

Trainings and Coaching Update your skills!

The rules of Internet marketing change all the time and new features to analytics tools are introduced every day. Even for experts working full-time with search engines and analytics, it is a challenge to keep up with it all.

Everybody working with digital marketing and Internet business development should get training on the latest news at least once a year. You can pick one of our standard 3-hour hands-on coaching sessions or ask for a customized training. We will tailor for you a workshop package that will suit your business and training requirements in analytics, optimization and marketing. The following are examples of our most popular trainings and coaching workshops.

Quru SEO Training and Coaching Workshops help you get the basics of search engine optimization on your websites right. They are designed for content creators and web developers of your company, but can be customized for any audience.

SEO is continuous work. How to name the URLs, how long should the headings be, how to write alt texts, how to redirects right? If you are not updating your pages, your rankings will start falling. After the Quru SEO workshops you will know all the latest rules.

The screenshot shows a training exercise with the following content:

H1 (Heading) Title Exercise

- Usually first heading information
- Logo as H1 must be
- Don't mix with Title
- Important for Google
 - Makes decision based on
- Users don't see H1

URL Exercise

- You are looking for information about Canon PowerShot SD400 camera. Which URL you would click?

1. <http://www.amazon.com/gp/product/B0007TJ102-8372974-4064145u=glance&n=502394&m=KXDFD&...>

Other visible text includes: "the same: tional" and "l.com/fi/toimintd".

Quru Google Analytics Basics is a training session that aims to introduce the world of analytics and basic features of Google Analytics to those with none or limited previous experience about web analytics and analytics tools. The course includes topics such as

- Introduction to measuring the user
- Introduction to Google Analytics and analytics terminology
- User interface features and logic
- GA reports, segmentation and dashboards.

Quru Advanced Google Analytics is a workshop package for employees with previous experience about working with Google Analytics and a desire to learn more and go deeper. The training contents are typically agreed case by case with participants, but typical topics include:

- Latest trends in analytics and customer attribution
- Multi visit paths and attribution modelling
- Custom reporting
- Admin: user management
- Admin: creating accounts, web properties and profiles
- Admin: scheduling reports
- Admin: setting goals
- Admin: result filtering and filter types
- Regular Expressions
- Introduction to tags and tag management

Deliverables:

- A 3-hour coaching session by a senior consultant of Quru with agreed contents, at the Quru training center or Customer premises (travel costs may apply outside the capital region of Finland)
- Hands-on examples and exercises with Customer's own website and analytics data
- Suggestions for improving the Customer websites, accounts and processes.

Requirements from the customer:

- Participation in the training session
- Access to an analytics account that has been running a minimum of 1 month
- For the Google Analytics trainings, a computer and access to analytics data for all the participants.

Price: 1 500 euros per training session (VAT 0%)

About Quru



We have one goal: To make our clients a billion

Think of us as digital detectives. We forensically examine every clue to enable you to save or make more returns on your advertising spend. Everyone using the Internet leaves a digital fingerprint or a trail. We help you understand what the trails mean, what your customers are looking for and guide you about what you need to change and why.

- We drive your business with a very quick ROI.
- We will build you a team that can analyze the value of the whole Internet journey of your customers.
- We handle your reports and manage your online and tagging tools.
- We are not after an easy cut of your marketing money, we build long-lasting partnerships .
- Our world-class team has over 100 years of experience from Internet business development and can support any analysis tool you pick.
- With us, you can outsource the operational without worries so that you can concentrate on strategy and planning.

