

# Advanced Web Analytics Certification Training

## Course Agenda

### Lesson 0: Introduction to Digital Analytics

What's in it for me?

What is Digital Analytics?

Why Digital Analytics?

Definition of Analytics

What is Analysis?

Three elements of Analytics

Types of Analytics

Real-life example: Google Merchandise store

Real-life example: Google Analytics

Key Takeaways

Activity

### Lesson 1: Building Blocks

What's in it for me?

Introduction to building blocks

Google Analytics Interface overview

Dimensions

Metrics

Building Blocks: Google Analytics

Compound Metrics

GA Dimensions & Metrics Explorer

Key Takeaways

Activity

## **Lesson 2: Fundamentals of Digital Analytics**

What's in it for me?

Introduction of Digital Analytics

Understanding 10/90 Rule

Understanding 20/80 Rule

Mistakes Most Managers Make

Digital Analytics Maturity Model

Why Maturity

Maturity Model / Framework

Identify Critical Success Factors

Digital Analytics Maturity Model (DAMM)

Using the Digital Analytics Maturity Model

Role: Accountable

Role: Responsible

Role: Informed

Outcomes

The Three Heads of Online Analytics

Analysts are Change Agents

Qualities of a Digital Analytics Leader

Digital Analytics Association

Key Takeaways

Activity

### **Lesson 3: Business Perspective**

What's in it for me?

Defining Success

Defining the Scope & Ecosystem: Setting Boundaries

A Classic Customer Lifecycle

McKinsey Consumer Decision Journey

The Traditional Model of Marketing

Google Zero Moment Of Truth (ZMOT)

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Which Approach is Best?

Designing for Persuasion

Personas

Avinash Kaushik See-Think-Do-Care

Functionalism

Scent trail

Micro and Macro Conversions

Being Customer Centric

Defining Goals

The Ultimate Goals

Good Goals Vs. Bad Goals

SMART Objectives: Classic Approach

Product Thinking

Critical-To-Quality

What is a KPI?

How Many KPIs?

Picking the Right KPIs

Attributes of a Great KPI

Bounce Rate: Metric or KPI?

Did This Change Your Business?

Average Order Value: Metric or KPI?

Page Value: Metric or KPI?

Setting a Target

KPI Definition Worksheet

Key Takeaways

Activity

## **Lesson 4: Methodology--Lean Six Sigma**

What's in it for me?

Introduction to the Analysis Perspective

Continuous Improvements and Problem Solving with Lean Six Sigma

Lean Six Sigma Principles

Lean Six Sigma—Define, Measure, Analyze, Measure, and Control

Recommendations Fatal Flaws

Applying Analytics and Agile Methodology to Business Improvement

Key Takeaways

Activity

## Lesson 5: Data Analysis Fundamentals

What's in it for me?

How Much Statistics for Analytics?

Role of an Analyst

The Path from Data to Wisdom

Descriptive Statistics

Dispersion

Relationship (Correlation)

Box Plots

Linear Regression

Time Series Terminology

The Pareto Principle – 80-20 Rule

Key Takeaways

Activity

## Lesson 6: Analysis Perspective: Providing Insights

What's in it for me?

What is a Dashboard?

Reporting Workflow

Dashboard Taxonomy

Planning Your Dashboard

Choice of Visualization

Gestalt Principle

Common Pitfalls in Dashboard Design

Expressing Exactitude or a Sense of Scale

Remove to Improve

The Dashboard Design

The Pejorative “Reporting Squirrel”

Recommendations Fatal Flaws

Presentation Abilities

Google Analytics

Google Data Studio

Klipfolio

Tableau Software

Key Takeaways

Activity

## Lesson 7: Enabling Capabilities

What's in it for me?

Evolution of Data Collection

Log Files

Extended Log Format

Tags

Passive Listening

Tag Management System

Big Data

Cookies

Instrumentation (Tagging)

Study of Top 1000 Online Retailers

Selecting a Web Analytics Platform

The Complex MarTech Landscape

Multiplicity and Observations

Surveys and Polls

Net Promoter Score

A Plethora of Non-Standardized Metrics

Facebook Insight



Competitive Intelligence

Competitive Data: Is it reliable?

Technological Footprint Tools

Back Office CRM and Sales Data

Back Office CRM and Sales Data

The Cost of Truth: Accuracy vs. Precision

Data Quality and Audits

Tools

Product Showcase: Outlier.ai

Key Takeaways

Activity

## **Lesson 8: Managing Analytics**

What's in it for me?

Introduction to Managing Analytics

The Three Heads of Online Analytics

Qualities of a Digital Analytics Leader

Governance Styles

Governance Styles—Example

Analytics Center of Excellence (ACE) Evolution

Influence, Authority, and Leadership

Responsible, Accountable, Consulted, and Informed (RACI) Matrix

RACI—Case Study

RACI Tasks Inventory

RACI Workshop in Action

RACI Matrix Example

Common Scenarios—Small, Mid-size, and Large

12 Principles of Agile (adapted)

Do You Need a “Digital Strategy” or Just a “Strategy”?

Prioritization: Kano Model

Measuring Value from Analytics

Planning

Silo Mentality

Curse of Knowledge

Tunnel Vision

Echo Chamber

Analysis Paralysis

Selective Exposure

Key Takeaways

Activity

## **Lesson 9: Audience**

What's in it for me?

Introduction

Audience Reports Overview

Why Use Segmentation?

Types of Segmentation

Venn Diagrams

Ways to Segment Your Data

Why Personas Are Important

Defining Personas

Personas-Example

Segment vs. View Filter vs. Report Filter in Google Analytics

Cohort

Key Takeaways

Activity

## Lesson 10: Acquisition

What's in it for me?

Before You Jump into Reports

Acquisition Reports in Google Analytics

Marketing Refresher: Four Ps of Marketing Mix

Marketing Refresher: Marketing Mix

Marketing Refresher

Customer Acquisition

Acquire Customers using Paid, Owned, and Earned Media

Brand Marketing vs. Direct Response

Brand Marketing vs. Direct Response: Example

What is Campaign Tracking?

Campaign Tracking Tool

Making Sense of All Those Tools

Why so many trackers?

Components of a Campaign

Campaign Taxonomy

Google Analytics Standard Channels

Channel Report in Google Analytics

Source/Medium Report in Google Analytics

Cross-Device Analysis

Seasonality

Predicting Seasonality

Predicting Seasonality Without Data

Marketing Automation

Marketing Automation Tools

Growth Hacking

The Three Ps of Growth Hacking

Growth Hacking Techniques

Key Takeaways

Activity

## **Lesson 11: Behavior**

What's in it for me?

Introduction to Behavior

Introduction to Behavior Analysis

Behavior

Search Engine Optimization

Content Analysis

Top Content – And A Word of Caution

Tips to improve insight from Top X reports

Movers and Shakers

Movers and Shakers: Calculate Slope & Intercept

Movers and Shakers: Conclusion

Deriving Customer Intent

On-site Search

Text Analysis and Natural Language Processing (NLP)

Calculating tf-idf

Measuring the Elusive “Engagement”

Customer Engagement

Case Study: A Creative Way of Measuring Engagement

Common Event Tracking Patterns

Key Takeaways

Activity

## **Lesson 12: Conversions & Onboarding**

What's in it for me?

Conversion Funnel Performance Analysis

Funnel, funnel, tell me how good I do

Where to Start/Stop a Funnel

Conversion Rate Benchmarking

A Visual Nomenclature: BPMN

Optimize for Conversion?

Funnel Optimization

A/B Testing

Benefits of Testing

Web Design 101

Hypothesis Testing

Hypothesis & Objectives

A/B Testing Process

A/B Testing Pros & Cons

Multivariate Testing

Calculating Permutations

Multivariate Testing Pros and Cons

Risks of A/B and Multivariate Testing

Statistical Significance

Pure Play and General eCommerce

Brick and Click

Considerations for Brick and Click

Lead Generation

Consideration for Lead Generation

Software as a Service (SaaS)

Considerations for Software as a Service (SaaS)

Marketplace

Consideration for Marketplace

Media Websites

Consideration for Media Websites

Government or Non-Profit Organizations

Consideration for Government or Non-Profit Organizations

Customer Onboarding and Retention

Customer Onboarding

Assisted Conversions

Attribution Models

Attribution Comparison

Offline Attribution



Attribution and Media-Mix Modeling

Key Takeaways

Activity

## **Lesson 13: Retention and Expansion**

What's in it for me?

Retention and Expansion

Customer Retention

Retention Scenarios

Considerations for Retention Scenarios

Surveys and Polls

Text Analysis

Customer Engagement

Customer Expansion

Expansion Opportunity — The RFM Approach

Customer Lifetime Value (CLV)

Customer Lifetime Value to Retain and Expand

Cost Per Acquisition (CPA)

Average Revenue Per User - ARPU

CLV using Cohort Analysis

Key Takeaways

Activity

## **Lesson 14: Advocacy**

What's in it for me?

Advocacy—Introduction

Measuring Social Media through Sentiment Analysis

The Kafkaesque Approach—Social Media Analytics

Advocacy Data Insight

Facebook Insight

LinkedIn Insight

LinkedIn Ads

Common Metrics for Advocacy Analytics

Key Takeaways

## **Lesson 15: Privacy and Ethics**

What's in it for me?

Introduction to Privacy and Ethics

When Consumers Takes Control of their Privacy?

The Impact of Ad Blocker

The Digital Analytics Association Code of Ethic

Ethics Guide According to Inc. Magazine

10 Privacy Principles of PIPEDA

Information Privacy in the USA

General Data Protection Regulation (GDPR) (EU)

Key Takeaways

Activity

## Lesson 16: Wrapping Up

What's in it for me?

A Few Parting Thoughts

Key Concepts to Remember

Keep in Mind

Conclusion

**For information on the course, visit:**

<https://www.simplilearn.com/digital-marketing/web-analytics-certification-training>



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