

# website

19 , 2009  
Holiday Inn,

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web metrics Google Analytics  
website  
Usability

website

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É eMetrics,  
É website  
É Reports Google Analytics  
É usability ( )  
website

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Marketing, & IT, web designers  
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website

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web Paid Search Marketing (Google AdWords)  
Landing Page Optimization (Google Website Optimizer)  
eLearning online  
website (conversion rate).  
Search Engine Optimization, Internet  
Marketing, Marketing, Management, . . . Google Training  
Center Google AdWords Certified Professional.

Internet Marketing & Search Engine Marketing  
Mindworks interactive

19, 2009 08:00 ó 16:15

**08:00-10:30**

Usability Analysis  
Usability testing

website .  
ö website ,  
Usable website  
( ),

website,

usability  
testing

website.

**10:30 ó 10:45**

**10:45-13:15**

Web Metrics & Analytics

Web Analytics , &  
H  
Internet

Data Collection ó

/ Web Logs,  
Beacons, Javascript Tags

**13:15-14:15**

**14:16 ó 16:15**

Web Analytics Concepts ó

Web Analytics

o , URLs, Parameters, Cookies

- o Visit, Unique Visit, Visitor, Page Views, Time On Site
- o Site Quality: Bounces, Top Pages, Exit Pages, Click Density
- o Advanced

Reports

website

- o Reports
- o Reports e-commerce sites
- o Reports Support Websites
- o Reports Blogs

Marketing

- o Search Marketing (Organic & PPC)
- o Email / Banners Campaigns

**Meeting Information:**

Venue: Holiday Inn, Nicosia

**Participation Fee**

Initial Cost:	€ 345
HRDA Subsidy:	(€ 133)
<b>Net Cost per Participant</b>	<b>€ 212</b>

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Αρχή Ανάπτυξης  
Ανθρώπινου  
Δυναμικού  
Κύπρου