

Understanding Google Analytics



Never Too Late

It's never too late to uncover the power of Google Analytics and the strategic digital marketing process.



The Power of Data

Understanding the who, what, how, and why gives our clients the knowledge to create campaigns that perform.



Get Strategic

Use analytical information to create marketing campaigns that target demographics and audiences.

What to Expect

If you don't know what Google Analytics is, haven't installed it, or never look at your data, then this consultation is for you. While it's hard for many to believe, there are still websites that are not using Google Analytics to measure their websites traffic. This consultative session, looks deeply at Google Analytical behaviors and traffic from the beginner's perspective. Why you need it, how to use it, and understanding the complexities of who and why people are coming to your website.

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If your organization uses a digital marketing strategy or website to improve your business, then you need Google Analytics. Here are just a few of the many questions you'll be able to answer after this consultative session.

- Why are people visiting my website?
- What pages are getting the most views?
- How are people finding my website?
- Am I ranking on Google for meaningful keywords?
- What within my website needs to be improved?
- Is my digital marketing strategy really working?

There are many questions Google Analytics can answer but these are the most important for most organizations.



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STRATEGICALLY PLANNED MEASURED RESULTS