

Getting More from Your Website with Free 'Google' Analytics Information Sheet

Course Aim: A half day workshop aimed at getting more business from the people that visit your website and making use of the FREE online resources (i.e. various Google tools) to do this.

Duration ½ Day
Timings Start 10.45am – until approx 3pm

Do I need previous knowledge and skills?

No – although you will need to have a website or be planning to have one built (even if it is created and maintained by some one other than yourself)

Who is the course intended for?

Any individual responsible for promoting the business they own or work in, whether it is a visitor attraction, accommodation or leisure service provider.

What will I gain from the course?

You will learn how to get maximise the business you get from the people that visit your website. You will leave with knowledge of website best practice to drive business and encourage visitors to get in contact. You will also gain practical knowledge of the free tools available to help you improve your website and how to interpret the information these tools provide.

What does the course cover?

- What users want
- What are analytics and usability?
- An introduction to usability
- Usability best practice
- Testing your website and getting feedback
- An introduction to Google Analytics
- How to make sense of analytics
- What to do with the information
- Planning changes
- Website critique as part of the group discussion, and then directly by the trainer

Course Method Discussion groups
 PowerPoint presentation

Assessment None

Next steps

If you require any further information, please contact:

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