

TRAINER'S MATERIALS

MODULE: COMMUNICATION KIT

TOPIC 1: WEB ANALYTICS.

TRAINER'S MANUAL OF THE TRAINING SESSION

DURATION OF THE SESSION: 120 MINUTES

Time	Table of content	How
10'	<p>Introduction to the training</p> <p>The trainer will introduce himself and will interact with each participant. He also will ask them to introduce themselves in a fast conversation.</p> <p>At the beginning he can ask some questions to each participant to introduce the topic and interact with them. For example: What is web analytics? Where do we start a web traffic analysis? What goals should we set?</p> <p>Then the teacher can start explaining the main topic of this session. After it, attendants will be able to answer the questions asked at the beginning correctly and including the theory explained to them.</p> <p>Web Analytics consists of the study of user behavior on the Internet. This information will help us in making decisions to improve the promotion and performance of our website.</p> <p>Web analytics is mandatory in online marketing, where the data collected must have meaning and must be in accordance with business objectives. If we cannot measure the results of our website, we are doomed to be uncertain about what is or is not working in our online marketing strategies.</p>	<p><i>Introduction and interaction with participants.</i></p>
20'	<p>Topic presentation</p> <p>Before starting the lesson, participants can ask this questions in a paper:</p> <ol style="list-style-type: none"> 1. What is Google Analytics? 2. What elements should we analyse? 	<p><i>I explain the purpose of this section</i></p> <p><i>Discussion - questions and answers</i></p>

	<p>3. What can this analysis help us for?</p> <p>4. What other tools do you know?</p> <p>After answering these questions in a paper, discuss them with all the participants and try to reach an agreement to get the best answer.</p> <p>After that, participants should show the answer to the teacher and he/she will make the pertinent corrections.</p>	<p><i>Grouping the answers and writing them down, then discuss about them.</i></p>
45'	<p>Activity 1 - What's wrong with my website?</p> <p>Make three groups to help website owners solve their problems. We are going to share 3 different situations of terrible websites and you should analyse the problem, discover which thing you could change to improve it, and try to do an easy design (hand made or using any app) to create a new and efficient image for the web.</p>	<p><i>Exercises given by the teacher to the participants</i></p> <p><i>Power point presentation (attachment)</i></p> <p><i>Participant's handbook</i></p>
40'	<p>Activity 2 - My Website</p> <p>The Spanish Government wants to create a website to promote paella all over the world. They want us to prepare 3 different purposes that will be voted later.</p> <p>Make 3 groups and use any app (or by hand) to design a website. Remember to have a look at the participant's book to get all the information you need to create the best website.</p>	<p><i>Activity 2</i></p>
5'	<p>Summary of the session</p> <p>Repeat the aim of the session and mention the main points to remember about the training and the topic</p>	<p><i>Trainer's speech</i></p>