



GOOGLE ANALYTICS BASICS

Lunch and Learn Series is organized by the Entrepreneurship Development Group (EDG) of Athens County, Ohio



Are you regularly looking at your website statistics? If so, are you overwhelmed by the data? You could be missing out on key insights, which could significantly impact current or future online marketing efforts. We're here to help!

Let John Sammon, CEO of Sixth City Marketing, unveil his insider tips for where to start in Analytics.

During our FREE seminar, you'll gain essential insights from an online marketing veteran and discover:

- Key metrics and data to focus on
- Form tracking and goal completion tips for Google Analytics
- Calls to action designed to increase leads

Thursday, June 20, 2019

11:30 a.m. - 1:00 p.m.*

Ohio University Innovation Center,
340 West State Street, Room 103, Athens, OH 45701

*Lunch provided by: **SIXTH CITY** MARKETING

Register Today: Free

Contact Trena Twyman to register by noon on Tuesday, June 18th

email: twyman@ohio.edu

call: (740) 597-1460

*Add next month's
Lunch and Learn
to your calendars now:*

Thursday, July 18th

*Opportunity to learn more
on a variety of business
related topics in addition
to networking and building
relationships with business
owners and professionals.*

TECHGROWTH *ohio*

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