



BISMARCK

TECHNOLOGY & BANKING INSTITUTION LIMITED

Every Day, Every Moment, Every Day, A New Discovery...

**GOOGLE
TECHNOLOGIES
COURSES**



BISMARCK

TECHNOLOGY-BASED BUSINESS TRAINING

Using Cutting-Edge Business Learning Tools & Learning

GOOGLE DRIVE COURSE

DURATION: 2 WEEKS

FORMAT: WEBPDF PLUS VIDEO LECTURES

CERTIFICATE OF COMPLETION

What is Google Drive?

Google Drive is a multiplatform app that offers files storage and synchronization services developed by Google. It was launched on April 24, 2012.

Google Drive is a unique storage app that allows users to store files on their servers, synchronize files across devices, and share files.

In addition to a website, Google Drive offers web office apps with office capabilities for Windows and Mac OS computers, and Android and iOS smartphones and tablets.

Google Drive encompasses Google Docs, Google Sheets, and Google Slides, which are a neighborhood of the Google Docs office suite that allows collaborative editing of documents, presentations, spreadsheets, forms, drawings and more. Files that are created and edited through Google Drive suite are saved to the Google Drive.



Features Of Google Drive

1. It requires a system of file sharing whereby the person who creates the file or folder is, by default, the owner.
2. The owner of the file is in control of it and can regulate the public visibility of the file or folder. Ownership is transferable.
3. Google drive files or folders can be shared with some particular users who have a Google account, using the email address (usually, but not necessarily, ending in @gmail.com) associated with that account.
4. Before sharing of files with users not having a Google account can be done, it will require making them available to "anybody with the link". This will generate a secret URL for the file, which may be shared via email or private messages that will allow the other party access to the file.
5. You can make Files and folders also to be "public on the web", which means that general accessibility has been granted and they can be indexed by search engines and thus are often found and accessed by anyone.
6. The creator/owner of the drive may also set various level for regulating permissions. There are three access levels offered and they are "can edit", "can comment" and "can view".
7. The user that have editing access can also invite others to edit too.



Benefits Of Google Drive

1. If you have gotten a Google Account, you get 15 GB of storage for free. This storage is used by Google Drive, Gmail, and Google Photos. It enables you to store files, attach multiple to your email and back up photos and videos. If you want more storage space than 15 GB, you can upgrade to Google One.
2. Google One has a subscription plan that allows you to gain access to more storage to use across Google Drive, Gmail, and Google Photos. Plus, with the use of Google One, you get extra benefits and you can share your membership with your family and friends.
3. The usage of Google Drive doesn't change it is still the same it only enables you to have more capacity, so you don't have to fret or worry about losing or transferring anything.
4. With this, you are permitted to save any attachment to your Drive, you can organize and share them in a single, safe place. Reports, spreadsheets and documents can easily be opened with Drive for Android.
5. All you would have to do is simply snap a photograph of documents like receipts, letters, and statements and Upload the Drive will store them instantly on the Go.



BISMARCK

TECHNOLOGY-BASED BUSINESS TRAINING

Using Edmentum, Moodle, Canvas, Blackboard, FutureLearn

GOOGLE DOCS COURSE

DURATION: 2 WEEKS

FORMAT: WEBPDF PLUS VIDEO LECTURES

CERTIFICATE OF COMPLETION

What is Google Docs?

Google Docs is a word processor that is included as part of a free, web-based Google Docs suite which is offered by Google within their internet Google Drive service. Google Docs is made available as a web-application, mobile app for Android, Windows, iOS, BlackBerry, and as a desktop application on Google's Chrome OS.

The application is compatible with Microsoft Office file formats. The application allows users to create, view and edit documents while collaborating with other users in real-time. Edits are tracked by the user with a revision history displaying the changes to the file, an editor's position is displayed with an editor-specific color and cursor.

A generation of new managers and regulators that cares not so much what they write as. Updates have introduced several features using machine-learning, including "Explore", offering search results that are based on the contents of a document, and "Action Items", that allows users to assign different tasks to different users.

Google Docs provides a one-stop solution to all your document-related needs, ranging from a simple letter to a detailed brochure, an official portfolio for a product, quotation for a service, the list is endless.

Features of Google Docs

There are many features of Google Docs, some of them are:

1. Type, Edit, Search Content, Information, or Material.
2. Bing Search Interface
3. Access Creditline Services
4. Add Citations
5. Proofing Tools
6. Create More Impacted Documents
7. Improve Writing Skills
8. Design Documents Using Formatting Tools
9. Edit PDF Files and Contents
10. Mail Merge



Benefits of Google Docs

1. Google Docs offers an easy to use navigation pane at the top, so you can see the visual representation.
2. Google Docs can easily integrate with other Word programs.
3. Google Docs offers continuous improvements and upgrades.
4. Google Docs lets you create single word processing documents such as letters, memos, tables, presentations, etc.
5. Google Docs offers easy-to-use templates to help you create numerous complex documents and presentations such as calendars, greeting cards, brochures, etc.
6. Google Docs helps to simplify home and office documentation tasks.
7. It has an interface that can be used for various needs and situations.
8. It offers very advanced word proofing tools.

Why Study Google Docs?

1. Gain essential Google Docs knowledge and skills
2. Suitable for better office/document management
3. Become a Google Docs professional
4. Become a better project manager, office manager and data manager
5. Job opportunities and career advancement
6. Enrich your CV and increase your earning potential
7. Get certified and secure better jobs



Google Docs Course Outline

- Google Docs • Introduction
- Google Docs • All About Google Drive
- Google Docs • Getting Started with Google Drive
- Google Docs • Creating Google Docs
- Google Docs • Uploading Files to Google Drive
- Google Docs • Managing Your Files
- Google Docs • Copying and Printing Docs
- Google Docs • Getting Started with Your Document
- Google Docs • Text Basics
- Google Docs • Formatting Text and Adding Hyperlinks
- Google Docs • Using Indents and Tabs
- Google Docs • Headers, Footers, and Page Breaks
- Google Docs • Working with Tables
- Google Docs • Inserting Images
- Google Docs • Inserting Text Boxes and Shapes
- Google Docs • Text Styles
- Google Docs • Adding More Fonts
- Google Docs • Installing Add-ons
- Google Docs • Sharing and Collaborating
- Google Docs • Adding and Replying to Comments
- Google Docs • Using Suggestion/Track to Track Changes
- Google Docs • Version History
- Google Docs • Email a Doc as an Attachment
- Google Docs • Changing Ownership of a Doc
- Google Docs • Using the Activity Dashboard
- Google Docs • Using Google Docs on a Mobile Device
- Google Docs • Using Google Docs Offline
- Google Docs • Voice Typing
- Google Docs • Translating Documents
- Google Docs • Linking Within a Document
- Google Docs • Smart Compose
- Google Docs • Customizations
- Google Docs • The Doc eye Monitor
- Google Docs • Adding Equations
- Google Docs • Adjusting Margins
- Google Docs • Keyboard Shortcuts
- Google Docs • Creating a Table of Contents
- Google Docs • Video Lectures
- Google Docs • Exams and Certification





BISMARCK

TECHNOLOGY-DRIVEN BUSINESS SOLUTIONS

Helping Military Service Members & Veterans

GOOGLE SLIDES COURSE

DURATION: 2 WEEKS

FORMAT: WEBPDF PLUS VIDEO LECTURES

CERTIFICATE OF COMPLETION

What is Google Slides?

Google Slides is a presentation program included as a part of a free web-based Google Docs office suite offered by Google since 2006 within its Google Drive service.

The Google Drive service also includes Google Docs, Google Forms and Google Sheets, a word processing system, survey and spreadsheet respectively.

Google Slides is not there as a free internet application, available as mobile app for Android and iOS, Windows, BlackBerry, various desktop applications on Google's Chrome OS.

This application is compatible with the Microsoft PowerPoint file formats. Google slides give users a means to create and edit presentations online while collaborating with other users in real-time.

It allows editing to be tracked by user with a revision history that tracks changes to the presentation.

The editor's position is highlighted with a specific color/shape and function the options regulate what users can do through varying degrees of permissions.

Recent updates have introduced different features using machine learning, that includes "Explore", offering suggested pictures, layout and graphics for presentations, and "Section View", allowing users to navigate to other users.

Anyone who want make a presentation can enjoy using Google Slides. Small business owners, educators, students and public speakers, and more. Google Slides is free, in order that makes it a perfect tool for anyone on a decent budget. That also means it won't strain your budget if you are a small business owner or a student struggling to form mid-terms.

You can use Google Slides if you've already got a free Google account found on.

Google Slides is additionally a superb option for anyone who doesn't regularly give presentations and can't justify purchasing presentation software, but who occasionally must create or edit a presentation.



Features of Google Slides

1. Google Slides is a collaboration tool for cooperative editing of presentations in real-time.
2. We can now access presentations, share, open, and edit by multiple users simultaneously and users are able to see changes slide and character by character changes as other collaborators are making edits.
3. Changes are automatically saved to Google's servers, and revision/history is automatically kept and users have the choice of seeing or previous versions.
4. The current position of an editor is represented with an editor specific color/icon, so if another editor happens to be viewing the same slide, they're going to see edits as they occur.
5. It retains that functionality allows collaboration to delete slides. Users can try the addition made to a document by using history revision, with each author distinguished by color.
6. Revision compared are adjacent, and users cannot scroll back frequently as files are saved. Files are often exported to user's local computer during a event of download, including HTML, PDF, and PPT.



Benefits of creating a presentation using Google Slides

1. The finished presentation is easy to share (e.g. via a link or embedded on a site).
2. Easy to collaborate with others. Easy to access anywhere there is internet access.
3. Easy to blend into existing Google sites.
4. Easy to add drawings, images and video.
5. With slides you'll build presentations right in your browser so special software is required.
6. More than one person can work on slides at an equivalent time, you'll see people's changes as or they create them, and made changes is automatically saved.

Why Study Google Slides?

1. Become a professional in Google Slides
2. Increase your knowledge and skills in presentations
3. Increase your earning potential
4. Enhance your CV and attract better jobs
5. Job opportunities and career advancement



Google Slides Course Outline

- Google Slides • All About Google Drive
- Google Slides • Getting Started with Google Drive
- Google Slides • Creating Google Drive
- Google Slides • Uploading Files to Google Drive
- Google Slides • Managing Your Files
- Google Slides • Sharing and Collaborating
- Google Slides • Converting and Printing Docs
- Google Slides • Getting Started with Your Presentation
- Google Slides • Slide Basics
- Google Slides • Text Basics
- Google Slides • Adding Pictures and Shapes
- Google Slides • Adding Transitions and Animations
- Google Slides • Presenting Your Slide Show
- Google Slides • Getting Master Slides and Layouts
- Google Slides • Inserting and Editing Diagrams
- Google Slides • Audio and Q&A
- Google Slides • Linking Between Slides
- Google Slides • Inserting and Editing Videos
- Google Slides • Adding and Editing Free-Form Shapes
- Google Slides • Inserting Add-ons
- Google Slides • Printing and Creating PDF Files
- Google Slides • Shipping Slides
- Google Slides • Voice Type Speaker Notes
- Google Slides • Arranging Objects
- Google Slides • Inserting Content from Google Maps
- Google Slides • Video Lectures
- Google Slides • Status and Certification





BISMARCK

TECHNOLOGY-DRIVEN BUSINESS SCHOOLS

Using EdTech to Drive Learning & Innovation

GOOGLE SHEETS COURSE

DURATION: 2 WEEKS

FORMAT: WEBPDF PLUS VIDEO LECTURES

CERTIFICATE OF COMPLETION

What is Google Sheets?

Google Sheets is a web-based spreadsheet application program used to create and edit documents online while sharing and collaborating with other users in real-time.

Google Sheets has been included in web-based Google Docs office suite offered by Google within its Google Drive cloud service.

The suite is provided by Google also includes Google Slides, Google Docs and a word processor and presentation program respectively.

Google Sheets is made available as a web application, and also as a mobile app for Android, BlackBerry, iOS, Windows, desktop applications on Google's Chrome OS.

Google sheets application is also compatible with Microsoft Excel file formats. The application allows for cross-device synchronization and edit files online while collaborating and working with other users in real-time.

Worksheets that are being edited are tracked by users with the help of a revision history preventing changes. New Feature Updates are introduced using machine learning, including "Explore", offering users suggested input questions during a spreadsheet.

Whether you're just learning about spreadsheets for the first time or you are an Excel veteran looking for a better way to collaborate, you can still get the most out of Google Sheets. Here are 3 ways to create a new spreadsheet in Google Sheets:

First: Click the red "NEW" button on your own Google Drive dashboard and select "Google Sheets"

Second: Operate menu from within a spreadsheet and select "File > New Spreadsheet"

Third: Click "Blank" or select a template on the Google Sheets homepage. A new blank spreadsheet will be created (or a pre-populated template if you choose one of them).

The Google Sheets interface should remind you of a combination of any other spreadsheet app you've ever before, with familiar text-editing icons and tabs for other sheets.



Benefits of Google Sheets

Collaboration: The most-quick benefit from the use of Sheets is its flexibility to collaborate in completely new ways.

It has the ability to work in real-time.

It also Creates/Charts and Linking to Google Slides.

It has Version-Control.

It can link between Sheets in Different Files.

It also works with Plugins.

It can also be Connected to External Data Sources.

Why Study Google Sheets?

1. Gain essential Google Sheets knowledge and skills.
2. Become a better spreadsheet manager.
3. Get opportunities and career advancement.
4. Enrich your CV and attract better position.
5. Increase your earning potential.



Google Sheets Course Outline

- Google Sheets • Introduction
- Google Sheets • All About Google Sheets
- Google Sheets • Getting Started with Google Drive
- Google Sheets • Creating Google Docs
- Google Sheets • Uploading Files to Google Drive
- Google Sheets • Managing Your Files
- Google Sheets • Sharing and Collaborating
- Google Sheets • Exporting and Printing Docs
- Google Sheets • Getting Started with Google Sheets
- Google Sheets • Modifying Columns, Rows, and Cells
- Google Sheets • Formatting Cells
- Google Sheets • Working with Multiple Sheets
- Google Sheets • Creating Simple Formulas
- Google Sheets • Creating Complex Formulas
- Google Sheets • Types of Cell References
- Google Sheets • Working with Functions
- Google Sheets • Sorting and Filtering Data
- Google Sheets • Understanding the New Google Sheets
- Google Sheets • Understanding Number Formats
- Google Sheets • Video Lessons
- Google Sheets • Exams and Certification





BISMARCK

TECHNOLOGY-DRIVEN BUSINESS SCHOOLS

Using EdTech to Drive Learning & Innovation

GOOGLE FORMS COURSE

DURATION: 2 WEEKS

FORMAT: WEBPDF PLUS VIDEO LECTURES

CERTIFICATE OF COMPLETION

What is Google Forms?

Google Forms is a free survey administration software that is in the Google Docs Editors software suite along with the Google packages like Google Docs, Google Sheets, and Google Slides. Google Forms is an accommodating program. It allows collecting information from users through surveys. The information collected from the Google forms can be automatically stored into a spreadsheet.

Features of Google Forms

1. It makes decision faster, clear its facts.

You can see shared calendar to see when others are available and also you can schedule meetings with automatic email invitations.

With just a click, you can turn your meeting into a video conference from any gadget either personal or mobile computer, phone, or tablet.

Your reports can be a reminder or you can share your report to review your work as a team, make a decision on that same spot.

2. Collaborate in real-time.

You can work on your projects, documents, spreadsheets, and slides across your devices, with or without internet for that.

You can also work in a single document with teammates or people outside your company without cost. You can see and edit in other type, communicate through built-in chat, and get questions in comments channel.

More people can work on the same time and from different location, and every change is saved automatically.

3. Store and share files in the cloud.

You can keep all your work in one place with an account access across from your computer, phone, or tablet.

You can quickly invite others to view, download, and collaborate on any file with no-cost attachments included.

All file updates are automatically an official record in the Drive, so everyone can always have access to the latest version when an update occurs.

4. Secure your data and devices.

You can Protect your company's data with security options provided like 2-step verification and single sign-on, and use compliance management to keep your data safe in the case of a crisis or lost device or employee turnover.

All important email messages and/or records about employees how long they are retained. For easily configure security settings from an administrator console, you can download or email Google support for help 24/7.



Benefits of Google Forms

1. Google Forms is an online tool that is free, and allows you to collect information easily and efficiently.
2. With Google Forms you can create a survey in few minutes and use it to communicate with your clients and track your clients or collaborators' opinions or feedback information about your products or services.
3. Google Forms supports HTML, and MS Forms also it supports MS Excel. The difference between is the way and manner they accomplish the task of linking spreadsheets. The great and exciting news is about Google Forms is that Google Forms stores everything in the cloud.
4. Google Forms help you to collect and store your contact information, it also conduct a survey, receive feedback on your offering or conduct quiz and small tests.
5. The Google Platform is easy to access, you don't need to become a pro- It is able to host • permit multiple media types (e.g., video, image) into the form for safety, as well as the ability to have many form controls.

Why Study Google Forms?

1. Understand how to use Google Forms effectively and professionally
2. Become a better user data manager
3. Become a Google Apps professional
4. Job opportunities and career advancement
5. Enrich your CV and increase your earning potential





BISMARCK
UNIVERSITY
Helping Leaders Grow. Growing Leaders. Love Learning.

GOOGLE ADWORDS MARKETING COURSE

DURATION: 2 WEEKS

FORMAT: WEBPDF PLUS VIDEO LECTURES

CERTIFICATE OF COMPLETION

What is Google Adwords Marketing?

Google Adwords is a PPC (pay per click) advertising platform powered by Google Inc. Unlike other forms of PPC marketing platforms such as Facebook, Google Adwords provides advertisers with technical ways to reach people, such as:

- 1. Google Search Engine and
- 2. Google Display Network.

Google Adword Marketing is an online advertising platform that is developed and run, used by Google, where marketers and advertisers pay google to display their advertisements, product offerings, product listings, video content and to generate mobile application installs that are within the Google ad network to web users.

Google Adword Marketing offers marketers and advertisers a way to display paid advertisements that would appear in search results on google.com with the rest of the Google Adwords program which also lets your ads also appear on other websites through Google Display Network and the Google's AdSense program.

Google also offers advertisers Display Ads, which appear on the Google Display Network. Google ads on the Display Network can be in the form of text, video, image or rich media format, and can be targeted differently to users. This includes remarketing and banner ads.

The cost of Google Ads is different based on a lot of factors, including how competitive your keywords, your industry, what geographic location your industry is in, the quality of your advertising campaign and much more.

In the US for example, the cost per click of the average Google search ads across all industries is around \$1.32. In other countries, the average cost for Google ads are usually at a much lower price.

The Google Adwords system is entirely centered around keywords, marketers and advertisers can choose from a list of keywords to target that is useful and relevant to what their business is business.

Keywords are the words that people are most likely to use when they are searching on google that will display your product. They will then bid on their keywords, including what bid by how much they are willing to pay for a Google user to click on their ad. This bid, combined with a Quality Score that is assigned by Google based on the overall quality of your proposed ad, will decide which Google ads appear on the Search Engine Results Page (SERP).



Features of Google Adwords Marketing

There are lots of features of Google Adwords Marketing and some of them are:

1. AdWords New Interface The new user interface makes it possible to bid on call orders, limit your targeting by household income, review landing page performance at even not expensive to protect discounts and more. The dashboard has a cool look to it and trend visualizations, together with audience dashboards, and campaign goals.

2. Promotion Extensions This is a major upgrade and gives the advantage to push more products out the door. It is well documented that customers click through more. With promotions that speak directly to a holiday sale, a one-time promotion, a special discount, etc. Advertisers are likely to engage even more users.

3. Message Extensions There are unique and offer your prospect an opportunity to chat with you directly on the search results page as opposed to reading through your landing page, this makes for convenient sales.

4. Call-Only Ads Google Adwords looks more than enough data for you to run a successful campaign with call-only ads. With call-only ads, you can see how many users clicked through without initiating the call, how many calls were made, the length of each call, where the call came from, which ad was clicked and which keyword produced the call. Call-only ads are only run on phone enabled devices and are optimized for phone call clicks and lead directly to your ad on a touch screen.

5. Shopping Campaigns This enables brands to showcase their products right on the front page of search results. For online retailers, more than 80% of clicks come from shopping ads, while merely 17% follow for text ads.

6. Custom Intent Audiences This uses Google's machine learning technology to analyze your existing campaigns and compare across intent audiences based on the most common keywords and URLs found in content that people browse while researching a given product or service.

7. Ad Variations While the ad creative interface, you can find and replace certain keywords in your ads, update other ad components, boost your headlines.

8. AMP Ads and Landing Pages



Benefits of Google Adwords Marketing

There are lots of benefits and advantages of Google Adwords Marketing and some of them are:

1. Google Adwords Marketing Campaigns cost less than SEO.
2. Google Adwords Marketing increases brand awareness.
3. Google Adwords allows you to reach more customers through their Email inbox.
4. Google Adwords lets you interact with the visitors of your website.
5. Google Adwords lets you measure your performance consistently.
6. Google Adwords helps you increase search engine visibility.
7. Google Adwords marketing lets you defeat your competition faster than before.

Why Study Google Adwords Marketing?

Some of the benefits of studying Google Adwords Marketing include:

1. It's a form of social proof and credibility.
2. It creates a stronger value proposition.
3. It helps to improve search engine visibility.
4. Job opportunities and career advancement.



Google Adwords Marketing Course Outline

- Google Adwords • Introduction
- Google Adwords • How to use Google Ads
- Google Adwords • How to spy on competitors to get ideas
- Google Adwords • How to pick the right keywords for your campaign
- Google Adwords • How to reach your target audience with Search Terms
- Google Adwords • How to Improve Your Ad CTR With Ad Extensions
- Google Adwords • How to Schedule Ads in Google Ads
- Google Adwords • How to create mobile-specific ads
- Google Adwords • How to Set Up Your Landing Pages
- Google Adwords • How to Track Your Google Ads Results
- Google Adwords • Increase Conversions with Google Attribution
- Google Adwords • Hidden Lessons
- Google Adwords • Exam and Certification





BISMARCK
UNIVERSITY
Bismarck, North Dakota

GOOGLE MAPS COURSE

DURATION: 2 WEEKS

FORMAT: WEBCAST PLUS VIDEO LECTURES

CERTIFICATE OF COMPLETION

What is Google Maps?

Google Maps is a Google tool used in finding directions, finding information about anything as well as exploring the globe without necessarily leaving your position.

What is Google Maps API?

Google Maps API is the API, Application Programming Interface to the Google Maps program that allows developers or users to connect third-party applications in order to communicate with each other, such as communicating with a website or web app.

Advantages of Google Maps

1. It helps to find directions of places both for and near.
2. It helps to find information about places around you e.g. churches, mosques, restaurants, bars, hotels, gym among others.
3. It allows user to know the traffic situation of an area at particular point in time.
4. It gives users for alternative routes to a particular destination.
5. It allows user to plan a journey and share to other people.



Features of Google Maps

Google Maps allows search of areas, find information about a place quickly, allows to find the shortest route to a place, allow to view the street of a place without necessarily having exact position as well as tell the time it takes to get to destination. It gives more for collecting mode of transportation such as transit, bike and foot to a destination and also allow you to avoid traffic congestion, avoid tolls and bumps, sometimes help to find alternative short distance to a particular destination.

You can plan a journey ahead and share it with your friends and as well save your favorite places. Google maps makes use of user submitted photos and Google powerful street view. It also has a satellite view called **Google Earth** which shows the picture in 3D view instead of map view. There are other features in Google Maps, they are **Google Maps History** this shows the history and development features of Google Map, **Google Art Project** this allow user to view 3D virtual museums across the globe without necessarily having the location.

Google Maps & Street this allow you to check the beautiful pictures of April, May and June Street. It gives a level of exposure to things that not on the planet Earth.

Google Maps Maker this allows you to notify Google of places or shop you know has been closed down or to create a custom road. This is one of the medium of communicating Google. If it's shopping center has been relocated, you can tell Google about it using this platform and they will make amendment on the map upon confirmation.

Google Maps also allows user to review places such as event centers, schools, mosques, hotels and other interesting places and tell other people what they think about the place.

In the Fall Course you will learn everything you need to know about Google Map with Certificate to show your knowledge.



Google Maps Course Outline

Google Maps • Introduction

Google Maps • Using Google Maps

Google Maps • Getting Directions with Google Maps

Google Maps • Three Things You Might Not Know About Google Maps

Google Maps • API Integration To Web pages

Google Maps • Video Lectures

Google Maps • Exams and Certification





BISMARCK
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Bismarck, North Dakota • Bismarck, North Dakota

GOOGLE CALENDAR COURSE

DURATION: 2 WEEKS

FORMAT: WEBPDF PLUS VIDEO LECTURES

CERTIFICATE OF COMPLETION

What is Google Calendar?

Google Calendar is a time-management and scheduling calendar service developed by Google. Google calendar became available in beta phase on April 13, 2006, and in general release in July 2006, on the web and as a mobile application for the Android and iOS platforms.

Google Calendar allows its users to create and edit several events. Reminders can also be enabled for events, with options available for type and time. Event locations can also be added, and other users can also be invited to events. Users can enable or disable the visibility of specific calendars, including Birthdays, where the app receives data of birth from Google contacts and displays birthday cards on a yearly basis, and Holidays, a ready-to-use vello calendar that displays dates of special occasions.

Over time, Google has added several functionalities that make use of machine learning, including "Events from Gmail", where event information from search Gmail messages are automatically added to Google Calendar; "Reminders", where users add tasks activities that can be automatically updated with new information; "Event suggestions", where the app recommends dates, activities, and locations when creating events; and "Goals", where users will receive information on a specified personal goal, and the application would automatically schedule the activity at its own time.



Features of Google Calendar

There are many features of Google Calendar, some of them are:

1. Create multiple calendars
2. Customize your calendar views
3. Browse interesting calendars
4. Share your calendar with other users
5. Customize your notifications
6. Show or hide event details
7. Add people to events
8. Let Google pick your time slot
9. Specify a meeting location
10. Add a video call option
11. Add attachments to an event
12. Email event participants
13. Edit notifications by calendar or event
14. Get the Google Calendar Chrome extension
15. Integrate your to-do list

Benefits of Google Calendar

There are many benefits of google calendar, some of them are:

1. It lets you customize your daily schedule views
2. It lets you add a work clock
3. It gives you several keyboard shortcuts
4. It helps you integrate your calendar into your website
5. You can integrate it into other applications





BISMARCK
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GOOGLE ANALYTICS COURSE

DURATION: 2 WEEKS

FORMAT: WEB PDF PLUS VIDEO LECTURES

CERTIFICATE OF COMPLETION

What is Google Analytics?

Google Analytics is a web analytics service that is owned and managed by Google which tracks and reports website traffic. Google Analytics currently is a platform that is built into the Google Marketing Platform console brand. Google launched this project in November 2005 after it successfully bought Urchin.

As of 2021, Google Analytics is the most widely used web analytics service that is available on the web. Google Analytics provides an SDK that allows it to gather usage data from Android and iOS apps. In addition, Google Analytics for Mobile Apps/Google Analytics can also be tracked by some browsers, browser extensions and firewalls and also by other means.

Google Analytics has gone through several versions since it started. Google Analytics is currently on its 4th iteration which is called UA4 (GA4), now being the default installation of Google Analytics, is the renamed version for the App With Property that Google released in 2017 in a Beta testing form. UA4 has currently replaced UA, Universal Analytics.



Features of Google Analytics

There are many features of Google Analytics, some of them are:

1. Campaign Measurement: Traffic

Do you know which campaigns that you are sending your traffic? One of the secrets of marketing is it is without testing but your efforts would only get you so far if you are not properly tracking your campaigns. Adding parameters to your URLs would let you to properly track campaigns and see on the go.

2. Track your Goals: Website conversions & user activity

The Google Analytics Goals feature feature can track the most critical metrics conversions. It can include for about filling out a form on the web, requesting a product demo, signing up for your site newsletter, downloading a book online, or completing a purchase.

3. Audience reports: Know your users

Audience demographic data total of much use. You may use Google Analytics' audience reports, but not to its greatest extent.

Audience reports gives you a much more colorful picture of your business customers, from demographics and geolocation to interests and key buying behaviors. Audience reports give you more direct, actionable insights than you would be able to gather using your own analytics data.

4. Flow visualization: Follow every step

Flow visualization graphics give you the sense of applying on your website visitors. No, not in a magic way! But flow reports allow you to view every step that visitors took as they explored your site, including backtracks. You'll get a full snapshot of how they're engaging with your content and where you may lose them along the way.



Benefits of Google Analytics

There are several benefits of google analytics, and some of them are:

1. Google analytics lets you understand what kind of first impression you make to your users.
2. Includes you figure out where your users are coming from.
3. Includes you see where your rank in search engines.
4. Includes you set your goals.
5. Includes you see if the segmentation.
6. Includes you learn about keywords.
7. Includes you study your competitors.
8. Includes you make a decision on which social media to target.





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