 

**Invitation and Programme**

**Institute of Management of the Slovak University of Technology (IM STU) in Bratislava, Partner of the Interreg SKHU EYES project announces the seminar on „Basics of Google Analytics” in co-operation with the IT Academy s.r.o. in Bratislava – 20 March, 2019**

Our invited expert Mr. ***Karol Voltemár*** specializes on the design of e-shop architecture and functionality, improvement of conversion ratio and design of marketing strategy. He has been behind marketing strategies of clients, feedback of individual teams, he is responsible for the SEO and return on investment of individual marketing tools. He has had more 15 years of experience in IT, development of web pages, SEO and online marketing.



**Topics**

The following themes will be discussed:

* what is Google Analytics and how to find one´s way in it,
* why to work with Google Analytics,
* what is the meaning of individual metrics and how to work with them,
* how to find useful reports in Google Analytics,
* how to acquire relevant data and information on the status of your web page,
* how to work correctly with reports not to get lost in them,
* how users behave on a web page,
* how to identify weaker points in the web which lead to user losses.

**The trainer:**Mr. **Karol Voltemár**, **Language:** Slovak, English translation not provided

**Firm:** Madviso s.r.o.

*Karol Voltemár* is CEO of online marketing agency Madviso s.r.o. that designs e-shop tailored solutions on an open platform, marketing and SEO for startups, develops web pages, does online marketing, e-commerce marketing and provides services of Madviso Media House. He has been behind marketing strategies of clients, feedback of individual teams, he is responsible for the SEO and return on investment of individual marketing tools. He has had more 15 years of experience in IT, development of web pages, SEO and online marketing. He will be happy to help you in starting online business, marketing and development of online applications and e-shops. He specializes on the design of e-shop architecture and functionality, improvement of conversion ratio and design of marketing strategy. He spent travelling all over the world more than 6 years thereof three and half years within the project World Bike Travel.

**Lecturer:** Mr. Karol Voltemár ([www.madviso.sk](http://www.madviso.sk))  
**Date:** 20 March 2019 from 4.30 p.m. to 6 p.m.  
**Venue:** Univerzitný technologický inkubátor STU, Pionierska 15, 831 02 Bratislava – 1st floor, room Nr. 102 GPS coordinates: 549G+FF Bratislava

Web: [www.inqb.sk](http://www.inqb.sk) E-mail:[info@inqb.sk](mailto:info@inqb.sk)

The workshop is free of charge but registration is required!

You can register for the seminar as late as on 19 March 2019 until 3 p.m.

**Please, register here >>**  [https://goo.gl/forms/jAzrKt1zOSCWQaNm2](https://goo.gl/forms/jAzrKt1zOSCWQaNm2?fbclid=IwAR0ov87eBsckkyeS1CZfLEcI6H6dSnU363obXm7on1Q4LDRi4rm4CYHpSF0)



**Pozvánka a program**

**Ústav manažmentu STU v Bratislave, partner projektu Interreg SK-HU EYES Vás pozýva na seminár „Základy Google Analytics” v spolupráci s IT Academy s.r.o. v Bratislave 20. marca 2019.**

**Základy Google Analytics**

**Lektor:** Karol Voltemár ([www.madviso.sk](http://www.madviso.sk))

**Termín:** 20.03.2019 od 16:30 - 18:00 hod.

**Miesto:** Univerzitný technologický inkubátor STU, Pionierska 15, 831 02 Bratislava - 1.

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* **čom budeme hovoriť?**
* čo je Google Analytics a ako sa v ňom orientovať,
* prečo pracovať s Google Analytics,
* čo znamenajú jednotlivé metriky a ako s nimi pracovať,
* nájsť užitočné reporty v Google Analytics,
* získať podstatné dáta a informácie o stave vašej webstránky,
* ako správne pracovať s reportami tak, aby si sa v nich nestratil,
* zistiť ako sa správajú užívatelia na webstránke,
* nájsť na webe slabšie miesta, pri ktorých sa užívatelia strácajú.

**O lektorovi:**

Karol Voltemár je CEO online marketingovej agentúry Madviso s.r.o., ktorá navrhuje riešenia e-shopov na mieru na otvorenej platforme, marketing a SEO pre startupy, realizuje vývoj webstránok, online marketing, e-commerce marketing a služby Madviso Media House. Stojí za marketingovými stratégiami klientov, feedbackom jednotlivých tímov, zodpovedá za technické SEO a zabezpečenie návratnosti investícií z jednotlivých marketingových nástrojov. Má viac ako 15 rokov skúseností v IT, vývoji webových stránok, SEO a online marketingu. Rád vám pomôže pri podnikaní online, marketingom a vývojom online aplikácií, webstránok a e-shopov. Špecializuje sa na návrh architektúry, funkcií e-shopov, štruktúry, zlepšovaniu konverzného pomeru a návrhu marketingovej stratégie. Strávil na cestách po svete viac ako 6 rokov. Z toho 3,5 roka v rámci projektu World Bike Travel.

Zaregistrovať sa je možné najneskôr do 19.03.2019 do 15:00 hod.

**Registruj sa tu >>**  [https://goo.gl/forms/jAzrKt1zOSCWQaNm2](https://goo.gl/forms/jAzrKt1zOSCWQaNm2?fbclid=IwAR0ov87eBsckkyeS1CZfLEcI6H6dSnU363obXm7on1Q4LDRi4rm4CYHpSF0)