



Small Business
Development Center
UNIVERSITY OF GEORGIA

USING GOOGLE ANALYTICS TO MAKE BETTER BUSINESS DECISIONS

You may know the importance of having a website, but how often do you check to see how your site is performing? During this webinar, we will explore the basics of Google Analytics, a free tool that allows you to measure the effectiveness of your website. We will help you learn how to use Google Analytics, how to understand the information it provides and how to use the data to make better decisions for your business.



LEARNER OUTCOMES:

- Understand the basics of Google Analytics
- Interpret information and reports found on Google Analytics
- Set up customized goals to track your website's performance



AUG. 26, 2021



2 PM - 3:30 PM



\$39



WEBINAR

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