

Google Analytics

How to Quantify Your Website's Success

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Google Analytics

Universal Analytics

This is what most people are familiar with. Visit the [website](#).

Google Analytics 4 - GA4

This is the newly launched version of GA. Learn more about the [next generation of Google tracking](#).

Google Analytics Academy

Learn Google Analytics and get certified for free. [Sign up here](#).

Google Analytics Blog

Product announcements are shared regularly. [Read more](#).



Universal Analytics



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Universal Analytics

- 1. Real Time** - See what is happening on your website in the moment.
- 2. Audience** - Learn where people are coming from, how many people (aka users) per month are visiting the site, what devices they use to access your site. A programmer can adjust the code to collect new information.
- 3. Acquisition** - Where do the people who visit your site come from? Organic search, paid ads (aka Adwords), links on other sites, social media? Do they type your website address into the browser?
- 4. Behavior** - How do people on your site behave? Do they visit more than once? How long do they stay on average? How pages do most people visit? Which content is the most popular?
- 5. Conversions** - Create Goals that allow you to see if the people visiting your site are completing the most important calls to action. Are they signing up for your event, completing your contact form, buying a product or reading a particular page?

4 Main Sections of Analytics

Date Ranges

The dates can always be changed or used to compare time frames in the upper right.

View All Data

You are always able to display more data than what they are showing. Use the drop down in the lower right to control how much data you see on a page.

View Various Reports

Adjust reports to show hourly, daily, weekly, or monthly data. You can also create reports with different segments highlighted.

Audience

Overview - Users is the most accurate for knowing the # of people on your site.

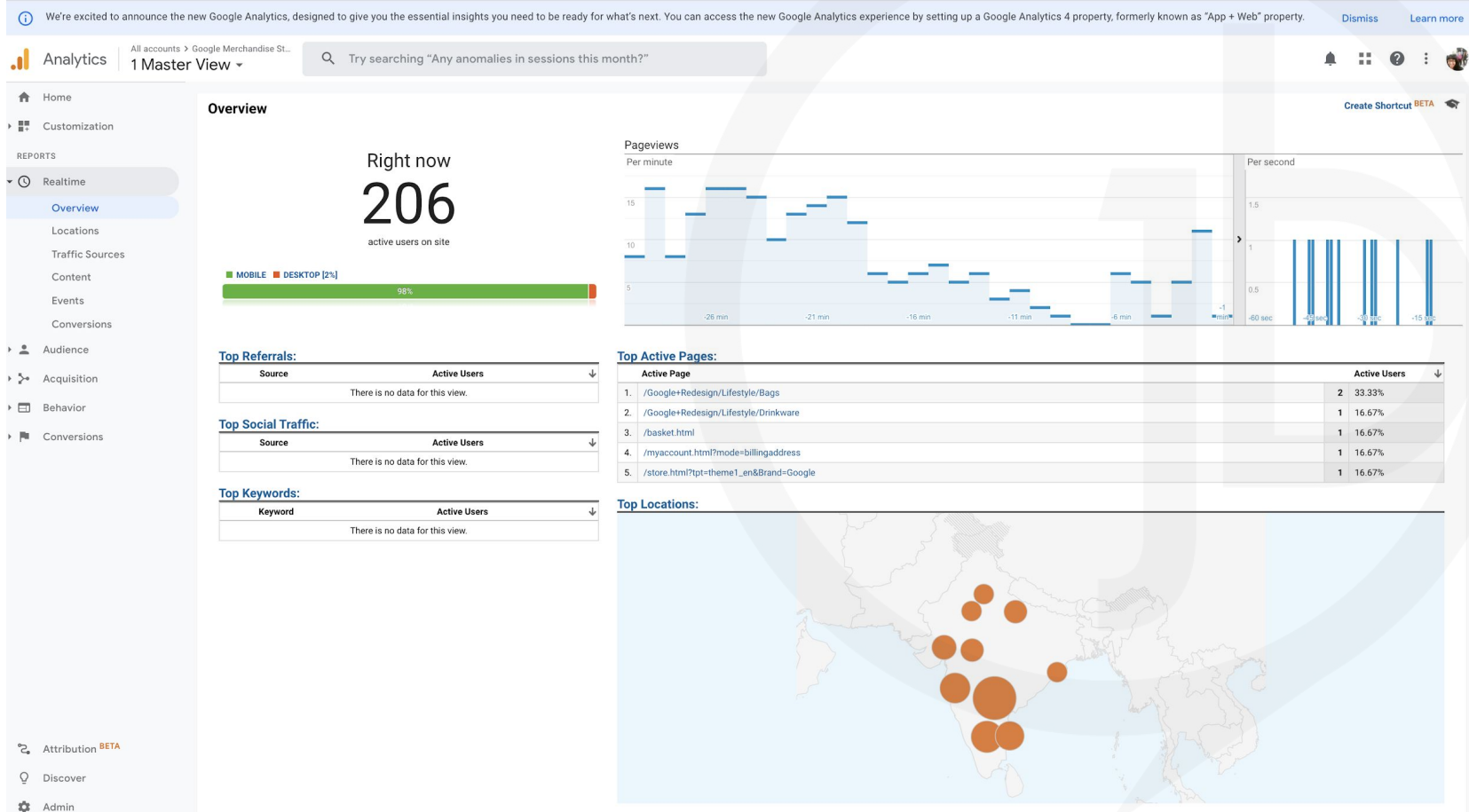
Mobile > Overview - Devices Find out how important mobile traffic is to your site.

Demographics and Interests - are advertising sections that must be enabled.

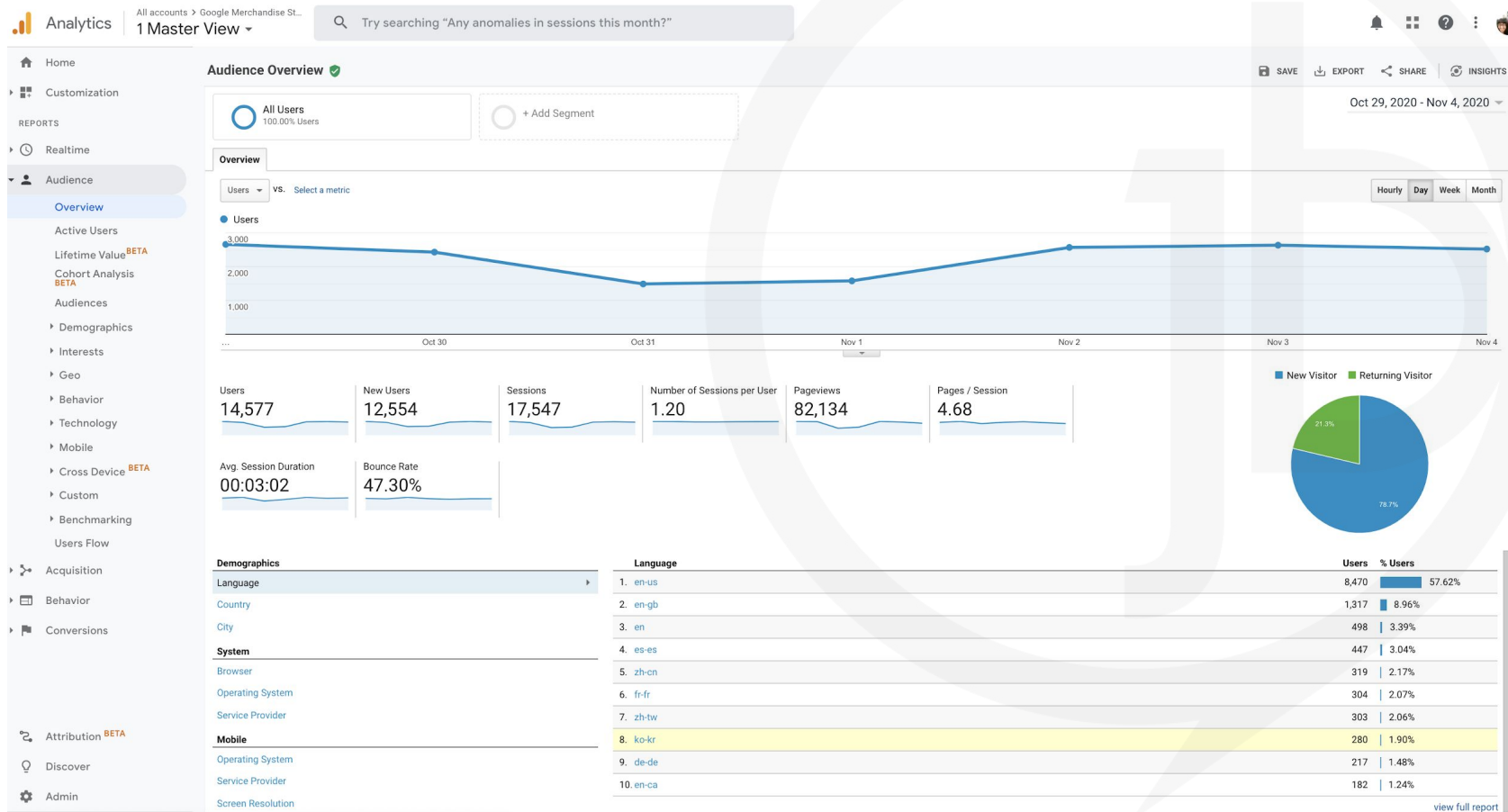
Geo > Locations - locations, compare states and countries

Behavior - Understand the relationship between New and Returning Visitors and confirm Engagement levels

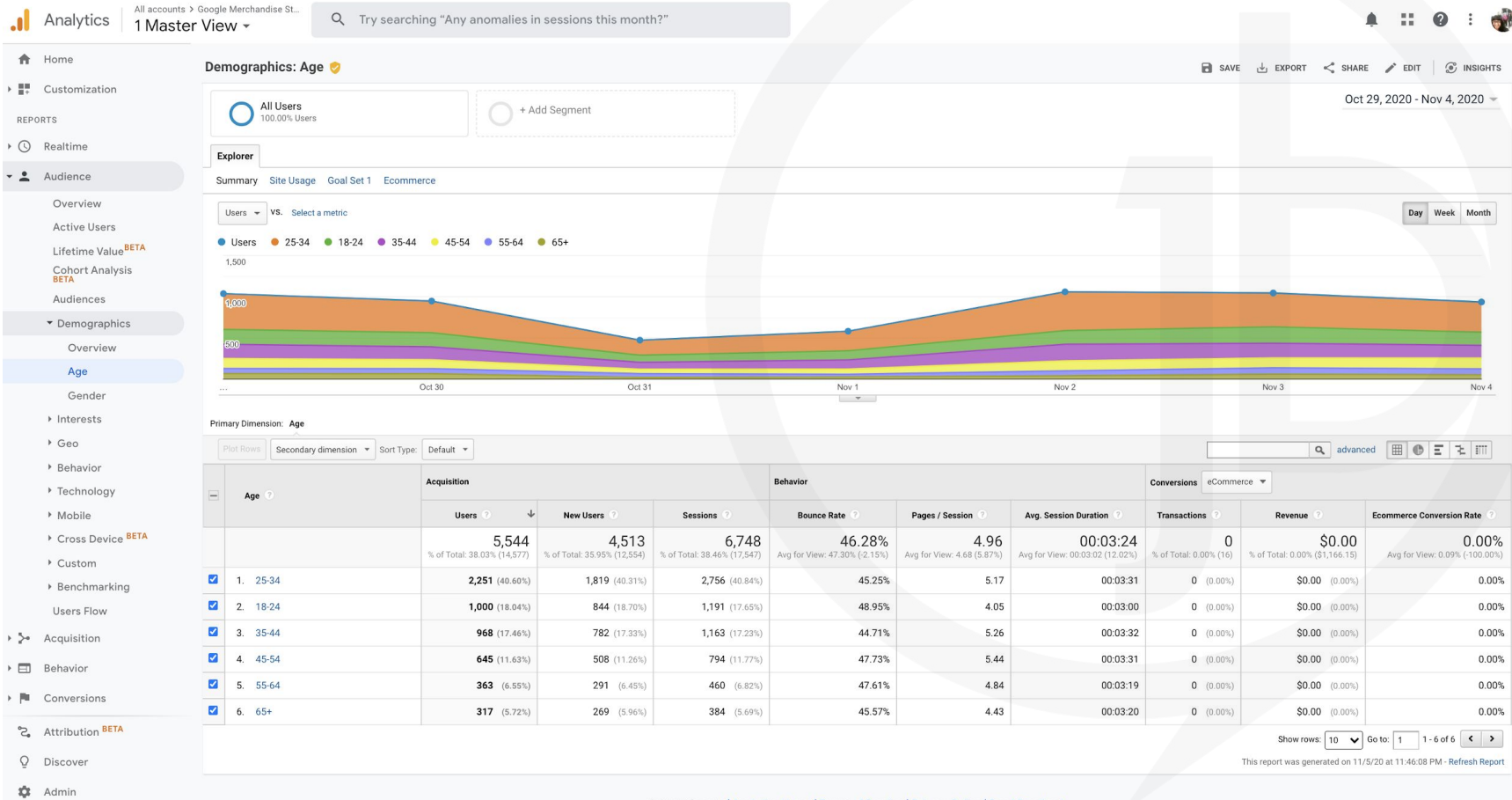
Real Time Overview



Audience Overview



Demographics and Interests

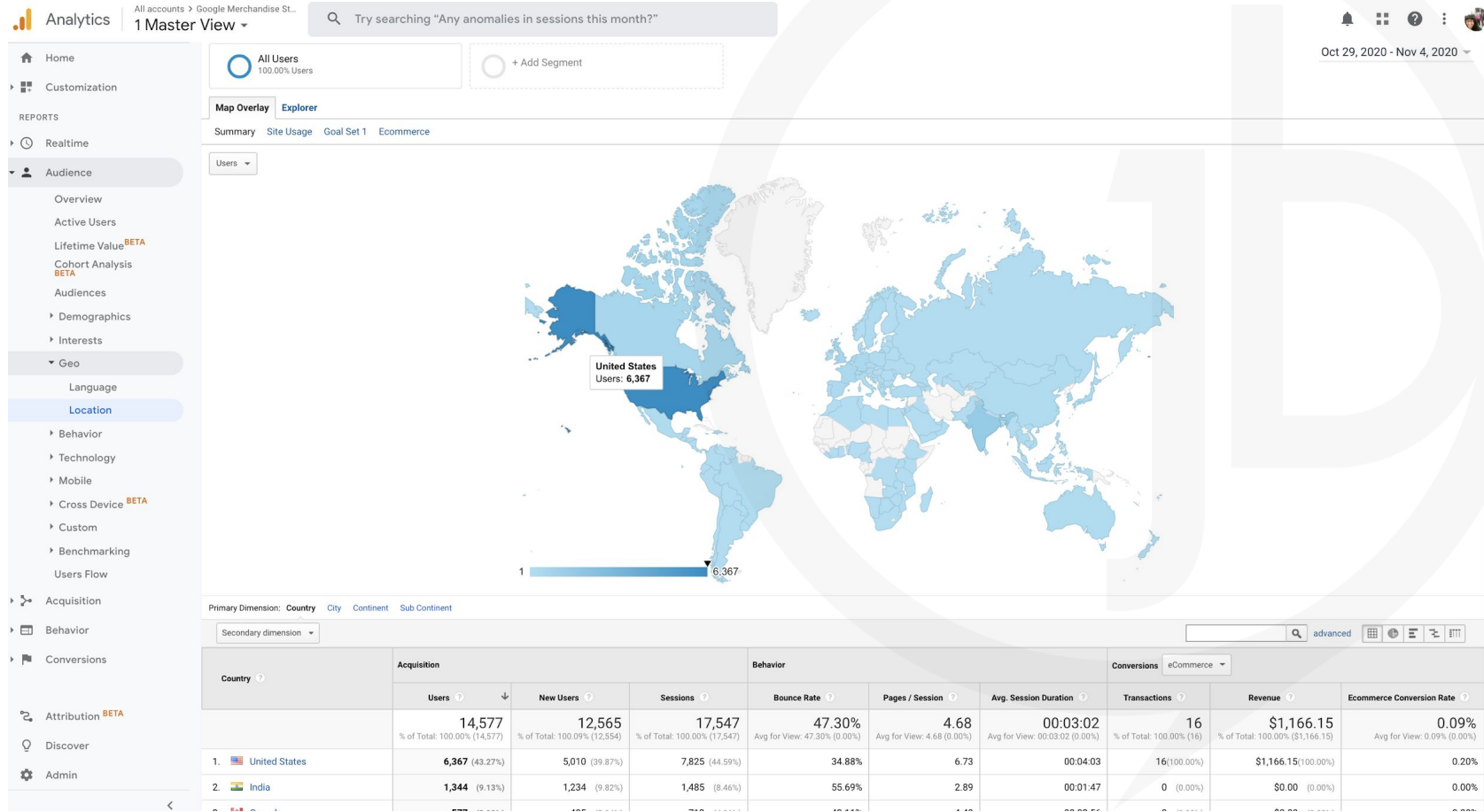


Interests and Demographics

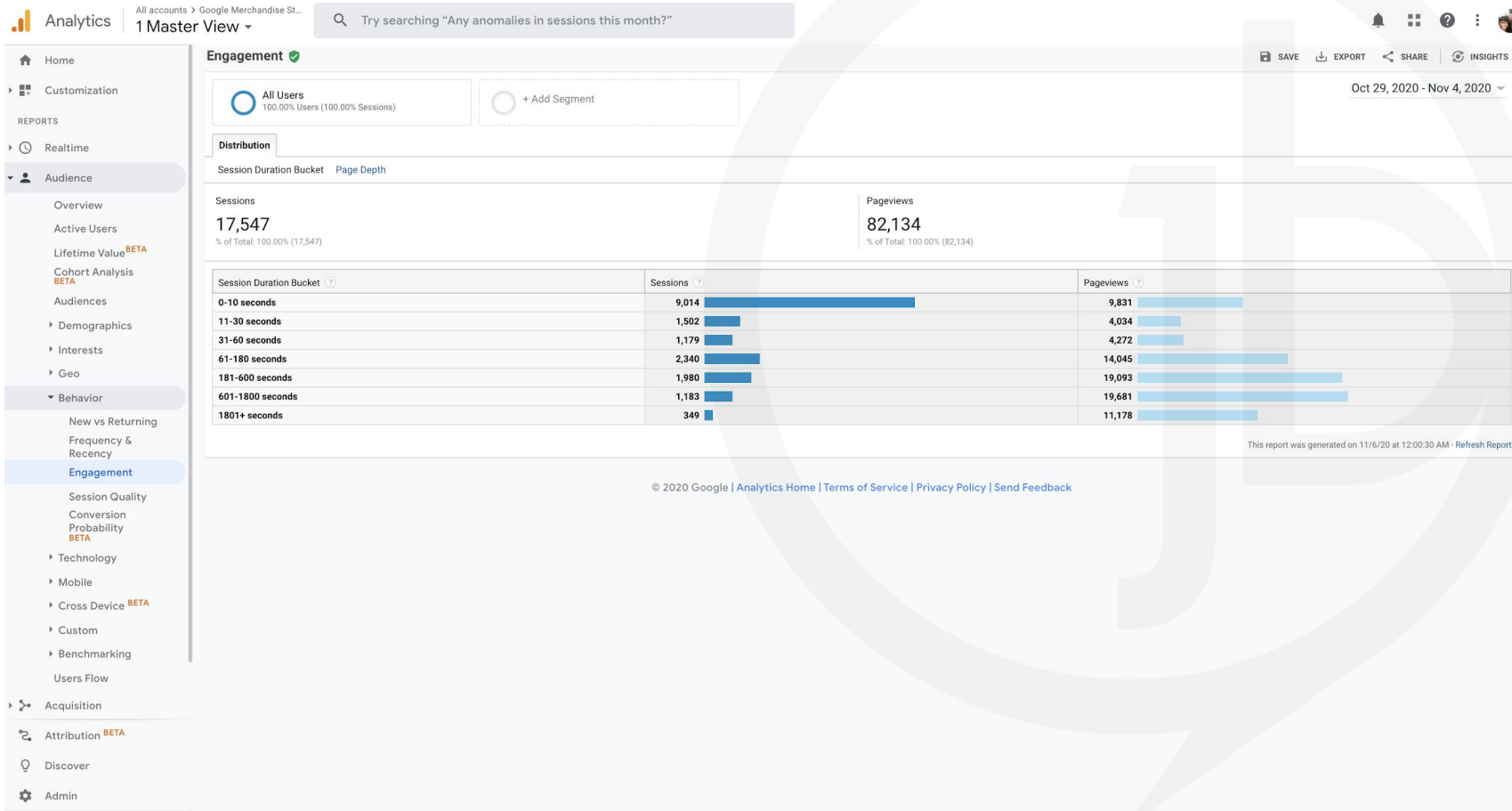
You must have a Google Ads account and meet other requirements in order to activate this in your account.

[Learn how to set this feature up and connect your Google Ads account.](#)

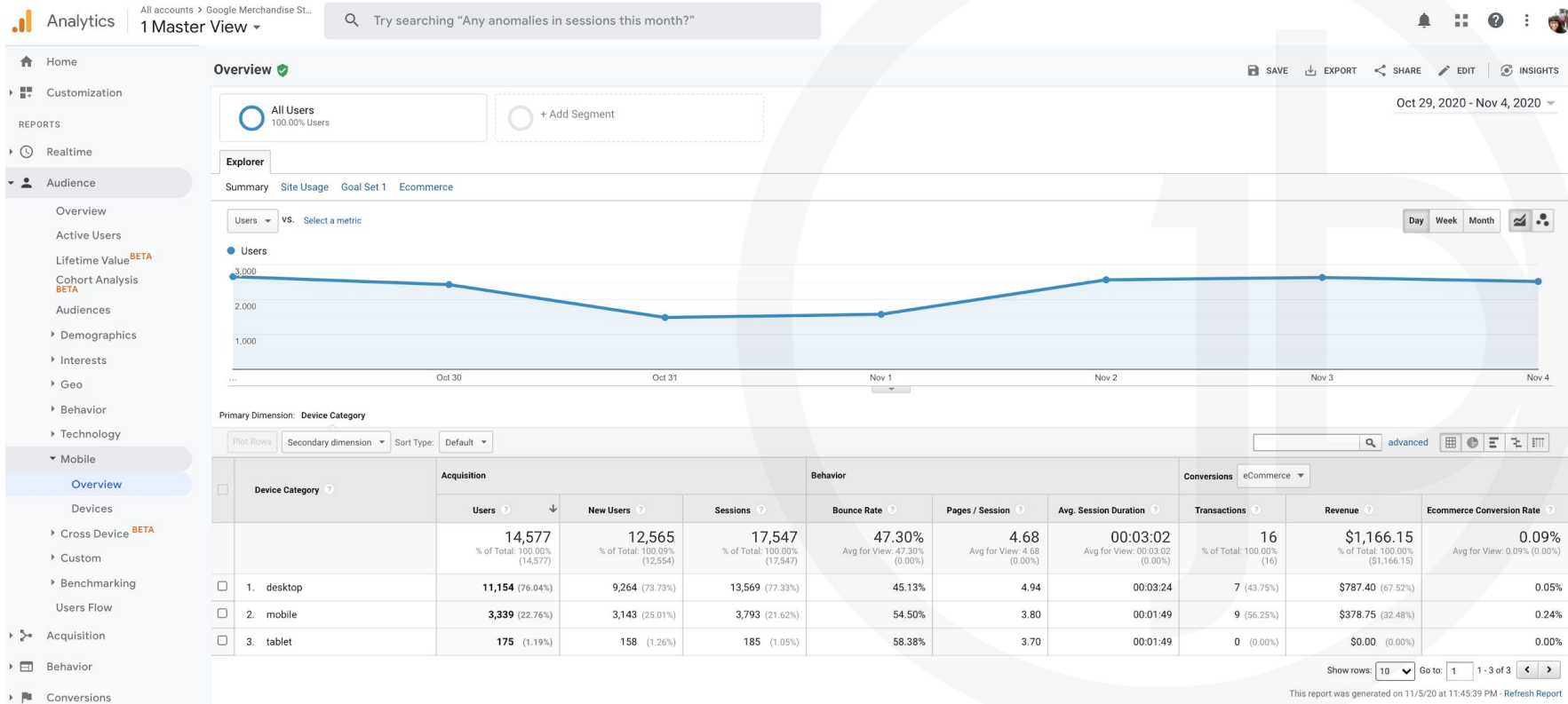
Geo Locations



Behavior Engagement



Mobile Overview



Acquisition

Overview - Review your top channels.

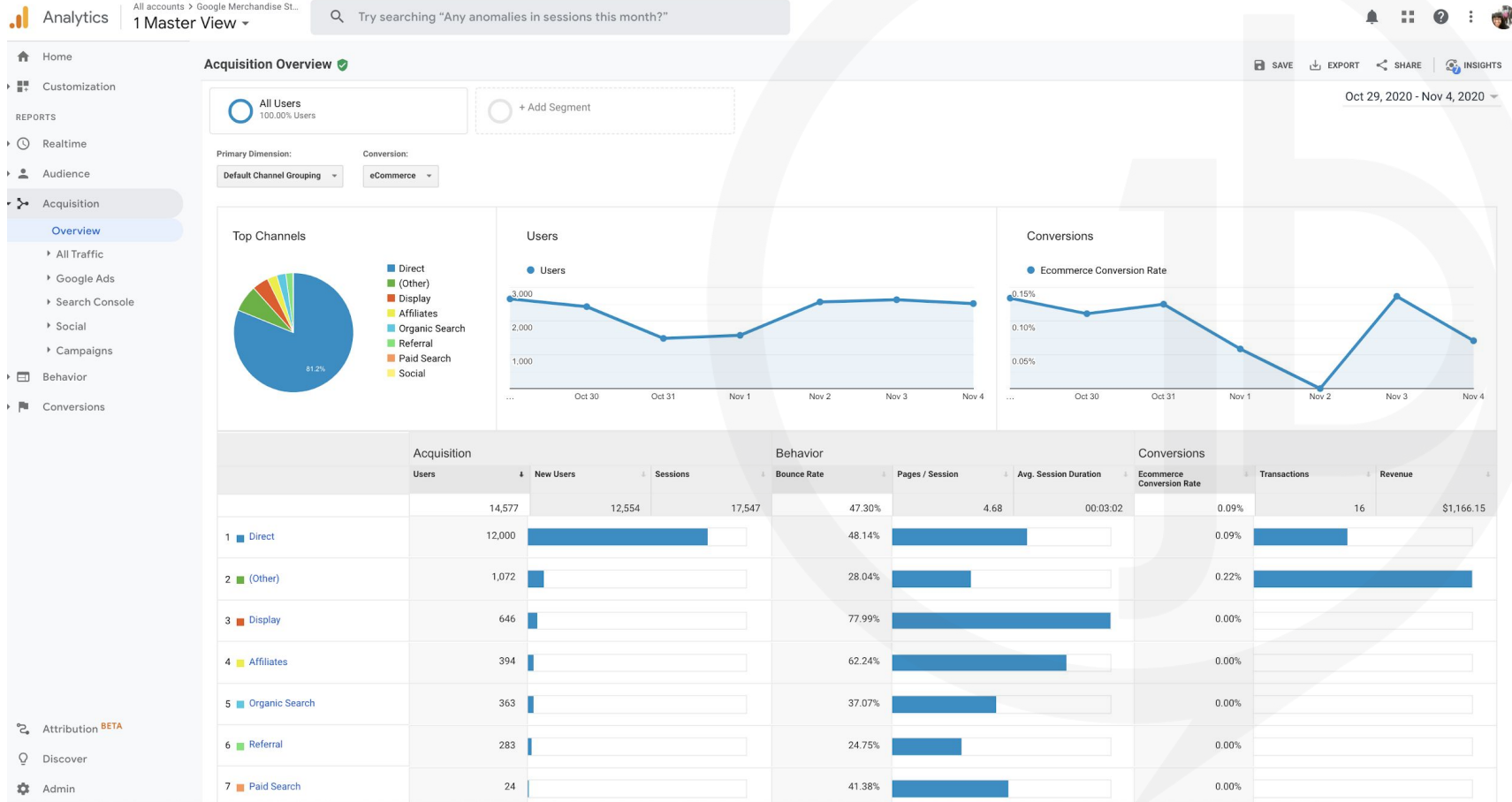
All Traffic > Channels - Review Direct, Referral, Organic Search, Social traffic, etc.

All Traffic > Referrals - See what sites are sending you traffic and how much.

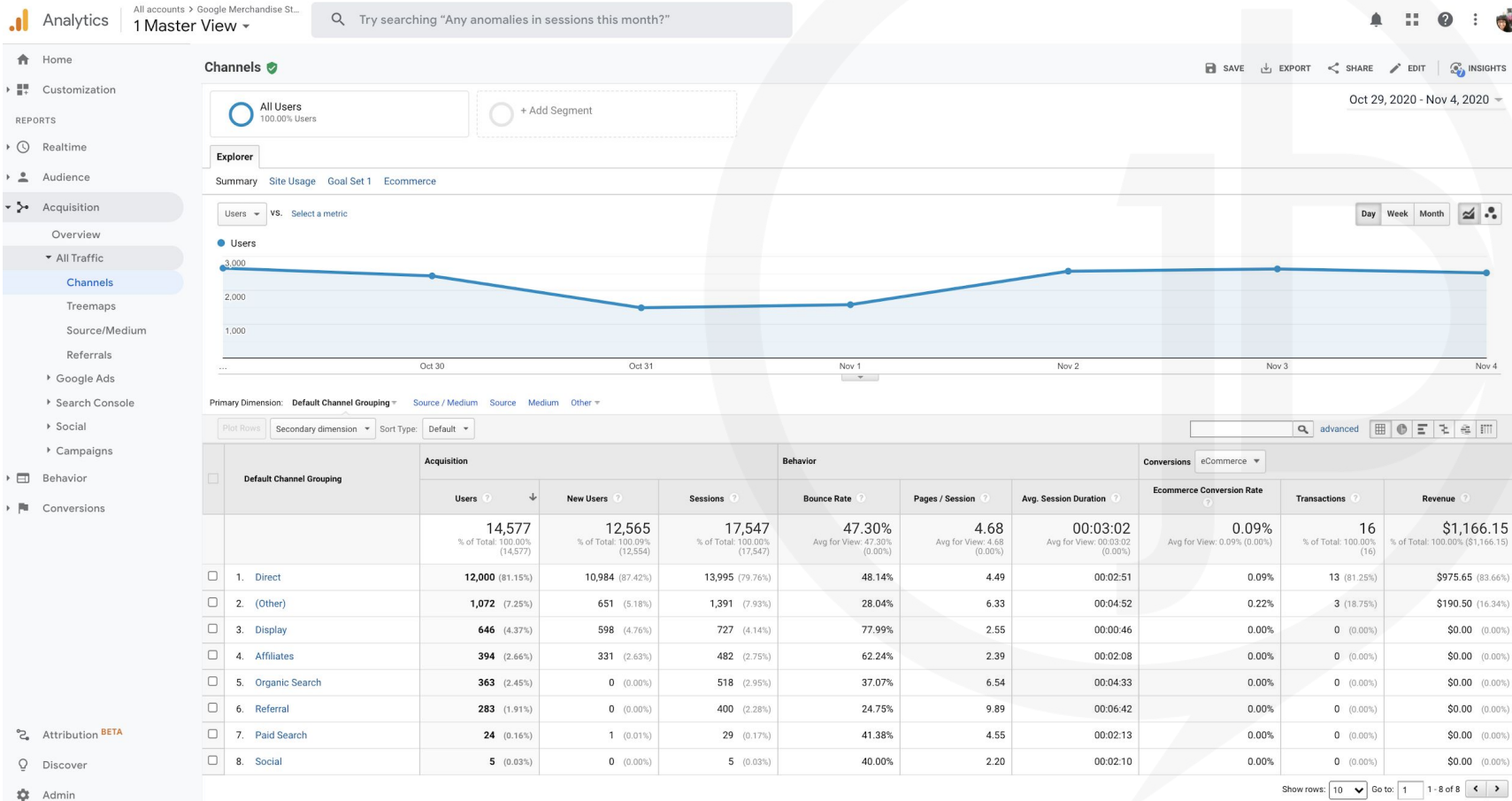
Social - Tracks social related traffic in more detail.

Search Console - Review Queries to see average rankings and Landing Pages to see the performance of SEO content. This content streams from the Google Search Console.

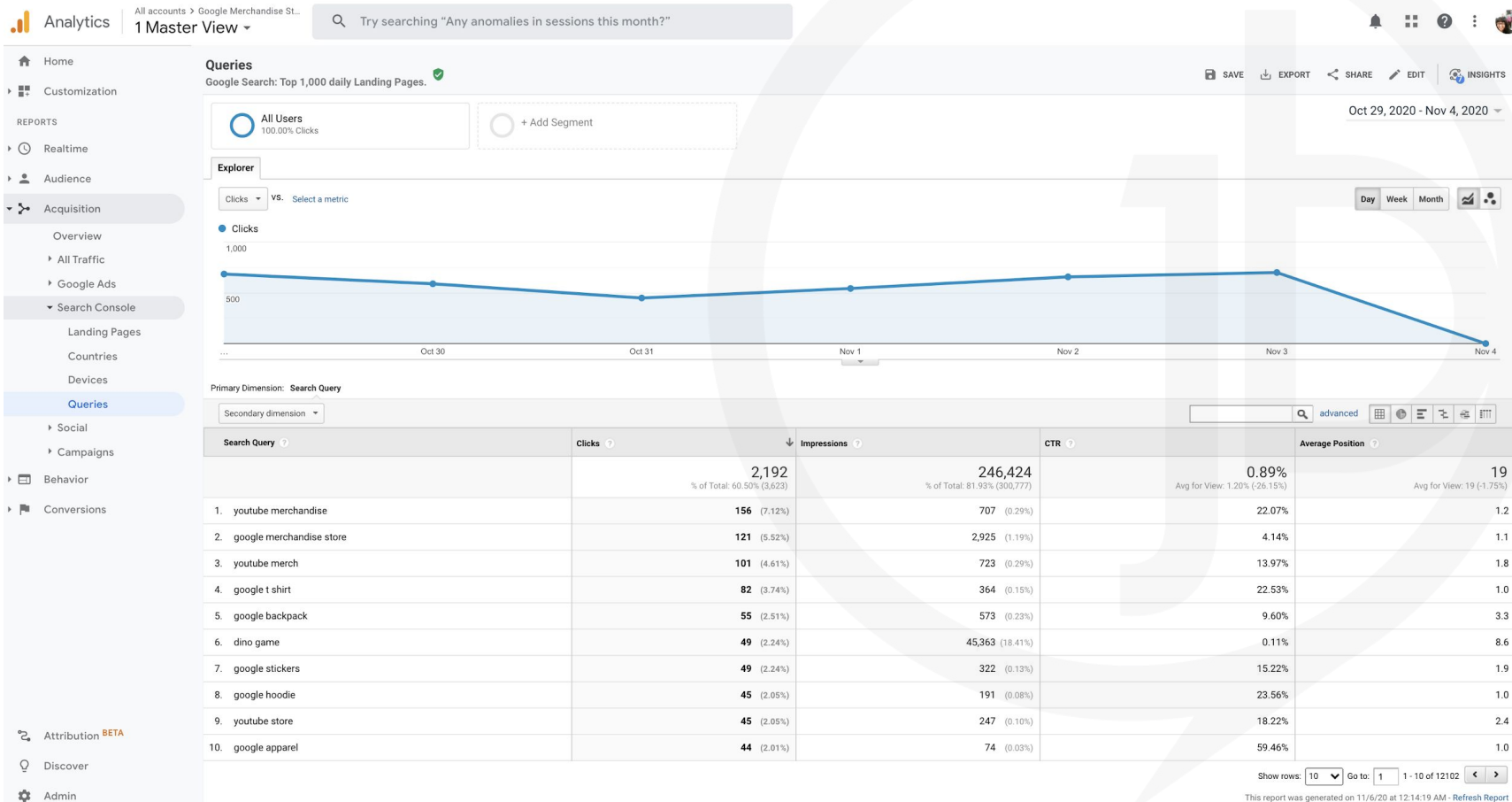
Acquisition Overview



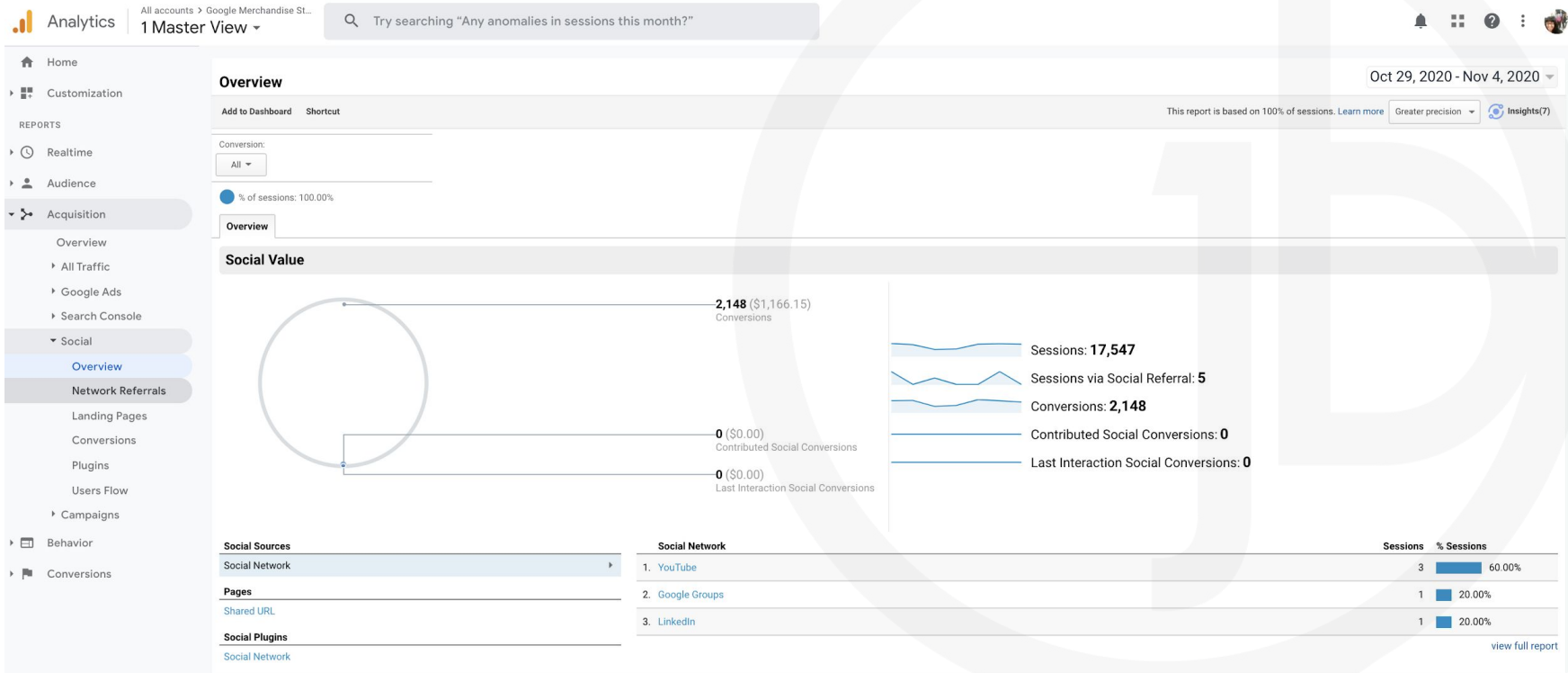
All Traffic Channels



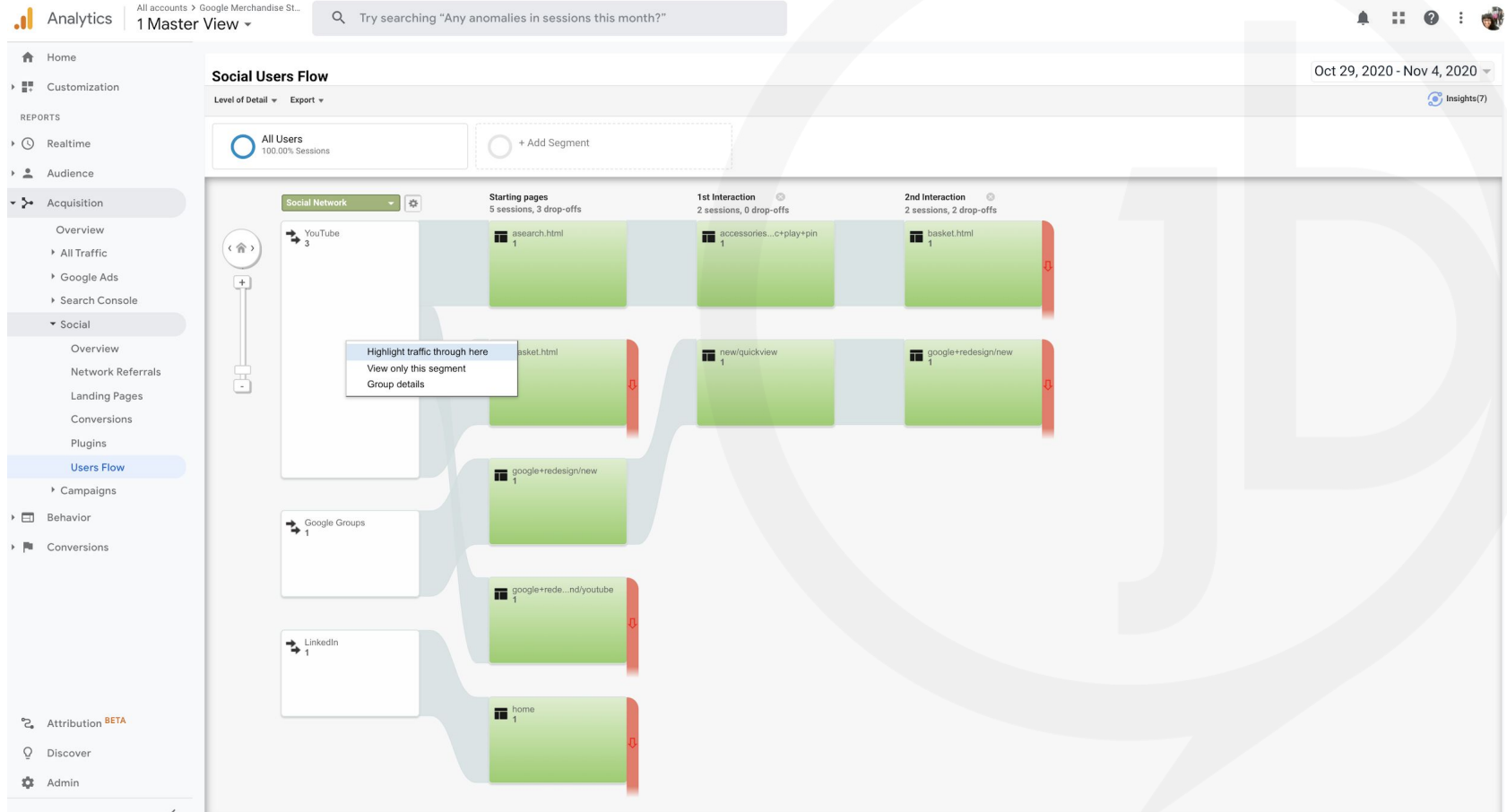
Search Console



Social Network Referrals



Social Users Flow



Behavior

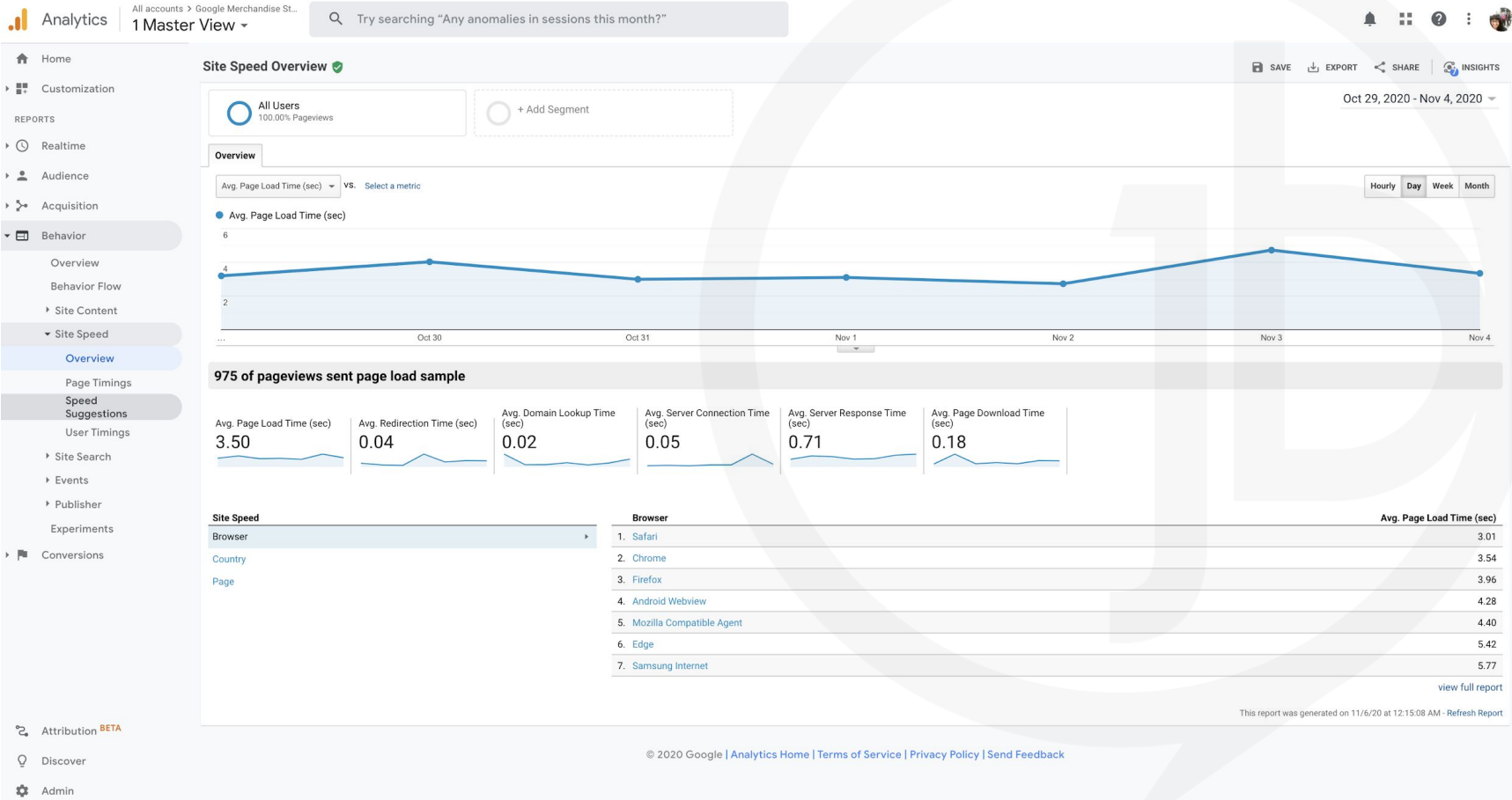
Site Content - Review the Content Drilldown to see your most popular pages. Landing pages and Exit pages also show you where people enter and leave the site.

Site Speed - Helps ensure that your site load time for various pages is appropriate. Read suggestions if possible and review with your designer or developer.

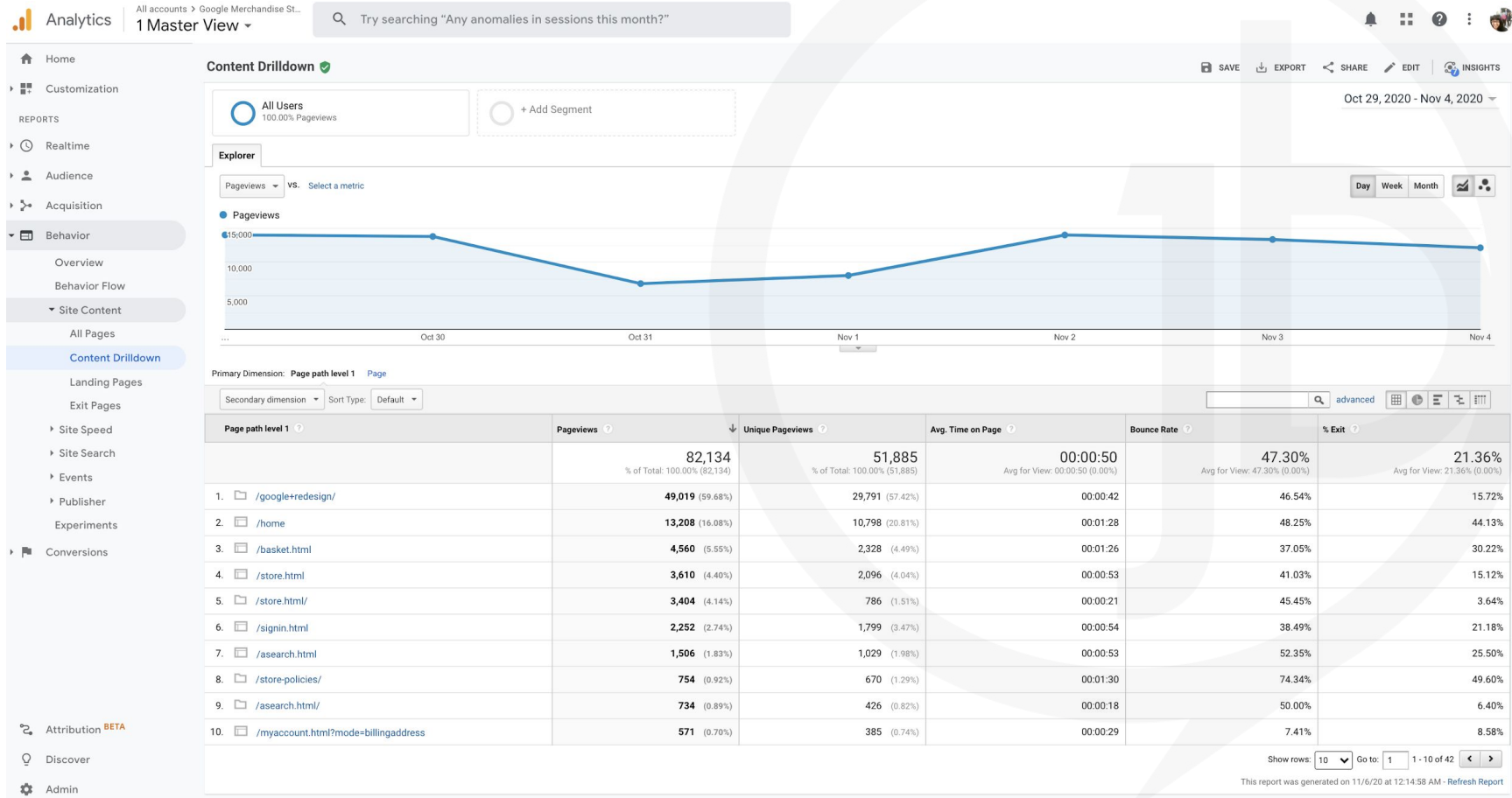
You can also use Google Pagespeed Insights:

<https://developers.google.com/speed/pagespeed/insights/>

Sitespeed



Site Content



Conversions

Goals

<https://support.google.com/analytics/answer/1012040?hl=en>

Funnels

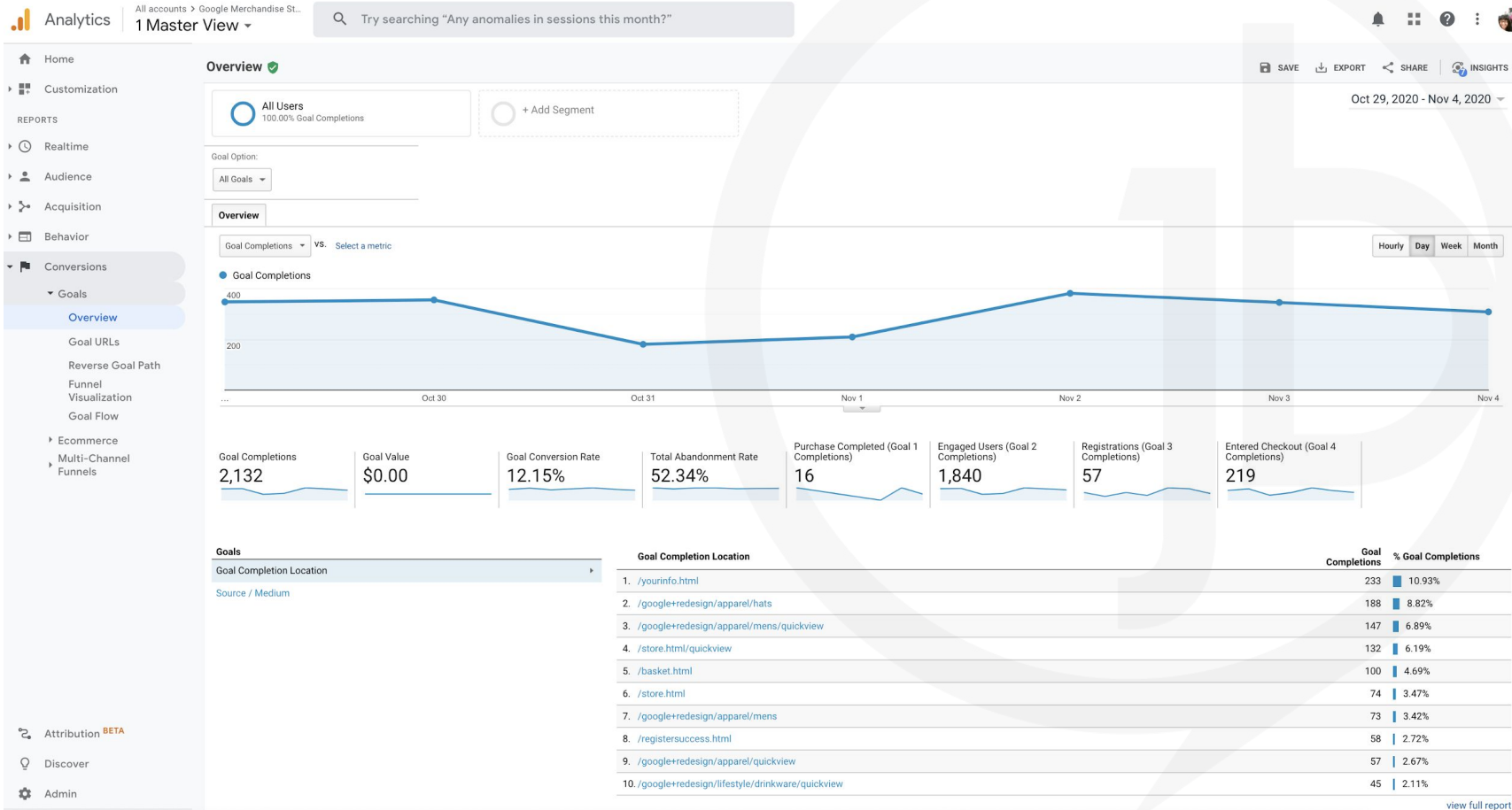
<https://neilpatel.com/blog/ga-conversion-funnels-video/>

Ecommerce


<https://support.google.com/analytics/answer/1009612?hl=en>

Requires additional coding on the website.

Conversions Overview



Admin

 Analytics

All accounts > Google Merchandise Store > 1 Master View

Try searching "Any anomalies in sessions this month?"

ADMIN

USER

Account

Create Account

Demo Account

Account Settings

Account User Management

All Filters

Trash Can

Property

Create Property

Google Merchandise Store (UA-54516992-1)

Property Settings

Tracking Info

PRODUCT LINKING

Google Ads Linking

AdSense Linking

Ad Exchange Linking

All Products

Audience Definitions

Custom Definitions

Data Import

View

Create View

1 Master View

View Settings

Goals

Filters

Ecommerce Settings

Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

Segments

Annotations

Multi-Channel Funnels Settings

Custom Channel Grouping BETA

Custom Alerts

Scheduled Emails

Saved Reports

Share Assets

Goals

Analytics

All accounts > Google Merchandise St...

1 Master View

Try searching "Any anomalies in sessions this month?"

ADMIN

USER

View

+ Create View

1 Master View

View Settings

Goals

Filters

Ecommerce Settings

Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

Segments

Annotations

Multi-Channel Funnels Settings

Custom Channel Grouping BETA

Custom Alerts

Scheduled Emails

Saved Reports

Share Assets

+ NEW GOAL

Import from Gallery

Search

Goal	Id	Type	Past 7 day conversions	Recording
<input type="checkbox"/> Engaged Users	Goal ID 2 / Goal Set 1	Pages/Screens per session	1840	<input checked="" type="checkbox"/> ON
<input type="checkbox"/> Entered Checkout	Goal ID 4 / Goal Set 1	Destination	219	<input checked="" type="checkbox"/> ON
<input type="checkbox"/> Purchase Completed	Goal ID 1 / Goal Set 1	Destination	16	<input checked="" type="checkbox"/> ON
<input type="checkbox"/> Registrations	Goal ID 3 / Goal Set 1	Destination	57	<input checked="" type="checkbox"/> ON
<input type="checkbox"/> Smart Goals	Goal ID 5 / Goal Set 1	Smart Goal	0	<input type="checkbox"/> OFF

Show rows 10 1 - 5 of 5

Goals

Analytics

All accounts > http://www.jbmediagro...
www.jbmediagroupplc.com

Try searching "Any anomalies in sessions this month?"

ADMIN

USER

View

+ Create View

www.jbmediagroupplc.com

View Settings

View User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

Segments

Annotations

Multi-Channel Funnels Settings

Custom Channel Grouping BETA

Custom Alerts

Scheduled Emails

Saved Reports

Share Assets

1

Goal description

Name

Goal slot ID

Goal Id 12 / Goal Set 3

Type

☐ Destination ex: thanks.html

☐ Duration ex: 5 minutes or more

☐ Pages/Screens per session ex: 3 pages

☐ Event ex: played a video

☐ Smart Goal Smart Goal not available.

Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your Google Ads bidding. [Learn more](#)

Continue

Cancel

2

Goal details

Cancel

Goals

ADMIN

USER

View

+ Create View

www.jbmediagroupplc.com

←

View Settings

View User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

Segments

Annotations

Multi-Channel Funnels Settings

Custom Channel Grouping BETA

Custom Alerts

Scheduled Emails

Saved Reports

Share Assets

✓

Goal description

Edit

Name: *Test*
Goal type: *Destination*

2

Goal details

Destination

Equals to ▾

App screen name or web page URL

☐ Case sensitive

For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Value

optional

☐ OFF

Assign a monetary value to the conversion.

Funnel

optional

☐ OFF

Specify a path you expect traffic to take towards the destination. Use it to analyze the entrance and exit points that impact your Goal.

Verify this Goal

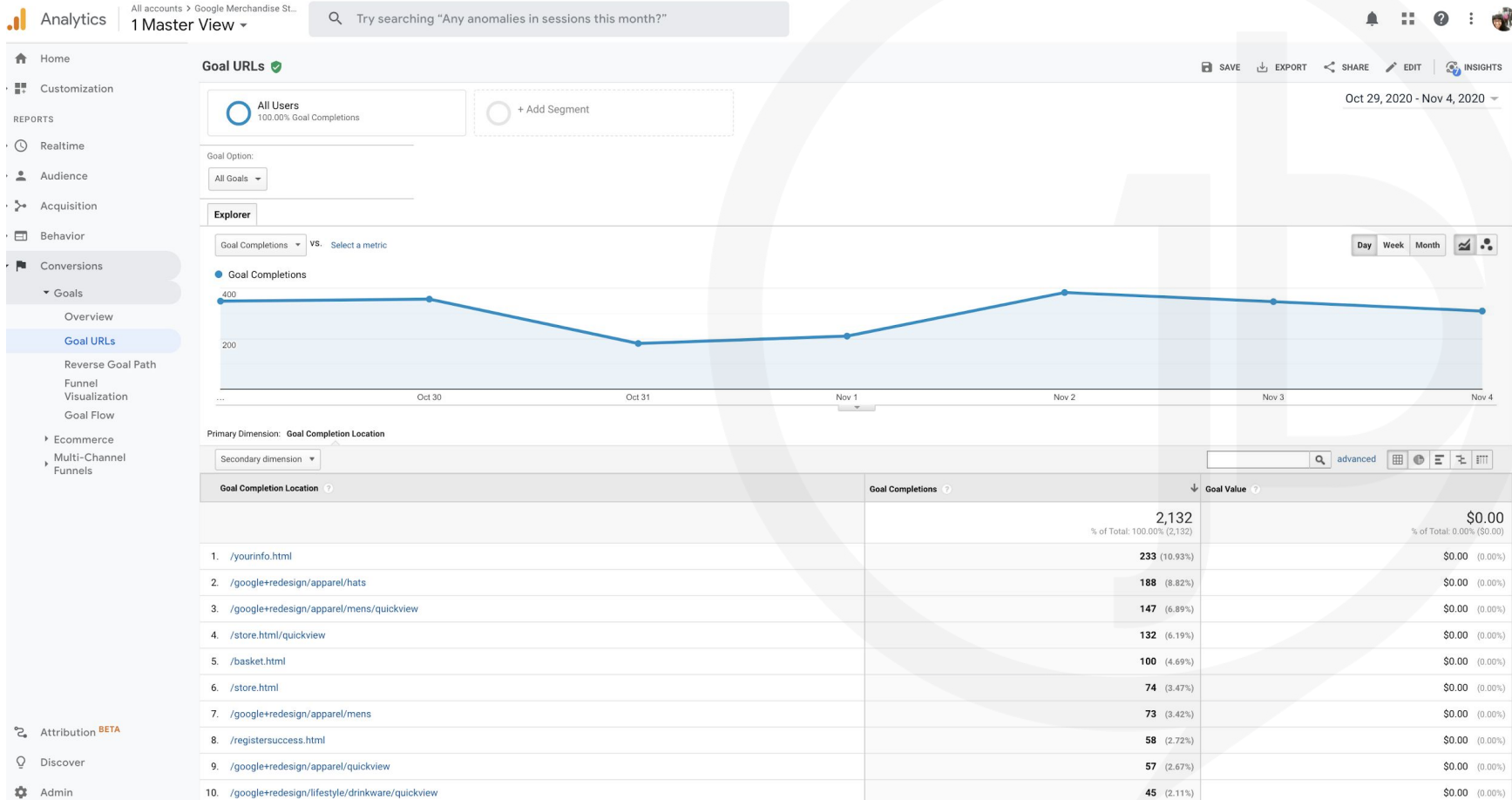
See how often this Goal would have converted based on your data from the past 7 days.

Save

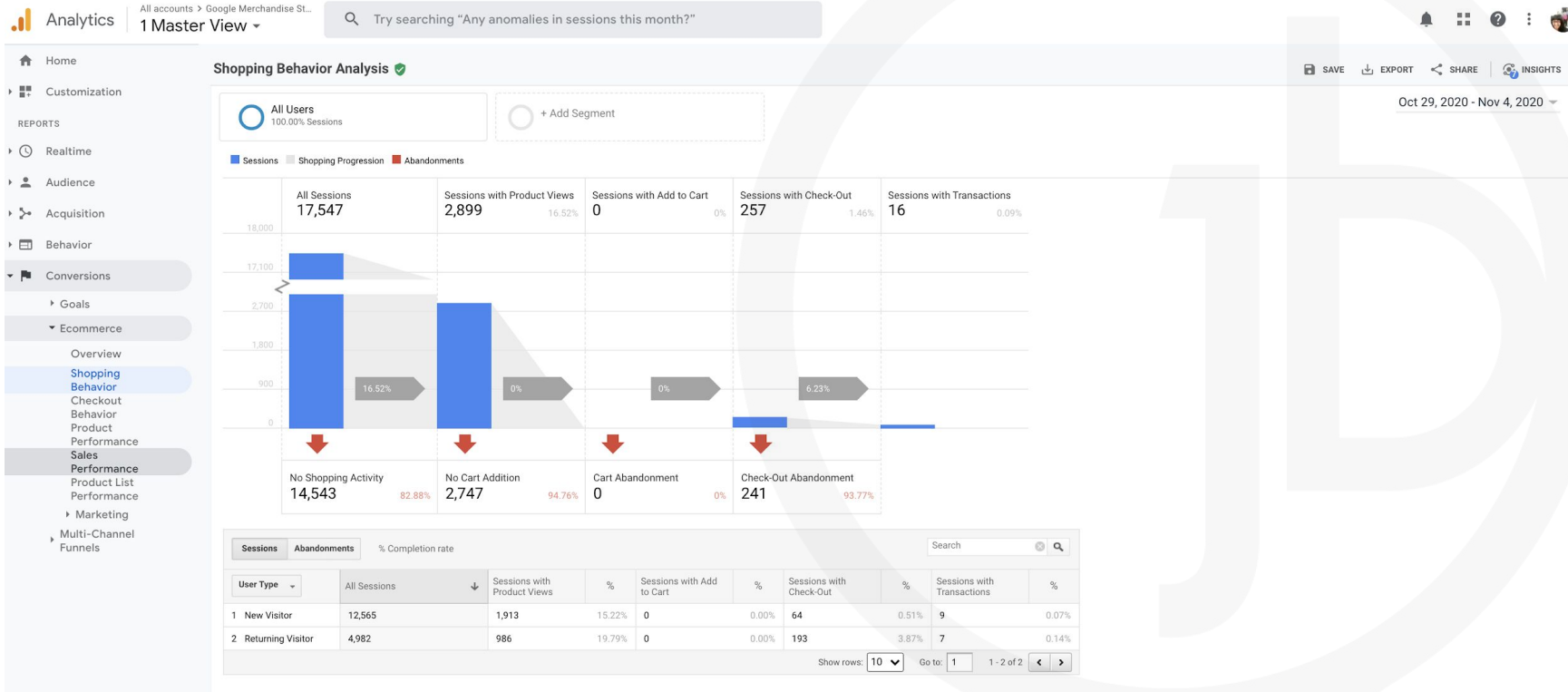
Cancel

Cancel

Goals



Ecommerce



UTM Codes

If more detailed tracking is important to your organization adding UTM codes to various campaigns and content is extremely useful.

[Learn more about UTM codes and Google Analytics.](#)

“UTMs are codes made up of letters and characters that are added to the end of regular URLs. They are designed to tell Google Analytics (as well as other analytics tools) more information about the link, and which marketing campaign the link relates to.

UTM codes are made up of what we call “parameters.” These are the tags that you add to a URL which together communicate to Google Analytics detailed information about the URL. When a user clicks a tagged URL, the tags are automatically sent back to your website’s Google Analytics profile.”



Google Analytics 4



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The NEW Google Analytics 4

Universal Analytics

If you have Universal Analytics you can still [add GA4](#).

Google Analytics 4 - GA4

Watch this video to [set up GA4](#). If you are using Google Tag Manager [watch this video](#).

Why Google Analytics 4?

What makes GA4 different?

How is Google changing the nature of tracking and reporting?

Key areas of consideration:

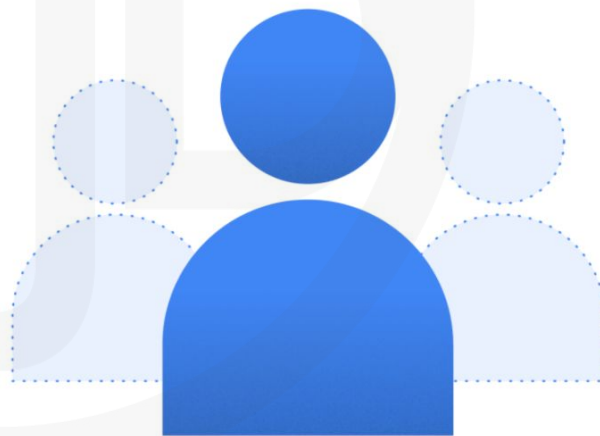
1. Privacy & Security
2. Laws & Legislation
3. Cross platform experience

Integrated reporting

More and more, people expect to interact with businesses however is most convenient for them — for example, researching a product on their phone and then purchasing it later on their computer. Getting insight into these user journeys is critical for you to predict your customers' needs and provide great experiences. This is why the latest Analytics experience is built to handle your various data streams.

Full reporting across devices

Users often switch devices or profiles as they interact with your website. The latest Analytics experience can de-duplicate users across data from different devices. This means Analytics can measure a single user journey across devices based on the best available user identifiers. You can use Google's signed-in data, bring your own identifier for signed-in users, or seamlessly use both, and Analytics will always choose the best available option for each situation.





Unified web and app reporting

The latest Analytics experience can add value to your business if you only have a website, or you only have an app. But if you have both, it can give you insight into cross-platform journeys.

This experience allows you to measure apps and websites together across all reports for the first time in Analytics.

Integrated reporting and analysis

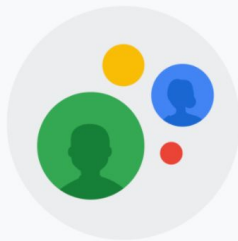
Given the many different ways people interact with your business, you need flexible tools to make sense of many streams of data. The latest Google Analytics experience can seamlessly and intelligently combine all your data streams to report key insights unique to your business.

You can even go beyond pre-defined reports with the Explorations tool, which gives you new and more flexible ways to examine your data.



	Universal Analytics properties	Google Analytics 4 properties
Measurement	Session-based data model	Flexible event-based data model
Reporting	Limited cross-device and cross-platform reporting	Full cross-device and cross-platform reporting
Automation	Limited automation	Machine learning throughout to improve and simplify insight discovery

Some more key differences



Audiences

An audience is a set of users you define based on different attributes that are important to your business — for example, fans of sports and travel, people shopping for cars, or users who have already engaged with your company's products or services.

With GA4 properties, it's easy to create new audiences, and you have more options when defining and segmenting your audiences.

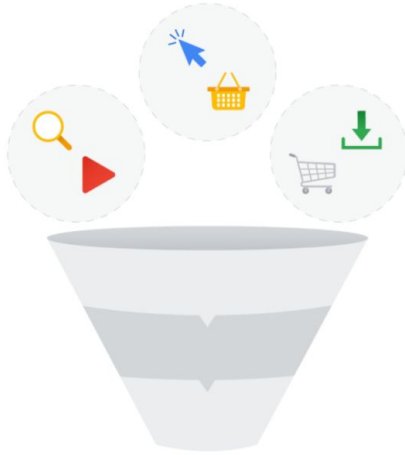
If your business creates IDs for signed-in users, GA4 properties allow you to use this data when building audiences. You can now define your audiences based on IDs sent to Analytics to create audiences based on signed-in users.

Advanced features available to all Analytics accounts

Several powerful features are available to everyone using the latest Google Analytics experience. These include:

- **Explorations:** Interpret your data with greater freedom using the Explorations tool. Use a variety of techniques, like funnel exploration, path exploration, and free form exploration to uncover insights.
- **BigQuery Export:** Export your Analytics data to BigQuery so you can securely store your data in the cloud, combine it with data from other sources, and run queries across all your data sets. Or move your data to any other system where you want to use it.

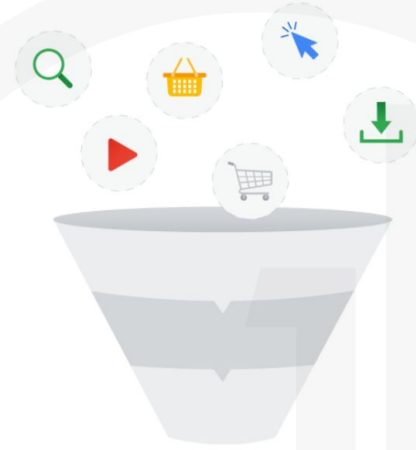




The session-based model

In UA properties, Analytics groups data into *sessions*, and these sessions are the foundation of all reporting. A session is a group of user interactions with your website that take place within a given time frame.

During a session, Analytics collects and stores user interactions, such as pageviews, events, and eCommerce transactions, as hits. A single session can contain multiple hits, depending on how a user interacts with your website.



The event-based model

In GA4 properties, you can still see session data, but Analytics collects and stores user interactions with your website or app as *events*. Events provide insight on what's happening in your website or app, such as pageviews, button clicks, user actions, or system events.

Events can collect and send pieces of information that more fully specify the action the user took or add further context to the event or user. This information could include things like the value of purchase, the title of the page a user visited, or the geographic location of the user.



Key takeaways

- With GA4 properties, it's easy to create new audiences, and you have more options when defining and segmenting these audiences.
- GA4 properties collect and store user interactions with your business as events instead of sessions. This allows Analytics to be more flexible and scalable, and to perform more custom calculations, faster.
- GA4 properties combine the use of several different user identity spaces. This gives better insight into user journeys, with more robust cross-device and cross-platform data and reporting that reflects de-duplicated users.

Google Analytics 4

“With the push for user privacy, it’s becoming increasingly difficult to track users as they travel across multiple platforms, using multiple devices.

GA4 is a forward-thinking solution using enhanced machine learning techniques to help fill in the missing data gap. Creating a single user journey for all data linked to the same identity.”

<https://www.searchenginejournal.com/google-analytics-4-guide/407452/>

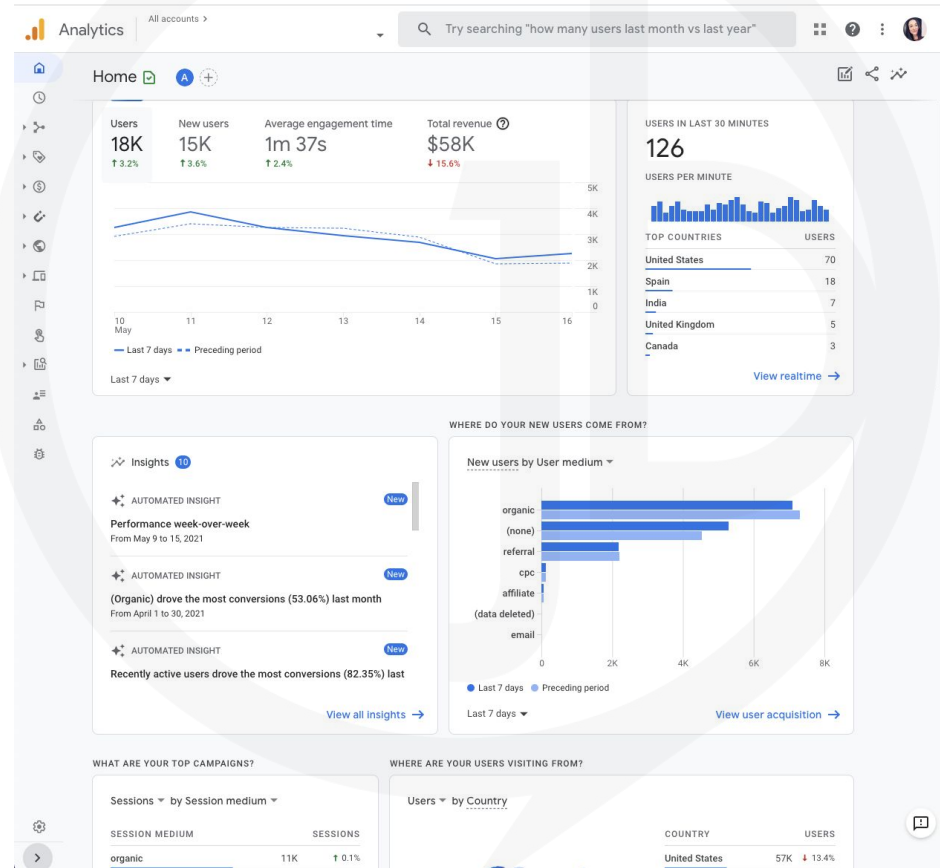
“It promises to be the future of analytics, with cross-platform tracking, AI-driven data, and privacy-centric design.”

<https://cxl.com/blog/google-analytics-4/>

Google Analytics 4

When you first log in Your home page report will quickly answer:

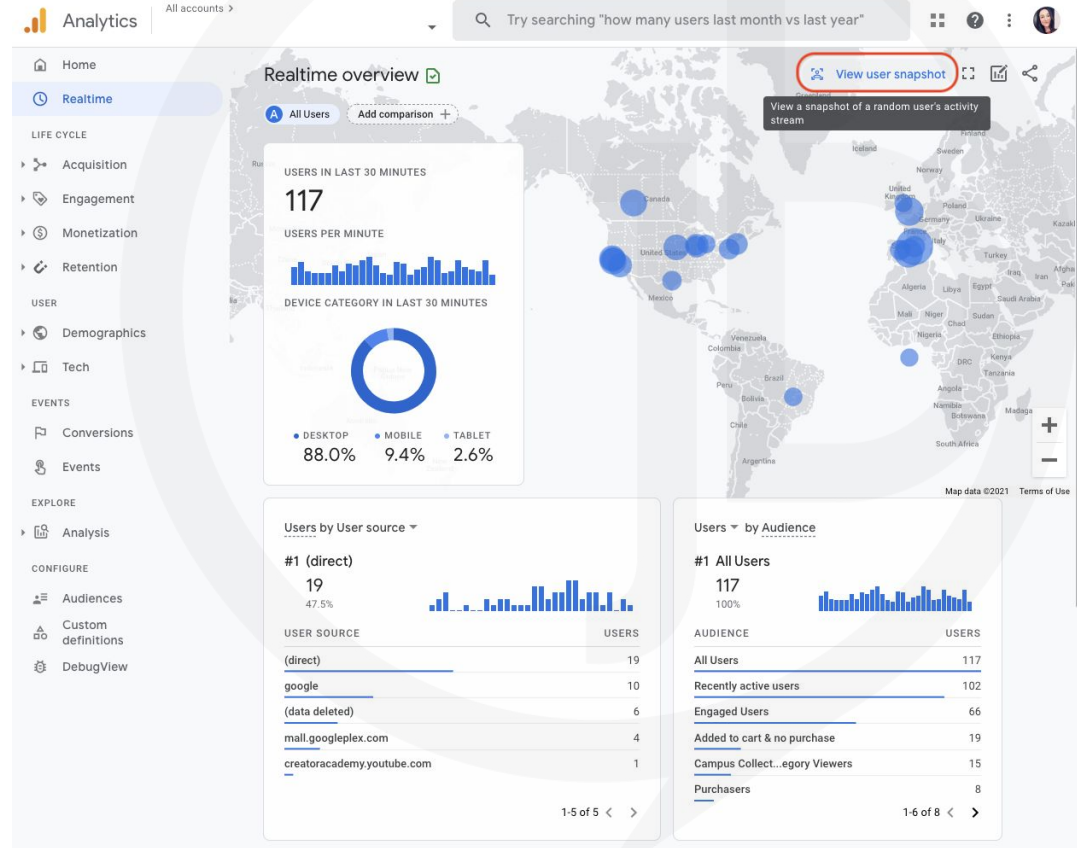
- Where do new users come from?
- What are your top-performing campaigns?
- Which pages and screens get the most views?



<https://www.searchenginejournal.com/google-analytics-4-guide/407452/>

Google Analytics 4

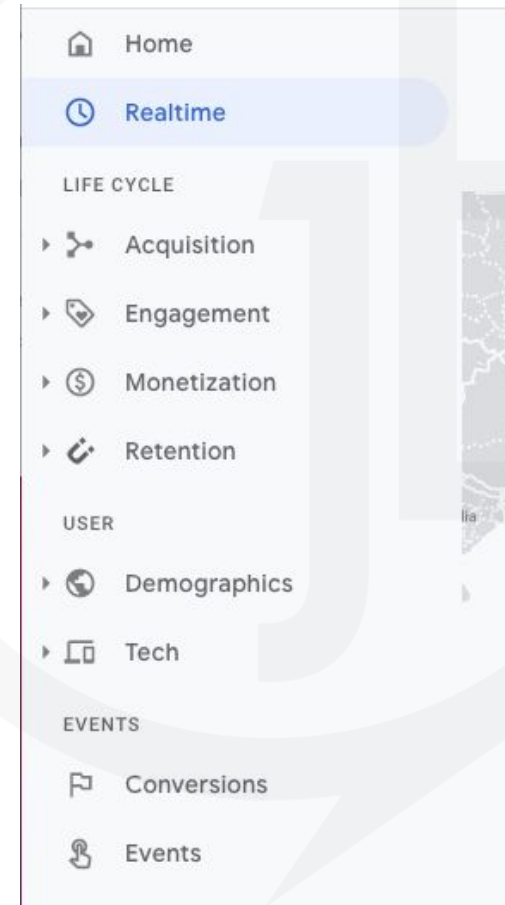
- Click *View user snapshot* in the top right corner of the Realtime report to see a literal snapshot for a single user.
- This includes information about the user's device, location, and real-time engagement with the site/app through events triggered.



<https://www.searchenginejournal.com/google-analytics-4-guide/407452/>

Google Analytics 4

Life Cycle reporting mirrors the funnel of acquiring, engaging, monetizing, and retaining users.



<https://www.searchenginejournal.com/google-analytics-4-guide/407452/>


Google Analytics 4

While default reports help you monitor key business metrics, the GA4 Analysis Hub gives you access to several advanced techniques and a template gallery that isn't available anywhere else.


Analysis Hub

Start a new analysis


Template gallery




Funnel analysis
What user journeys can you analyze, segment, and breakdown with multi-step funnels?



Path analysis
What user journeys can you uncover with tree graphs?



Segment overlap
What do intersections of your segments of users tell you about their behavior?



Cohort analysis
What insights can you get from your user cohorts behavior over time?

<https://www.searchenginejournal.com/google-analytics-4-guide/407452/>

Google Analytics 4

The focus in GA4 is very much on users, with each interaction labeled as an event. This means sessions and pageviews are now events. For instance, a *page_view* event contains the parameters *page_location*, *page_referrer*, and *page_title*.

Events in GA4 are grouped into four categories:

1. **Automatically collected events.** Events that are automatically tracked after installing the GA4 base code. These include initial actions, such as *page_view*, *session_start*, and *first_visit*.
2. **Enhanced measurement events.** Automatically collected events such as scrolls, site search, video engagement, and outbound clicks that can be enabled or disabled to suit your website or app. These allow you to go deeper than page views to measure user behavior and content success.
3. **Recommended events.** Events that Google recommends you set up based on your industry. For example, recommended events for ecommerce stores include *add_to_cart*, *purchase*, and *begin_checkout*.
4. **Custom events.** Events and parameters that you can set up yourself depending on your needs. For example, if you run an ecommerce store, you might decide to set up an error event after *begin_checkout* to see what users do when they face an error. Their activity can then be used to improve your checkout process

Aside from custom events, GA4 can log the majority of relevant events automatically without the need to configure them separately using the global site tag (gtag.js) or Google Tag Manager.

Google Analytics 4

With machine learning, GA4 makes the need for cookies obsolete.

“With the introduction of GDPR laws in Europe and enhanced privacy online, it’s becoming more difficult to track users with cookies. As a result, third-party cookies are being phased out. Firefox and Safari already block them by default. By 2023, Google plans to do the same. Google’s AI-powered insights automatically alert you to product data trends. It also gives you access to predictive metrics to help identify users and actions that may lead to a purchase. These are:

1. **Purchase probability:** The probability of a user who was active in the last 28 days making a purchase in the next seven days.
2. **Churn probability:** The probability of a user who was active in the last seven days not being active in the next seven days.
3. **Revenue prediction:** The predicted revenue from purchases in the next 28 days from users active in the previous 28 days.

Google Analytics 4

Set up conversions and event tracking.

1. Using the Setup Assistant will help you measure common events and track them as conversions.
2. You can also manage conversions and events manually in the “Events” report. From here, all existing events can be easily tracked as conversions by toggling the switch under *Mark as conversion*. The results will then be shown in the “Conversions” report.
3. If you want to create a new event to track a specific page, you’ll need to click on *Create Event* in the “Events” report.
4. For example, if you want to track users viewing a thank-you page, you can configure an event with *page_location* as the parameter and *thank_you* as the value.
5. When a user views that page, it will show up as an event in your report. From there you can mark it as a conversion.
6. Finally, you can track events and conversions by using a GA4 event tag in Google Tag Manager. This can be useful if you want to track a specific action such as a button click.
7. To do this, you’ll first need to configure GTM.

Events in Google Analytics 4

Google Analytics 4 - GA4

How to set up events.

Automatically collected events.

Enhanced Measurement events.

Events in Google Analytics 4

[GA4] Enhanced measurement events


Enhanced measurement lets you measure interactions with your content by enabling options (events) in the Google Analytics interface. No code changes are required. When you enable these options for a web stream, your Google Analytics tag starts sending events right away.

Before turning on the enhanced measurement feature, be sure you understand each option and what data will be collected. You can also turn off specific measurement options in settings.



You're required to ensure that no [personally-identifiable information](#) is collected.

Enable or disable enhanced measurement

1. [Sign in to Google Analytics](#).
2. Click [Admin](#), and navigate to the [property you want to edit](#).
3. In the *Property* column, click **Data Streams > Web**.
4. Under *Enhanced measurement*, slide the switch On to enable all options.
Click  to edit individual options as needed.



Events in Google Analytics 4

Events and parameters

The following table explains when events are triggered, and which parameters are collected for each event. You can find data about each triggered event in the Events report within [the Engagement topic](#). Click the event name in the report for more information on the event.

Measurement option / event	Triggered...	Parameters
Page views page_view	each time the page loads or the browser history state is changed by the active site This event is collected automatically. You cannot turn off collection. An advanced setting on this option controls whether the event is sent based on browser-history events. This measurement option listens for pushState, popState, and replaceState.	page_location (page URL), page_referrer (previous page URL)
Scrolls scroll	the first time a user reaches the bottom of each page (i.e., when a 90% vertical depth becomes visible)	No parameters are collected
Outbound clicks click	each time a user clicks a link that leads away from the current domain By default, outbound click events will occur for all links leading away from the current domain. Links to domains configured for cross-domain measurement will not trigger outbound click events.	link_classes, link_domain, link_id, link_url, outbound (boolean)
Site search view_search_results	each time a user performs a site search, indicated by the presence of a URL query parameter By default, the event is triggered based on the presence of one of the following 5 parameters in the URL: <ul style="list-style-type: none"> q s search query keyword 	search_term, optionally 'q_<additional key="">' (where <additional key=""> matches an additional query parameter you specify to be collected under advanced settings)

Video engagement video_start video_progress video_complete	For embedded videos that have JS API support enabled, the following events are triggered: <ul style="list-style-type: none"> video_start when the video starts playing video_progress when the video progresses past 10%, 25%, 50%, and 75% duration time video_complete when the video ends 	video_current_time, video_duration, video_percent, video_provider, video_title, video_url, visible (boolean)
File downloads file_download	when a user clicks a link leading to a file (with a common file extension) of the following types: <ul style="list-style-type: none"> document text executable presentation compressed file video audio File extensions that match the following regex will trigger the event: pdf xlsx? docx? txt rtf csv exe key pp(s t tx) 7z pkg rar gz zip avi mov mp4 mpe? g wmv midi? mp3 wav wma	file_extension, file_name, link_classes, link_domain, link_id, link_text, link_url



First Party Data



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Evaluation



Schedule

- Outline your goals. How do you define success?
- Connect your goals to specific tracking data
- Review and evaluate reports every week, month, or quarter

The Value of First Party Data

“First-party data, or primary data, is information collected directly by the company making use of it.

It is generated through marketing campaigns, website and social media monitoring tools, surveys, and others.

The main characteristic of first-party is that its information is collected from the company's domains: the channels in which it operates and the resources it adopts to capture data.

Its major advantages are reliability, accuracy, and confidentiality. The company establishes its own parameters and metrics in its analyses and can keep its reports protected.”

Why First Party Data Matters

Why first-party data matters

Trust between advertisers, publishers, and users is critical to an open and safe internet. Today's consumers prefer and expect relevant, tailored experiences whenever they interact with a brand online — but not at the expense of their personal privacy. Searches for “online privacy” have grown more than 50% year-over-year globally, which shows us that people are becoming increasingly aware of, and concerned about, how their data is used.

Our industry is responding by increasing transparency and offering users more control. New regulation ensures technology platforms, such as browsers and mobile operating systems, will phase out third-party cookies within two years, by which point we expect new, privacy-safe alternatives to be available.

How Will Marketing Strategy Change?

Your strategies may need to shift going forward:

1. Create and implement more lead generation campaigns.
2. Ask specific custom questions.
3. Spend more time focusing on brand-building.

Wordstream

4. Add user registration.
5. Collect the bare minimum about people when they register. Then integrate additional data collection as they engage with your website.

Be a Steward of First Party Data

Trust, transparency, and first-party data stewardship

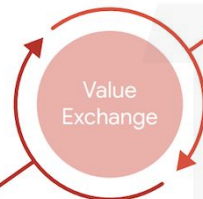
The two-way value exchange between the customer and the brand



Brands

The brand gets the opportunity to deliver relevant experiences for their customers, which leads to a positive impact on the business metrics like conversion rate, retention rate and life-time value. The brands can also use first-party data to prospect new customers by finding look alikes with similar attributes.

Data stewardship
and transparency



Trust and permission
to use data



Consumers

The consumer gains a better experience, including personalization at all points in their shopping journey and relevant ads.

Increasing consumer trust
increases size of value exchange

The best use of first-party data involves a two-way value exchange between consumers and brands. People who trust brands with their data enjoy a more personalized shopping journey. And in return, brands get the opportunity to lift business metrics and reach new users who are likely to be interested in their products. To kick off these relationships, brands must ask consumers permission to use their data by adhering to these two best practices:

- **Transparency:** Ask users permission to use their first-party data and give them control by making it easy for them to withdraw consent.
- **Value:** Highlight incentives such as the relevant personalized experiences that come with sharing first-party data.

Content and Ownership

First-party data is data that a company collects with customers' consent and therefore owns. It comes from multiple online and offline sources (e.g. web interactions, customer relationship management (CRM) databases, in-store purchases) and can include information such as demographics and customer purchase history. Below are examples of first-party data:



Email response data, point of sale, and customer spend are cost-effective ways to quickly understand consumer interest. Brands can experiment with offers and product recommendations to gauge consumer interest and use a self-learning system to improve results.



First-party cookies assess volume and patterns of consumer activity. This data is specific to a brand's properties, such as apps or websites. Brands can analyze changes in customer browsing behavior, engagement, and shopping patterns and subsequently alter website and app content to personalize offers.

Free Content

1. Downloads - ebooks, guides, templates, itineraries, maps, coupons, workbooks, case studies, etc.
2. Audio and video - password protected, download link shared in automated email, educational/informational.
3. Interactive, virtual events - webinars, classes, coaching sessions, brainstorming, networking events, etc.

Create a Resource page with multiple options.

Content Hubs

Content hubs...

- Build SEO authority
- Improve usability
- Increase engagement
- Feature your free content
- Generate subscriptions

Examples:

[ETSY Journal](#)

[Aesthetica](#)

[Magazine](#)

[Frieze](#)

[Brooklyn Street](#)

[Art](#)

[Pikaland](#)

Contests and Giveaways

Make the email sign up required.

- Put together a valuable package, something people want.
- Provide clear rules and instructions.
- Make sign up available on all devices.
- Collaborate with partners.
- Promote on a variety of channels.

What Tools Are the Most Popular?

The Best CRMs for Small Business in 2020

The 10 Best Email Automation Software 2020

Best Email Marketing Services

Email newsletter and marketing platforms like:

- MailChimp
- AWeber
- Constant Contact
- ActiveCampaign
- SendinBlue

CRM's (customer relationship managers and databases) like:

- Zoho
- HubSpot
- PipeDrive
- Salesforce
- Drip



Search Console

<https://www.google.com/webmasters/tools/>

“Google Tag Manager is a **tag management system** (TMS) that allows you to quickly and easily update measurement codes and related code fragments collectively known as **tags** on your website or mobile app. Once the small segment of Tag Manager code has been added to your project, you can safely and easily deploy analytics and measurement tag configurations from a web-based user interface.”



Google Tag Manager

Google Tag Manager Beginner's Guide to Google Tag Manager

Resources

Free Learning

- [Free Monthly Webinar](#): Our next Digital Drop-in is Thurs. May 5, 2022
- [Free Digital Marketing Toolkit](#)

Online Learning

- [Content Strategy Roadmap](#) On demand online course that can be done in your own time. Learn SEO, Instagram and Facebook marketing/advertising, Google Ads, and partnership marketing. 2 options: DIY \$69/month or +coaching \$99/month

Use code **NorthAlabama** to get \$50 off

November 14-15, 2022
Asheville, NC

A photograph of the Renaissance Hotel in Asheville, NC, with a warm orange and yellow color overlay. The hotel is a large, modern building with many windows. In the background, other city buildings and mountains are visible. The bottom of the image features a dark blue banner with a green mountain silhouette and the event logo.

DIY TOURiSM
AND LOCAL MARKETING WORKSHOP

DIY Tourism Marketing Workshop



NEVER STOP LEARNING



Thank you!

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