Web Analytics and User Behavior Research Training Course

Professional Development Training Course Outline

Category	Research and Data Analysis	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today's hyper-connected digital world, understanding user behavior and leveraging web analytics are crucial for optimizing digital strategies and maximizing online engagement. Web Analytics and User Behavior Research Training Course is designed to equip professionals with cutting-edge skills in tracking, analyzing, and interpreting digital footprints to enhance decision-making and improve user experiences. Through advanced tools such as Google Analytics, heatmaps, session recordings, and behavioral segmentation, participants will learn how to decode the user's digital journey and align strategies with performance metrics that matter.

This results-driven course focuses on data-driven insights, customer journey mapping, conversion rate optimization (CRO), and behavioral data visualization, empowering learners to make evidence-based decisions in UX design, marketing, product development, and eCommerce. Through hands-on projects and real-world case studies, participants will master industry tools and analytical frameworks to transform web data into actionable intelligence. The course is ideal for professionals seeking to drive growth, enhance engagement, and improve ROI using advanced web tracking techniques and user-centric research.

Programme Curriculum

Web Analytics and User Behavior Research Training Course

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Course Objectives

1. Understand the fundamentals of web analytics and its role in digital strategy.
2. Apply Google Analytics 4 (GA4) to measure user interactions and site performance.
3. Analyze user behavior patterns through heatmaps, session replays, and click tracking.
4. Perform funnel analysis and identify drop-off points in user journeys.
5. Develop insights for conversion rate optimization (CRO).
6. Implement event tracking and tag management with tools like Google Tag Manager.
7. Conduct A/B testing and multivariate testing for performance enhancement.
8. Utilize user segmentation and cohort analysis to personalize experiences.
9. Create behavioral personas based on analytical insights.
10. Interpret key performance indicators (KPIs) and digital metrics effectively.
11. Visualize and communicate findings using data dashboards and reports.
12. Ensure ethical data collection and compliance with data privacy laws (e.g., GDPR).
13. Evaluate campaign performance through attribution modeling.

Target Audience

1. Digital Marketing Professionals
2. UX/UI Designers and Researchers
3. Product Managers
4. Data Analysts
5. Business Intelligence Professionals
6. Web Developers
7. eCommerce Strategists
8. Content Strategists and SEO Experts

Course Duration: 5 days

Course Modules

Module 1: Introduction to Web Analytics

- Importance of web analytics in digital decision-making
- Overview of key analytics platforms
- Setting up analytics tools (GA4, Hotjar, etc.)
- Understanding metrics vs dimensions
- Aligning business goals with web data
- **Case Study**: Evaluating a small business website using GA4

Module 2: Behavioral Data and Heatmap Analysis

- Types of behavioral analytics tools
- Interpreting scroll maps and click maps
- Tracking cursor movement and session recordings
- Identifying user intent and frustration points

- Optimizing content placement using behavior data
- **Case Study**: Using heatmaps to improve blog engagement

Module 3: Google Analytics 4 Mastery

- Setting up GA4 properties and data streams
- Understanding events, parameters, and conversions
- Customizing reports and dashboards
- Implementing enhanced measurement features
- Integrating GA4 with Google Ads and Search Console
- **Case Study**: GA4 conversion tracking for an eCommerce site

Module 4: Conversion Rate Optimization (CRO)

- Understanding CRO principles and goals
- Conducting usability testing and surveys
- Mapping customer journeys for optimization
- Applying persuasive design elements
- Measuring A/B test outcomes
- **Case Study**: CRO for a lead generation landing page

Module 5: Funnel and Journey Analysis

- Defining user funnels and tracking drop-offs
- Mapping multi-channel user journeys
- Visualizing paths and navigation flows
- Identifying bottlenecks and UX challenges
- Segmenting funnels by audience and device
- **Case Study**: Funnel analysis for a SaaS onboarding flow

Module 6: Tag Management and Event Tracking

- Introduction to Google Tag Manager
- Setting up tags, triggers, and variables
- Tracking form submissions, video views, and downloads
- Debugging and validating tags
- Linking events with analytics goals
- **Case Study**: Event tracking setup for a university website

Module 7: User Segmentation and Personalization

- Creating audience segments in GA4
- Behavioral and demographic segmentation
- Cohort analysis techniques
- Predictive analytics for personalization
- Targeted messaging based on user behavior
- **Case Study**: Personalization strategy for an eCommerce brand

Module 8: Reporting, Visualization, and Ethical Analytics

- Designing insightful dashboards with Looker Studio
- Selecting the right visualization for data storytelling
- Real-time reporting and data alerts
- Interpreting data responsibly
- Ensuring compliance with privacy laws (GDPR, CCPA)
- **Case Study**: Ethical analytics report for a healthcare platform

Training Methodology

- Interactive instructor-led sessions
- Hands-on tool demonstrations (GA4, Hotjar, Tag Manager, Looker Studio)
- Real-world case study analysis
- Group-based activities and simulations
- Weekly assignments and mini-projects
- Capstone project for certification

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

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