

# Digital and Web Analytics (Google Analytics Certification) Training Course

*Transform Data into Actionable Insights Get Google Analytics Certified*

# Course Highlights

In this Digital Marketing Analytics course, participants will learn:

- The importance of digital marketing analytics to any organisation
- How to map marketing KPIs to digital analytics metrics and why is it important
- How to set up Google Analytics and implement tracking parameters on a live website (installing tracking code, goal setting, linking Google Ads to Google Analytics, and more)
- How to analyse and interpret Google Analytics Audience, Acquisition, Behaviour, and Conversions reports and translate data into actionable optimisation plans
- How to make better marketing decisions through understanding the impact of marketing budget allocation and benchmarking
- How to redefine organisational approach to analytics through the people, process, technology framework
- And much more

## Key Features

- Up-to-date, bite-sized course modules
- Google Analytics for Beginners Certification of Completion
- Hands-on, interactive, instructor-led
- Actionable strategies, frameworks, and processes you can implement to new or existing campaigns
- Comprehensive and structured curriculum
- Real world examples and case studies
- Developed and delivered by industry experts
- Fully equipped, modern [training facilities](#) with laptops provided
- Lifetime access to updated online course materials via the [learning portal](#)
- [After-training support](#) provided
- Complimentary refresher course within one year post training

## Course Description

Singaporeans are a highly-connected net savvy population, driving commerce online. SME's and corporate brands are rapidly recognising that a simple online presence is not enough. Consumers review and differentiate products services online. E-commerce is the best "routes to market" with great retail and brand uplift opportunities.

F&B outlets and MNC producers of FMCG, can no longer rely on television, as consumer in-market audiences have already moved online. The solutions are performance based in-market, engagement and conquest channels, with audience and buy-point segmentation, requiring performance, KPI and ROI analysis. The challenges facing employers is how to bridge the new skills gap, within company competencies and capacity building.

This intensive two-day Digital Analytics training workshop outlines the features, advantages and benefits of digital analytics. With theory and practical exercises, designed to enhance data planning and capture capabilities, producing actionable insight.

The web analytics module also zooms in on the BIG WHYs customers do the things they do on a website such as abandoning a shopping cart, spend very little time on a website, and more.

Furthermore, participants will learn how to track and measure the effectiveness of both online marketing channels (SEO, Online ads, Social Media, Content) and offline marketing channels (flyers/brochures, TV, in-store promotions) with Google Analytics, and make important business decisions such as directing your marketing dollars to the best performing channels.

Through intelligent quantitative and qualitative analysis on key user behaviour metrics and deploying industry-leading analytical tools to gain a clear perspective of modern-day consumer buying journeys, Digital Analytics teams will be able to make better business decisions to achieve business objectives.

### Google Analytics Certification

Throughout the course, participants will undertake quizzes via the Google Analytics Academy platform. Upon achieving a passing score of at least 80% for all quizzes, participants will attain a [Google Analytics for Beginners Certification of Completion](#), awarded by [Google Analytics Academy](#).

## Course Objectives

By the end of the course, participants will be able to:

- Understand the role of digital marketing analytics in the commercial aspects of an enterprise web site and development of marketing strategies.
- Deploy analytics tools and data capture.
- Define data capture approaches to an online enterprise.
- Define onsite goals and apply key performance indicators (KPI's) for the measurement of return on investment (ROI)
- Establish and monitor marketing and advertising campaign tracking and data capture.
- Examine marketing and advertising campaign performance and KPI bench marking.
- Collect and review qualitative data on, consumer psychometric, consumer journey, audience targeting, A/B and Multivariate testing

## Certification

A Certification of Completion will be issued by Equinet Academy upon achieving at least 75% attendance for the course.

SkillsFuture Course Code: [CRS-N-0043896](#)

Participants will also attain the Google Analytics for Beginners Certificate of Completion issued by Google Analytics Academy upon achieving a passing score of at least 80%.



# Target Audience

This course is suitable for Marketing Managers, Marketing Executives, Small Business Owners, employees from Digital Marketing Agencies, and individuals who wish to:

- Gain a better appreciation of digital analytics, adopt a data-first approach, and cultivate a data-driven culture for their organisations and marketing projects
- Translate data into action to achieve business objectives
- Attain the Google Analytics Certification for Beginners

This course is not for:

- Digital analytics practitioners with more than a year of experience on the Google Analytics platform
- Individuals who have passed the Google Analytics Exams

## Prerequisite

Basic computer knowledge. *Each participant will be provided a windows laptop* for the duration of the course. Participants may however opt to bring their own laptops.



## Course Outline

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## Digital Marketing Analytics Fundamentals

Instructor-led | Mode of delivery (Lecture, ice-breaker, group activity)

- What is Digital Marketing Analytics
- What is its Role in a Digital Framework
- Marketing Online vs Offline
- Why Digital Marketing Analytics

## Digital Marketing Analytics from a Marketing Standpoint

Instructor-led | Mode of delivery (Lecture, case study, group discussion, group presentation, class discussion)

- Focus of Digital Analytics in Marketing and its Importance
- User Journey from Media to Measured Objectives
- Mapping Marketing KPIs to Metrics

## Identify Key Performance Indicator (KPI) from Metrics

Instructor-led | Mode of delivery (Presentation, Case studies, e-tivity, Reflection, Hands-on practical)

- Define KPI and the role it plays
- Overview of some common metrics
- Determine a KPI from metrics

## Set Up Google Analytics

Instructor-led | Mode of delivery (Lecture, case study, demonstration and modelling, practical, group discussion, group presentation)

- How Google Analytics Works
- Understanding Website Structure and where to install tracking code
- Creating a Google Analytics account
- Measuring Your First Website Visitor – You
- Filters: “Cleaning Up Your View”

## Accessing Google Analytics Reports

Instructor-led | Mode of delivery (Lecture, demonstration and modelling, practical, class exercise)

- Exploring the Google Analytics interface
- Overview Reports vs Full Reports
- Creating & Sharing Dashboards & Reports

## Gaining Insights into Your Audience

Instructor-led | Mode of delivery (Lecture, demonstration and modelling, group project work)

- Analysing Audience Reports
- How to Get a Clearer Picture of Your Customer Persona

## Exploring Your Traffic

Instructor-led | Mode of delivery (Lecture, demonstration and modelling, group discussion, group presentation)

- Source vs Medium vs Channel
- Important Traffic Reports (Acquisition Channels)
- Accessing benchmarking reports
- How to Improve Your Marketing Efforts

## Determining Visitor Behaviour

Instructor-led | Mode of delivery (Lecture, demonstration and modelling, group project work, practical)

- Analysing Site Content Reports
- How to Set Up & Measure Events
- How to Improve Your User Experience

## Measuring Campaigns & Conversions

Instructor-led | Mode of delivery (Lecture, demonstration and modelling, practical)

- Campaign Tagging
- Define & Set up Your Goals
- Tracking Google Ads in Google Analytics
- Introduction to eCommerce tracking in Google Analytics

## Redefining Organisational Approach to Analytics

Instructor-led | Mode of delivery (Lecture, class discussion)

- People: No 'I' in team
- Process: Standardise Efforts
- Technology: Simplify Life

## Exploring Advanced Analytics

Instructor-led | Mode of delivery (Lecture, class discussion)

- Remarketing
- Advanced Segmentation
- Advanced Customisation
- Competitor Analysis



## Testimonials



# Testimonials

## **Diana Salleh – Salad Stop Pte Ltd:**

*“Extremely likely to recommend this course, especially to our business analyst who sees data on a regular basis. This will be a great tool! Zhong Li is very engaging and it’s obvious his credentials supports the class engagements and intellect session. It was a great stepping stone, I’ll say personally! Thanks!”*

## **Wan Ying Yi – [Full review at iamyingyi.com](http://iamyingyi.com):**

*“Zhong Li is great at explaining concepts in an easy to understand way. He is also knowledgeable about the topic. I definitely feel more confident about using Google Analytics now!”*

## **Rachel Zheng:**

*“The course was structured in a way that makes the GA platform easier to approach and digest, which can be very daunting for someone who has not used it before. The course was helpful in highlighting which tools in GA are helpful for businesses amidst the huge amount of data the platform has to offer.”*

## **Chong Shyh Jie – SCC Travel Services Pte Ltd:**

*“Informative course which gives participants a good overview of Digital Analytics. Instructor is good at delivering complex ideas and frank in giving his take on the different aspects of digital environment.”*

## **Suraj Raj – Integra Holdings Pte Ltd:**

*“I enjoyed the course as I had no idea what GA (Google Analytics) is and this course has helped to kickstart a chain which hopefully will help my organisation to focus more on GA.”*

## **Eliz Wong:**

*“Great holistic session- glad that trainer gave a clear instruction to GA and its capabilities, instead of rushing through demonstrations. Appreciated the chat on organisations changes at the end and bonus sites too- Thank you very much Zhong Li! Wish you the very best in your training journey and Finty.”*

## **Irene Lim:**

*“Useful even though our company uses Adobe Analytics as the principles are the same. It’s good that the course provides a demo set that we can practise/follow the trainer.”*

**Ang Wei Xiang:**

*“Session was very informative, lots of real life examples provided. Trainer is knowledgeable in this area. He gave lots of real life and good examples during the session. Keep up the good work.”*

**Winnie Chan:**

*“Learnt a lot of insights on GA that I am not aware of previously, especially on the website tagging and goals of eCommerce sites. Trainer is friendly and approachable. He is able to share and answer to queries based on relevant experience.”*

**Elizabeth Seah:**

*“Trainer is approachable and knowledgeable. Understood the training even with no prior experience in digital marketing and Google Analytics.”*

**Tricia Christabel Tan:**

*“Detailed flow and information given and some “live” examples cited. The “live chats” were a good way to get interactions and the little quizzes. Thank you for your candid conversations with us.”*

**Deborah Soh:**

*“This course is pretty specific so more beneficial to those who are looking for such tools to enhance their operations. Good pace, good explanation of overall concepts first before going into detail about execution.”*

**Yeo Chan Fong – Etiqa Insurance Pte Ltd:**

*“Knowledgeable & shared many helpful real life examples to make the course more “real”.”*

**Andy Loh – Etiqa Insurance Pte Ltd:**

*“Trainer is great! He shared a lot of personal experiences and scenario which made the training more easy to understand.”*

## Course Information

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## Course Duration

2 Days (10am to 6pm)

## Course Fee

~~S\$990~~ S\$500 nett

### Self-Sponsored Individuals:

**Self-Sponsored Singapore Citizens Using SkillsFuture Credit:**

~~\$500~~ \$0  
(Nett course fee payable after \$500 SkillsFuture Credit)

### Company Sponsored:

**Company-Sponsored (SMEs and Non-SMEs) – \$2/hour:**  
Eligible for Company-sponsored Singapore Citizens and Singapore PRs who are full-time employees

~~\$500~~ \$472  
(Nett course fee payable after training grant)

## Training Method

Instructor-led training

## Course Dates

28, 29 Mar 2019 (Thu, Fri)  
2, 3 May 2019 (Thu, Fri)  
1, 2 Aug 2019 (Thu, Fri)  
14, 15 Oct 2019 (Thu, Fri)  
5, 6 Dec 2019 (Thu, Fri)

## Instructor

### Dhawal Shah

Dhawal Shah is an entrepreneur, coder and adventurer with 11 years of web development and digital marketing experience.

He is the Managing Director at 2Stallions Digital Marketing Agency, an award-winning full-service digital marketing agency, based out of Singapore that he co-founded in 2012. It has grown from a founding team of 2 to a team of 20, and growing, across 4 countries. He has overseen more than 250 successful digital marketing projects with clients ranging from startups to MNCs.

He is well-versed in project management as well as development, infrastructure design, deployment and maintenance of web and mobile applications. He also possesses deep knowledge in performance- driven digital marketing strategy and analysis that

incorporates search engine marketing, search engine optimization, social media marketing and advertising, email marketing or marketing automation, conversion rate optimization and data analytics via Google Analytics.

Additionally, Dhawal has developed and delivered courses for corporate clients in Singapore and Malaysia on the topics of digital marketing strategy, content marketing, social media marketing, search engine marketing and search engine optimization. He has also conducted international workshops for the Ministry of Foreign Affairs Singapore on Technopreneurship and Digital Transformation – having traveled most recently to Vietnam and Cambodia to speak to government officials there. He has conducted lectures and mentoring sessions at Lithan Hall Academy, a Digital Skills Accelerator.

He holds an honours degree from National University of Singapore in Computer Engineering and studied at Stanford University for a minor in Technopreneurship. As a digital marketer, he is Google Adwords Certified, Google Analytics Certified and an Infusionsoft Certified Partner.

He was an early employee doing web development on Ruby on Rails and front end technologies like HTML, CSS and AJAX, at a cutting-edge, live mobile streaming startup called Qik in Silicon Valley, which was later acquired by Skype. During his time at the Defense Science Technology Agency (DSTA) in Singapore, he has managed large-scale, multi-million dollar Enterprise IT projects.

Dhawal co-founded Hucklebury, a self-developed eCommerce store specialising in dress shirts for men. He successfully ran a Kickstarter campaign that raised \$50,000 in 30 days. Through the use of SEO and content marketing, he built a blog that grew to over 200K visits per month in organic traffic in the space of 8 months that drove sales.

Driven by a keen sense of adventure, he most recently braved Class 5 rapids in New Zealand's Rangitata River and swam with dolphins in Kaikoura, NZ. He has also summited Mt Kilimanjaro, the highest peak on the African continent.