



MICRO-CERTIFICATION IN GOOGLE ANALYTICS

In the digital age, data is a powerful asset, and understanding how to leverage it is key to success. The Micro-Certification in Google Analytics at NBUC is crafted to empower individuals with the knowledge and skills needed to harness the full potential of Google Analytics, a pivotal tool for tracking, analyzing, and optimizing website performance.



Delivery mode: Online
Duration of study: 7 Weeks / 14 Hours
Level: Advanced

Program Overview

Google Analytics is an indispensable tool for businesses and professionals seeking to make data-driven decisions. It provides valuable insights into website traffic, user behavior, and online performance, enabling organizations to optimize their digital strategies. This micro-certification program is designed for marketers, analysts, and business professionals eager to unlock the power of Google Analytics.

Assessment

- Coursework: 80%
- Examination: 20%

PROGRAM STRUCTURE

The Micro-Certification comprises modules covering essential aspects of Google Analytics, from account setup to advanced reporting and analysis. Through hands-on exercises, case studies, and practical examples, participants will gain proficiency in navigating the Google Analytics interface and extracting actionable insights.

ENROLL TODAY

Whether you're a marketing professional seeking to optimize campaigns or an entrepreneur aiming to enhance your online presence, the Micro-Certification in Google Analytics at NBUC is your gateway to mastering the art of web analytics.

Enroll today and take the first step toward becoming a proficient Google Analytics user!

Why NBUC?

At NBUC, we are dedicated to providing industry-relevant education that equips individuals with practical skills. Our experienced instructors bring a wealth of knowledge and real-world insights to the program, ensuring that participants are well-prepared to apply their skills in diverse professional settings.

KEY LEARNING OBJECTIVES

- **Understanding Google Analytics:**
 1. Explore the fundamentals of Google Analytics and its role in web analytics.
 2. Gain insights into the key metrics and dimensions used to measure online performance.
- **Setting Up Google Analytics:**
 1. Learn the step-by-step process of setting up a Google Analytics account.
 2. Understand how to install tracking codes on websites for accurate data collection.
- **Interpreting Reports and Metrics:**
 1. Dive into various reports available in Google Analytics, including audience, acquisition, behavior, and conversion reports.
 2. Interpret metrics such as bounce rate, conversion rate, and average session duration.
- **Goal Setting and Conversion Tracking:**
 1. Explore the concept of goals in Google Analytics and how to set them up.
 2. Learn to track and analyze conversions to measure the success of online objectives.

COURSE PROGRESSION

Credits from this Micro-Credential Programme are transferable to the following full academic programme:

Diploma in Digital Marketing Technology

TO REGISTER OR ENQUIRE

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