



Google Analytics & Adwords Training Day

Analytics ½ Day

- Analytics Account Best Practice
- Installation
- Profiles & Users
- Filters
- Dashboard orientation, metrics & fundamentals
- Advanced Segmentation
- Custom Reports
- Goal Funnels
- **Top Tips**

Adwords ½ Day

- Overview of Adwords
- Terminology
- Account Best Practice
- Creating a Campaign
- Campaign Management
- Ad Group Management
- Ads
- Keywords & Match Types
- **Top Tips**
- Extensions
- Bidding & Budgets
- Monitoring & Improving Performance
- Reporting