

website

25, 2010
Holiday Inn,

web metrics

Google Analytics

website

Usability

website

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eMetrics,
website

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Google Analytics

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Reports

É

usability ()

website

Marketing,

& IT, web designers

website

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

25 2010 08:00 ó 16:15

08:00-10:30

Usability Analysis
Usability testing

website .
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

14:15 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: €295.00

Please contact us to inform you for the amount of the subsidy that it will be deducted from your fee

Τα προγράμματα* εγκρίθηκαν από την ΑνΑΔ. Οι επιχειρήσεις που συμμετέχουν με εργοδοτούμενούς τους, οι οποίοι ικανοποιούν τα κριτήρια της ΑνΑΔ, θα τύχουν της σχετικής επιχορήγησης.



Αρχή Ανάπτυξης
Ανθρώπινου
Δυναμικού
Κύπρου