

2 Core Data Skills Training Links (Quick Guide)

Want to become invaluable (and potentially earn more)?

Mastering data skills using Google's tools is key.

As mentioned in the lecture (Lecture - The Data Skill Gap That Leads to 30% Higher SEO Salaries), understanding Google Analytics and Google Search Console is critical.

Good news: Google offers excellent FREE training!

Use these official resources to build your skills.

Recommendation:

- Prioritize completing *both* of these free official trainings.
- They provide foundational knowledge directly from Google.
- Dedicate focused time to learn these crucial tools.

Key Takeaway:

- Strong data skills (GA4, GSC) are highly valued.
- Use Google's free, official training to get certified and build expertise.

Action:

- Visit the Skillshop link and bookmark the GA4 courses.
- Visit the YouTube link and start watching the first Search Console video.

1. Google Analytics 4 (GA4) Certification & Training

- **Platform:** Google Skillshop
- **Link:** <https://skillshop.withgoogle.com/>
 - *(Navigate to the Google Analytics section within Skillshop)*
- **Why:**
 - This is Google's official free training hub.
 - Focus on the GA4 courses.
- **Learn:**
 - Basic setup & navigation.
 - Event-based tracking.
 - Custom reports & analysis.
 - User behavior flows.
 - Conversion tracking.
- **Benefit:**
 - Earn the official Google Analytics Certification.
 - Great for your resume & LinkedIn!
- **Note:** Specific course links inside Skillshop can change. Always start from the main link above.

2. Google Search Console Training Series

- **Platform:** Google Search Central YouTube Channel
- **Link:** [Search Console Training Playlist](#)
- **Why:**
 - Comprehensive video series from the official Google team.
 - Learn practical, essential skills.
- **Learn:**
 - Using Performance reports (queries, clicks, impressions, etc.).
 - Submitting sitemaps.
 - Using the URL Inspection tool.
 - Fixing indexing errors (Coverage report).
 - Monitoring Core Web Vitals & Mobile Usability.
 - Understanding Manual Actions & Security Issues.
 - Analyzing links.
- **Benefit:**
 - Understand how Google sees a website.
 - Diagnose technical SEO issues directly using Google's tool.
- **Note:** If the playlist link breaks, search "Google Search Console Training" on the Google Search Central YouTube channel.