



WESTERN SYDNEY
BUSINESS CENTRE

WORKSHOP SMART SERIES

Smart Marketing: Google Analytics – What gets measured gets managed

Workshop Details

Date

Wednesday 20th July 2016

Time

7pm – 9pm (2 hours)

Venue

The Hills Shire Council
3 Columbia Court
Baulkham Hills

Cost

\$25 per person

Bookings

Please phone Western Sydney
Business Centre head office on
02 4721 5011

Workshop Overview

The Hills Shire Council in partnership with The Western Sydney Business Centre are running a small business education program called the Smart Series.

Find out what is happening on your website

Data is everywhere in today's world & identifying what is important to your business can be overwhelming. Without a clear understanding of what you want to achieve from your website & digital marketing efforts, this data tends to go to waste.

- Have you ever had website reports emailed to your inbox only to be ignored and eventually deleted?
- Do you want to get a better understanding of how your customers use your website & increase conversion rates?
- Would you like to control your own data & make informed decisions to meet your business goals?

Helping small business owners better understand what reports are available to them in Google Analytics, better understand their own website data & drive improvements.

Workshop Presenter

SAM HUSSAIN

Sam Hussain is an authority on digital strategy for small business using data-driven techniques to align websites to business goals.

He has owned and operated his own businesses since the age of 19 and aims to help business owners around the world get the most from their websites & digital strategies.

