



London TDM

# Marketing and Communication Training Courses

**Course Venue:** United Kingdom - London

**Course Date:** From 29 March 2026 To 02 April 2026

**Course Place:** London Paddington

**Course Fees:** 6,000 USD

## Introduction

The "Web Analytics and Conversion Tracking" course is designed to equip professionals with the skills and knowledge needed to effectively gather, analyze, and apply web data to optimize marketing strategies and improve conversion rates. This comprehensive five-day course will cover a range of topics, including data collection, user behavior analysis, and the implementation of tracking tools, providing participants with a solid foundation in web analytics principles and best practices.

## Objectives

- Understand key web analytics concepts and terminologies.
- Learn how to set up and configure web analytics tools.
- Analyze user behavior to inform decision-making.
- Implement and manage conversion tracking effectively.
- Apply data-driven insights to optimize web performance.

## Course Outlines

### Day 1: Introduction to Web Analytics

- Overview of Web Analytics and its Importance
- Key Metrics and Terminologies in Web Analytics
- Exploring Different Web Analytics Tools
- Understanding the Data Collection Process
- Setting Objectives for Analytics Strategy

### Day 2: Setting Up Your Analytics Tools

- Introduction to Google Analytics and Other Tools
- Creating and Configuring Accounts
- Implementing Tracking Codes on Websites
- Customizing Tracking for Specific Needs
- Introduction to Tag Management Systems

### Day 3: Analyzing Web Traffic and User Behavior

- Understanding Traffic Sources and Segmentation
- Analyzing User Paths and Navigation Patterns
- Identifying User Demographics and Interests
- Event Tracking and Custom Metrics
- Utilizing Heatmaps and Session Recordings

### Day 4: Conversion Tracking and Analysis

- Defining and Setting Up Conversion Goals
- Implementing E-commerce Tracking
- Analyzing Funnel Performance
- Using Conversion Attribution Models
- Optimizing Conversion Rates Through A/B Testing

## **Day 5: Data-Driven Strategies and Reporting**

- Creating Custom Reports and Dashboards
- Converting Data Insights into Actionable Strategies
- Communicating Findings with Stakeholders
- Ethical Considerations and Data Privacy
- Future Trends in Web Analytics