

A BCCIE Webinar: An Introduction to Google Analytics for International Educators

THURSDAY, October 25th, 2012
10:30 AM - 12:00 PM
ONLINE

You know that online marketing and social media marketing matter, but how do you know which of your efforts are worthwhile and what is working or not working on your website?

Learn how to monitor traffic to your website, how to track the success of online promotional campaigns, and how to identify action items from website data. This seminar introduces attendees to the fundamentals of Google Analytics and how traffic reports and monitoring dashboards can be applied to any website. Attendees will leave with better understanding of how Google Analytics works, and the tools and reports that would best serve international educators.

Takeaways for attendees:

- Navigating Google Analytics
- Basic metrics for International Educators
- Traffic sources and top content reports
- Visitor identification: geographic and language info
- Setting up goals and finding actionable insights

Monique Sherrett is an online marketing consultant in Vancouver, BC. In 2007, she founded Boxcar Marketing and has provided training workshops, and developed websites and online community strategies for several Canadian trade associations and educational institutions including Shelfspace: the Association for Retail Entrepreneurs, Cultural Human Resources Council, the Centre for Chief Marketing Executives, and the Western College of Veterinary Medicine. Monique is an adjunct professor at Simon Fraser University where she teaches marketing and technology. Prior to starting Boxcar Marketing, she was the internet marketing manager at Raincoast Books, publisher of the Harry Potter series in Canada.

This is a paid BCCIE webinar open to all educators outside of BC as well as BC public school districts, recognized independent K-12 schools and EQA-designated post-secondary institutions and language schools.

To attend this event, please register online at <http://bccie.bc.ca/educators/professional-development> before Tuesday, October 23rd.

For more information, please contact BCCIE at events@bccie.bc.ca.