



INNOVATION HUB

Events

Google Analytics and Adwords

Join us for our workshop on December 7, 2015 at 6pm

Presented by



University of Phoenix®



is pleased to invite you to

Setting Goals with Google Analytics & AdWords: Promoting Your Business Using Online Advertising

with special guest speaker



John Zingale

Google Official City Partner
Alternative Aerial Imaging,
Pembroke Pines

Sponsored by:



MONDAY, DECEMBER 7, 2015

6:00 PM – 7:00 PM: Reception and Networking
7:00 PM – 9:00 PM: Presentation and Q&A

at

Broward College

111 E. Las Olas Blvd.

11th Floor

Ft Lauderdale, FL 33301

[Click here for directions](#)

Cost for this event:

Broward College & University of Phoenix students: No Charge
Non-students and Other Guests: \$25.00 per person

If you have any questions or encounter any difficulties registering, please contact Enrique Triay, Broward College Innovation Hub at etriay@broward.edu

[Click here to register](#)

Setting Goals with Google Analytics

Google Analytics is the most widely used website statistics service, currently in use on around 55% of the 10,000 most popular websites. This workshop will focus on Google Analytics and the importance of analytic goals. The workshop will explain how Google Analytics can identify poorly performing pages with the ability to view where visitors came from, how long they stayed, and their geographical position. This workshop will provide a step-by-step walkthrough of Goal setup. Goals might include sales, lead generation, viewing a specific page, or downloading a particular file.

AdWords: Promoting Your Business Using Online Advertising

Reach new customers and grow your business with AdWords. This workshop is designed to get business owners up to speed quickly, so you can create successful ads and turn your advertising investment into revenue. This workshop will give an overview of different marketing; such as SEO, SEM (pay-per-click), AdWords, Insights, etc. Integrating a website with AdWords, business owners can now review online campaigns by tracking landing page quality and conversions (goals). When used properly, AdWords will not only grow your business and list exponentially but it is very cost effective as well.



John Zingale

Google Official City Partner
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John Zingale is a Certified Google Street View Trusted Photographer and Official City Partner, and has been helping local business grow their presence online since 2005. Specializing in business marketing, John brings Google's Street View inside business, along with professional photography and video, to showcase businesses where people are looking. John creates and manages online marketing campaigns for local businesses by using pinpoint marketing strategies afforded by the analytical tools Google furnishes. These online marketing campaigns utilize fact-based decisions derived from Big Data, and deliver measurable results as revenue.