

[Free Webinar on Google Analytics Standard and Custom Reports](#)

A free online webinar about Google Analytics reports will be held on the 27th of June 2013 at 10 a.m GMT by Elena Ruchko an SEO specialist and content manager from Promodo Online Marketing Company.

Online PR News "05-June-2013" Having worked with Google Analytics on numerous SEO projects Elena will share her knowledge on how to quickly use and interpret Google Analytics data to make correct business decisions.

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Main points of the upcoming webinar:

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Google Analytics introduction and standard reports:

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How to set up goals in Google Analytics

How to use Google Analytics ecommerce tracking

Google Analytics principal metrics (visits/page views, sources of traffic)

Webmaster tools integration

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Top 8 Google Analytics custom reports:

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Not Provided

Branded vs non-branded traffic

Visits with transactions

Most profitable sources of traffic

Funnel visualizations, drop-offs

Bounce rate, its correct interpretation

Mobile traffic

404 errors

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The webinar will be especially useful for ecommerce owners and online marketers who would like to use Google Analytics data more effectively in order to assist with their business goals. Join the free webinar Google Analytics: understanding the data correctly at 10 a.m GMT on the 27th of June.

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Register here:

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About the Speaker

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Elena Ruchko is an experienced specialist in SEO and online marketing; as an SEO analyst she has worked on a number of western ecommerce projects which helped her gain a valuable and actionable insight into how to make the most of traffic data Google Analytics supplies. Elena is now responsible for marketing at Promodo, but she says SEO knowledge helps her a lot in her work so she is always up to date with everything new in this field.

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Media Information

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