
If you're working with a large website, it's helpful if Google can mirror the way your site is organized.
- 31** **Weighted sort**
When you're trying to find quick insights, Google can muddle the data with insignificant metrics.
- 32** **Google Analytics debugger plugin**
It can be challenging to identify why your Google Analytics install isn't working.

Segmentation

- 33** **Overview**
The best data analysis is done when you look at a subset of your data.
- 34** **Explore and apply segments**
Segments give you a way to look at a subset of users, and adhere to a certain hierarchy.
- 35** **Create segments**
Segments give you a way to look at a subset of users, and adhere to a certain hierarchy.
- 36** **Apply multiple segments**
Segments can be combined, giving you powerful flexibility in how you analyze your data.
- 37** **Analytics solutions gallery**
Unlock powerful solutions in Google Analytics that have been created by other users.

Conclusion

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Get moving with Google Analytics

Thank you for watching this course!

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