Possible Soft Tech
We make the impossible possible

Google Analytics & Webmaster Course Content

Possible Softtech Training has fully interactive one-to-one Google Analytics and Google Webmaster training sessions. Our course training is Flexible to meet the demands of fresher's and working professionals. Students having Prior Knowledge of internet, surfing, Chatting and social marketing will be an added advantage. Having a good written English skills and basics of MS-word, MS-Excel, and MS-PowerPoint is a big plus.

Course highlights include:

- An overview of today's digital measurement landscape
- Guidance on how to build an effective measurement plan
- Best practices for collecting actionable data
- Descriptions of key digital measurement concepts, terminology and analysis techniques
- Deep-dives into Google Analytics reports with specific examples for evaluating your digital marketing performance

Why to choose us:

The Google Analytics course offered by Google analytics Specialist provides its students complete and thorough knowledge of effectiveness of online marketing activities, which is essential for the success of online business. Knowledge and understanding of the workings of Google analytics and Webmaster tool for measuring our success in online marketing.

Google Analytics TOPICS WE COVER:

Section 1:

- Course Overview

Section 2: Getting started with digital analytics

- The importance of digital analytics
- Core analysis techniques
- Conversions and conversion attribution
- Creating a measurement plan
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Section 3: Understanding and using Google Analytics data

- How Google Analytics works
- Key metrics and dimensions defined

Section 4: Collecting actionable data with Google Analytics

- Creating an account
- Understanding your account structure
- Setting up basic filters
- Setting up goals and ecommerce
- Collecting campaign data

Section 5: Navigating Google Analytics reports

- Reporting overview
- Audience reports
- Acquisition reports
- AdWords reports
- Behavior reports
- Custom reports and dashboards

Section 6: Navigating Conversions reports

- Goal Flow report
- Ecommerce reports
- Multi-Channel Funnels reports
- Attribution reports

Google Webmaster Tool

Section 7: Welcome to Webmaster Tools

- What is Webmaster Tools?
- Are you on Google?
- Learn more about search at Google
- Remove content from Google

Section 8: Start with the fundaments

- Get your site working on Webmaster Tools
- Refine personal and site settings
- Manage, monitor, & maintain your site
- Get additional support

Section 9: Use the reports and features
- Search appearance
- Search traffic
- Google index
- Crawl
- Security

- Other Tools

Section 10: Section Search Friendly Content

- Are you on Google
- Do you need an SEO
- Step to a Google-friendly site
- Follow our guidelines

Student Benefits:

1) *Work on live projects and get hands on experience*
2) *Course Materials Provided*
3) *Weekdays & Weekend classes Available*

It would be great if you can provide an opportunity to best take care of your career growth in evergreen Internet Marketing (Google Analytics & Webmaster Tool) Platform.

To Take Advantage of Google Analytics and Google Webmaster Tool Training contact us:

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  Website: www.possiblesofttech.com/

I'll also be happy to answer any other questions you might have.

Looking forward for your response

Thanks and Regards,

Sangram Keshari