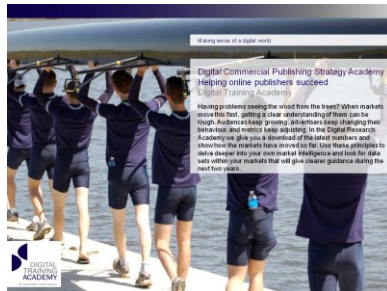# Further digital analytics coaching

Applying advanced analytics to search & social media
Digital Analytics Academy (advanced course)
Search, blogs and social media have transformed the way people use the web. Find out the latest ways to harness these tools by understanding what people are saying about your brand and how your content is indexed. Use analytics to develop a plan for removing search engine barriers, boosting discussion and responding to consumer perceptions of your brand. One day of intensive coaching will give you techniques you can apply instantly.

Applying advanced analytics to your website
Digital Analytics Academy (masterclass)
Get your analytics used more widely across the organisation. Harness cutting edge interfaces to make data more engaging. Select the right KPIs and relate them to tangible business processes. Find out which tactics will really give you insight, and which to avoid. We create a customised day of analytics coaching for all your team and help you build a plan with the key steps that work for budgets of all sizes.

Effective email analytics
Digital Analytics Academy (advanced course)
A packed day of analytics coaching for email publishers, exploring the design of newsletters, audience segmentation and campaign optimisation. Find out how analytics can boost traffic and let your team get more people more engaged with your content. Whether you look after your own analytics, you're in an agency, or a firm commissioning one, enjoy frank advice from digital analytics experts.

Academy Director: Danny Meadows-Klue has been developing digital marketing training for over a decade. In the early 90s he trained as a journalist, and then a publisher, researching how the web changes media. In '95 he joined The Telegraph - the UK's first online newspaper – as their digital manager, became their publisher and went on to help run web businesses ranging from social media and portals to online stores, magazines, search engines and email tools. He is the co-founder of the UK and European internet trade associations (the IABs), held their presidencies for four years, and has been lecturing on digital media and marketing for 15 years.

Book online at www.DigitalTrainingAcademy.com/analytics

Digital Web Analytics Academy
This Digital Training Academy boosts your insights about the way your organisation And your websites work. It shows you how to understand your customer, track sales and conversions and get the best results from the time you invest.
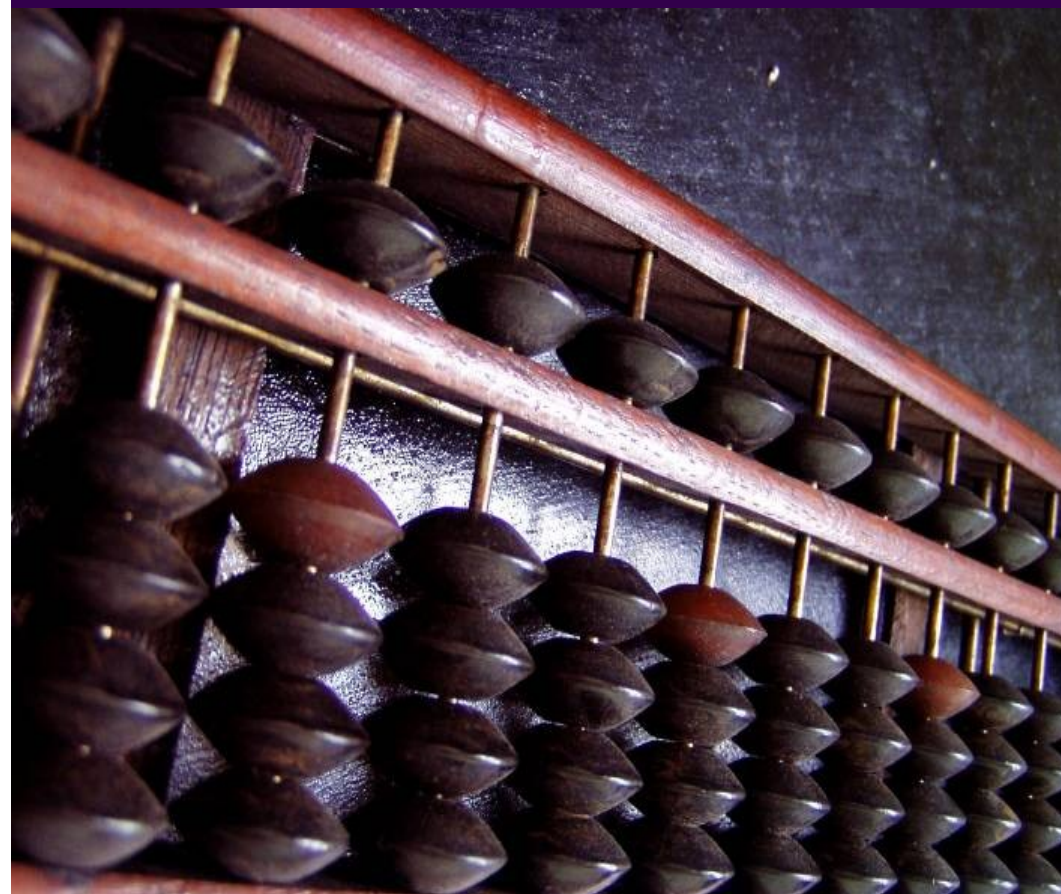
"We found Digital Training Academy's contribution in helping us shape our online strategy to be invaluable."

Commissioning director, in-company edition of an Executive edition of the Digital Training Academy's marketing coaching programme.

Who is it for?

Designed for publishers, analysts, content editors, brand managers and research teams with less than two years experience regularly using web analytics.

How can we help you?

Call one of our Academy Managers today on
+ 44 (0) 20 7244 9661 or talk with us by emailing Admissions@DigitalTrainingAcademy.com

About the Digital Analytics Academy

Getting the most from web analytics

Analytics is key to getting more from all of your website, your digital marketing and your organisation. It can help improve the effectiveness of your website's role in the business by showing you precisely how people use the site, what is working well and what isn't performing. In the right hands it can uncover business challenges long before your traditional metrics will pick them up, and act as a nervous system for the organisation. In the right skilled hands analytics can even drive the development of your online and offline products and services providing the most valuable of feedback channels. On the Digital Analytics Academy we'll help you take the next step in harnessing website and email analytics. For newcomers to the industry there's a lot to learn, and even for experienced web publishers it's vital to keep up with best practice in such a rapidly changing market.

The Digital Analytics Academy is the guaranteed way to boost your team's performance. It shows you new ways you can apply your data, communicate and engage other stakeholders, and focus on what really matters for your organization. Why spend years learning on-the-job if our team can accelerate your knowledge and understanding today? It's fast, effective and proven. If your organization depends on your website as a key communications channel, then you're depending on the analytics to show you what's working. This digital analytics training shows you straight away what to focus on.

Designed by some of the world's pioneers in online marketing, the Digital Analytics Academy has helped retailers, publishers, manufacturers, and governments improve how they work. Our fusion of classic lecturettes, training workshops, cutting-edge insights, and consultancy thinking is a winning formula that immediately raises your understanding of how web analytics can boost your audiences, engagement, feedback or sales. The training lifts your knowledge, raises your skills, and boosts your confidence.

Before the Academy even starts you'll receive research papers from us - Digital Insight Reports - and an exercise to get you thinking differently about how web analytics could be applied further. We'll also want to know about you, your brands, and the challenges you face. This lets us customize the academy to ensure it covers the issues that matter most to your organization right now.

What previous participants said about this online analytics training
"We stopped simply forwarding analytics reports and started acting on what they said" - "It changed how our web team engaged with the rest of the firm" - "Instantly we understood more about our customers"

What questions will we answer?
In this intensive one-day Academy, you'll learn the answers to these key questions:

- How do you get more knowledge out of your existing data?
- How do you communicate the insights effectively to stakeholders?
- How do you select indicators for the organizations performance from all the analytics available?
- What's the role of classic channels and how can metrics from those activities be integrated?

Digital Analytics Academy learning outcomes
- Understanding website traffic, audiences, and the science of decision making
- Confidence about where web analytics fits in an organization
- The role of analytics in customer acquisition and traffic generation
- An ability to overcome common problems in website analytics
- Confidently reading website analytics reports and calculating page content types (themes)
- Tracking data over time and selecting key performance indicators
- Ability to segment customers into target groups
- Reading search analytics reports and describing the results
- Using analytics in website design
- Applying analytics in email campaign management
- Advanced analytics: from WebTrends and Core Metrics to Google – knowing what the tools deliver
- Advanced analytics: Knowing how to select the right metrics for your organization
- Appreciating the role of split run testing and multivariate testing
- Ability to begin building your digital dashboard
- Writing your analytics plan

How can this analytics training be customized?
The in-company editions of the web analytics training courses can be customised to focus on specific analytics challenges your business faces, and to work with the existing analytics tools you have available. These analytics courses are designed to work well for newcomers to digital, senior leadership teams and the web publishing teams responsible for day to day activities.

About the Digital Training Academy
With rapid development continuing to be the norm, web publishers need to be able to read the landscape and work as a team to set the right direction. Familiarity with the key principles behind different generations of websites is the starting point in that navigation. This reveals implications for the site's business models and explains why some add little value and represent false paths, while others lead through the easy ground towards strong commercial growth. The internet challenges the business and content models that underpin classic media; a successful transition into online media publishing demands reading the landscape and acting quickly. These Academies have been designed to accelerate the knowledge and skills of teams involved in online in a way that's practical, fun and engaging.

Who should attend?
This intensive one-day Digital Training Academy is geared to the needs of: publishers, analysts, planners, content editors, brand managers, research teams, senior directors and leadership teams wanting to improve the effectiveness of their websites or learn more about their customers.

One day of face to face training with six months online research support
Training starts a week before with research and exercises we send you and your access continues after.
Need to know more?
Call us on +44 (0)20 7244 9661 or email Admissions@DigitalTrainingAcademy.com

Book online at www.DigitalTrainingAcademy.com/analytics

DIGITAL TRAINING ACADEMY
The knowledge transfer business