

You Never Stop Learning

By Nicole Bell

Complacency is the death of both innovation and progress. As routines are settled and professional expectations set, the passion for learning is easy to lose. After 17 years of nonstop learning, I can not imagine a life where I am not held accountable for academic progress. While I became proficient in marketable skills like copyediting, graphic design, and analytical writing, I began to feel like I wouldn't be able to achieve the same level of academic progress out of school structure. My professor posed a question that began this line of thinking: how are you going to remain relevant in an ever-changing world?

As I approach graduation, I am looking for careers in social media marketing or editing. Fortunately, I have learned many industry-standard programs during my undergraduate career, such as Adobe InDesign and Illustrator, Microsoft Word, Canva, HootSuite, Google Docs, etc. However, I noticed a deficiency in an important sector of marketing: Google Analytics.

Search Engine Optimization (SEO) has become a necessary element to all online platforms ranging from social media to ecommerce sites. This strategy focuses on improving a site to rank highly on search engines like Google or Bing. Google Analytics is an SEO tool that tracks a site's functions like viewer engagement, demographics, monetization, and site sessions. The best use of the program is to track user demographics and how they engage with a company's content. This data can be used to optimize overall profit by tailoring the platform for the target audience.

Companies now use a specific SEO tool within Google Analytics known as GA4. Learning GA4 seemed like the most logical step to making myself a marketable professional. I decided to take the most beginner-friendly approach to this program and sign up for LinkedIn Learning. While Google provides great step-by-step instructions on how to set up an account and link a site to the program, LinkedIn Learning provided an in-depth course that walked beginners through each individual function and how it can be applied to a variety of sites. The instructor had learners use the Google Merchandise store data, available as demonstration data for GA4, to produce demographic analytics.

While there are other programs that provide the same demographic and site traffic tracking, there is not another program that is as efficient and user-friendly. One notable competitor is Adobe Analytics, but can be accessed through subscription like all Adobe programs. This is the biggest benefit to GA4: it's free.

In order to get the most out of the course, I created my Google Analytics Account to track my current portfolio site. While it is not an ecommerce account, I am able to use specific audience demographic data to see if employers are viewing my site when I send in an application, which

projects they look at, and how long they view my site. This will help me tailor which projects I advertise on my front page and even which projects I can consider removing.

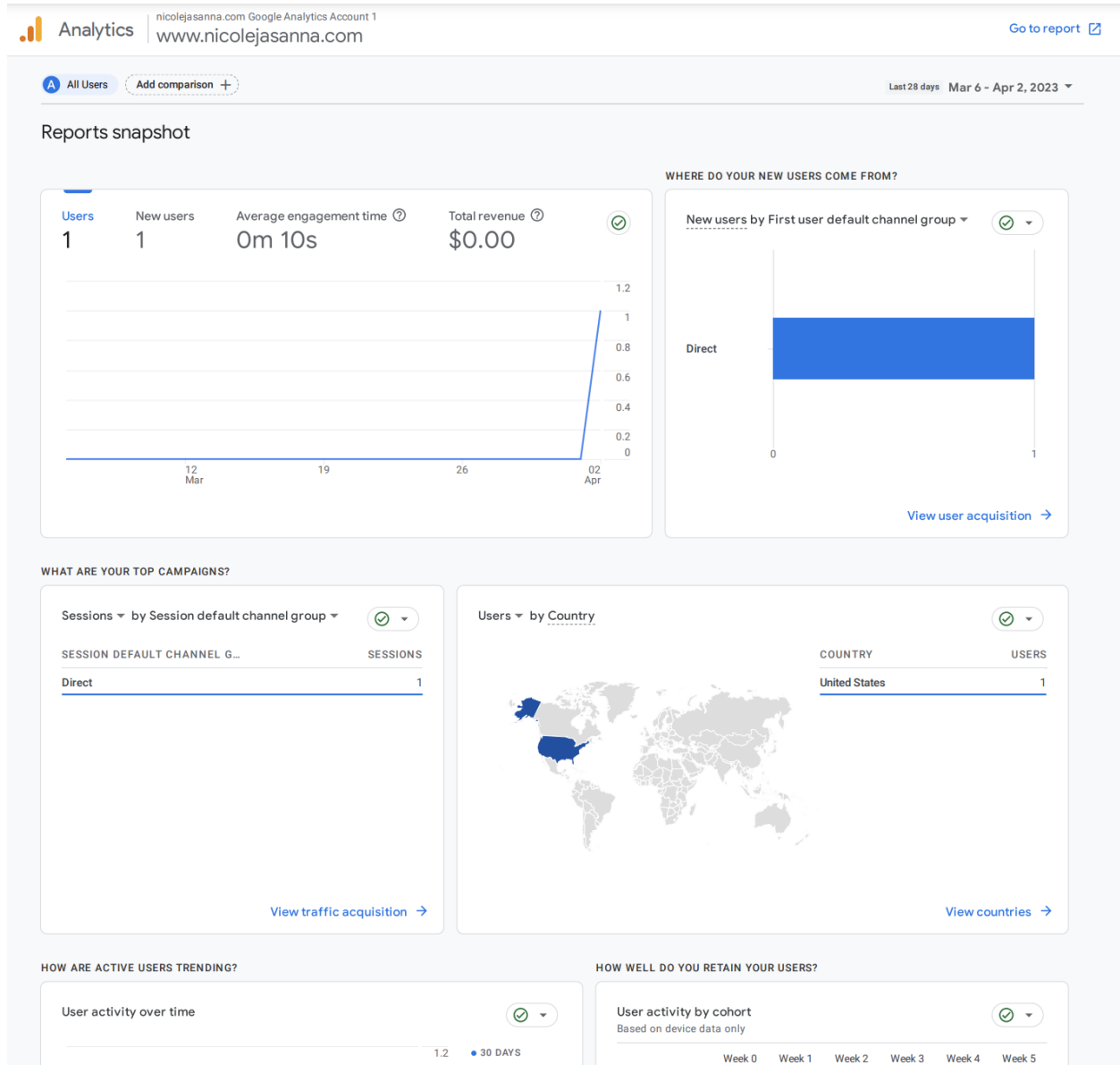
When I worked as a marketing intern for JBIER Inc, I learned how to turn demographic data from in-app analytics into strategies for the highest social media post engagement. I learned with GA4 how to gather the same data and statistically predict the best times for posting and which content engaged the best. The way to apply my new knowledge is to take the results run by GA4, turn them into realistic strategies for customer outreach, product streamlining, and profitability.

SEO optimization is something that will be ever-changing. The instructor of the course even said an update is happening now from Universal Analytics to GA4. The importance of continuing to learn new things grows as technology and tools expand. I may be good at graphic design that catches a consumer's eye or writing a catchy headline that makes someone click on a site. However, I recognize the importance of expanding my horizon and dipping my toes in the technical side of marketing.

There is always room to grow as long as I have the passion to search out the resources. One's learning ability does not cap out once graduation comes as I worried. To answer my professors question, I plan to remain relevant by pushing myself to learn something new every time I feel complacent in my abilities.

Deliverables:

Two PDF downloads of how I am able to see user demographics for my portfolio site and to track monetization, if i had an ecommerce site. This is a hypothetical “how a company can use GA4 to track engagement on their site.” One LinkedIn Learning certificate.



All Users [Add comparison +](#)

Last 28 days: Mar 6 - Apr 2, 2023

Reports snapshot

Users New users Average engagement time ⓘ Total revenue ⓘ

1 1 0m 10s \$0.00

Date	Value
12 Mar	0
19 Mar	0
26 Mar	0
02 Apr	1.0

WHERE DO YOUR NEW USERS COME FROM?

New users by First user default channel group

Channel Group	Value
Direct	1

[View user acquisition →](#)

WHAT ARE YOUR TOP CAMPAIGNS?

Sessions by Session default channel group

SESSION DEFAULT CHANNEL G...	SESSIONS
Direct	1

[View traffic acquisition →](#)

Users by Country

COUNTRY	USERS
United States	1

[View countries →](#)

HOW ARE ACTIVE USERS TRENDING?

User activity over time

1.2 30 DAYS

HOW WELL DO YOU RETAIN YOUR USERS?

User activity by cohort
Based on device data only

Week 0 Week 1 Week 2 Week 3 Week 4 Week 5



LinkedIn LEARNING

Certificate of Completion
Congratulations, Nicole Bell

Google Analytics 4 (GA4) Essential Training

Course completed on Apr 04, 2023 at 12:23AM UTC • 1 hour 56 min

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

A handwritten signature in black ink that reads "Dan Bolintz".

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Certificate ID: AQ4e7-Qxp2TPShgJ48wL3CNAP0tb