

Resources

<https://accounts.google.com/SignUp>
<https://www.google.com/keep/>
<https://cloud.google.com/looker-studio>
<https://ga-dev-tools.google/campaign-url-builder/>
<https://www.google.com/alerts>
<https://www.searchenginejournal.com/google-alerts-marketers-guide/262011/>
<https://trends.google.com/trends/trendingsearches/daily?geo=GB>
<https://trends.google.com/trends/?geo=GB>
<https://www.searchenginejournal.com/google-trends/266721/>
<https://pagespeed.web.dev>
<https://www.google.com/retail/solutions/merchant-center/>
<https://ads.google.com/aw/keywordplanner>

Google Forms

<https://support.google.com/docs/answer/6281888>
https://edu.google.com/intl/ALL_uk/for-educators/product-guides/forms/?modal_active=none

Analytics

<https://youtu.be/GG5xBwbje1E>
<https://analytics.google.com/analytics/academy/course/6>
<https://support.google.com/analytics/answer/9304153?hl=en>

Set up Analytics to your website/e-commerce

<https://support.google.com/analytics/answer/10269537#zippy=%2Cadd-the-global-site-tag-to-a-website-builder-or-cms-hosted-website-for-example-wordpress-shopify-etc>
<https://support.google.com/analytics/answer/1008015?hl=en>

Set up goals in Google Analytics:

<https://support.google.com/analytics/answer/1032415?hl=en#zippy=%2Cin-this-article>

Set up e-commerce tracking in Google Analytics:

<https://support.google.com/analytics/answer/1009612?hl=en#zippy=%2Cin-this-article>

Configuring Search Console data in Google Analytics:

<https://support.google.com/analytics/answer/1308621?hl=en>

Search Console

https://www.youtube.com/watch?v=ONr5Z7VhNFI&t=184s&ab_channel=GoogleSearchCentral
Google Search Console training: https://www.youtube.com/playlist?list=PLKogqv2vTMUOnQn-INDfT38X9gA_CHxTo

GMB

<https://events.withgoogle.com/mydigitalworkshop/online-training/>
https://www.youtube.com/watch?v=iQnmF4LyKck&ab_channel=ZanetDesign