

Matomo Training

COURSE CONTENT

GET IN TOUCH



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About Multisoft

Train yourself with the best and develop valuable in-demand skills with Multisoft Systems. A leading certification training provider, Multisoft collaborates with top technologies to bring world-class one-on-one and certification trainings. With the goal to empower professionals and business across the globe, we offer more than 1500 training courses, which are delivered by Multisoft's global subject matter experts. We offer tailored corporate training; project Based Training, comprehensive learning solution with lifetime e-learning access, after training support and globally recognized training certificates.

About Course

Matomo Training by Multisoft Systems is designed for professionals and digital marketers who want to gain expertise in one of the most powerful open-source web analytics platforms. This training program provides a comprehensive understanding of how to track, measure, and analyze user interactions across websites while maintaining complete data ownership and privacy compliance.

Topics

- ✓ Introduction
- ✓ What is Matomo?
- ✓ Installing and Configuring Matomo
- ✓ Understanding Matomo Features
- ✓ Integrating Matomo
- ✓ Tracking Goals and Events
- ✓ Understanding Segments and Funnels
- ✓ Users Flow
- ✓ Heatmaps and Session
- ✓ Media and Form Analytics
- ✓ Using Search Engine Keywords
- ✓ Custom Reports and Roll-Ups
- ✓ Multi-Channel Attribution
- ✓ A/B Testing
- ✓ Activity Audit Log
- ✓ White Label