

Updated 05/28/2024

Sign up

Matomo Analytics and RGPD training

2 days (14 hours)

Presentation

Analyze your website data in compliance with the RGPD thanks to Matomo (formerly known as Piwik), the open-source web analytics tool. This tool, already adopted by over [1 million websites](#) worldwide, is a benchmark in the digital world.

This program, which gives you [100% ownership of your data](#), boasts an impressive array of features, including integration with Google Ads and Google Search Console, attribution and A/B testing.

Your data can be hosted on your own servers or on a private cloud. The technology configuration is designed to comply fully with CNIL guidelines.

It also [features functions not found in Google Analytics](#), such as heatmaps, session recording and form analysis. What's more, there are no data sampling limits.

Our training course will teach you the fundamentals of the RGPD and how to use Matomo. You'll discover how to collect your users' data in compliance with legislation. You'll learn how to install and configure the tool, and analyze your visitors' journeys by creating objectives and events.

Following our Matomo training course, you'll be able to carry out the day-to-day tasks of a web analyst, and you'll be able to switch easily from Google Analytics to Matomo Analytics.

Objectives

- Understand the main differences between Matomo, Google Analytics and other analytics solutions
- Understanding how Matomo data collection works

- Install and configure the tool to comply with the RGPD
- Understanding the fundamental rules of the RGPD
- Creating events and goals
- Analyze data and interpret KPIs

Target audience

- Company manager
- Acquisition manager
- Marketing and communications manager
- Data analyst
- Web analyst
- Traffic manager
- Webmaster

Prerequisites

Web skills.

Matomo training program

DAY 1: The analytics ecosystem

- The different technologies
- The project

What is Matomo?

- The analytics solution
- Matomo vs GA
- Advantages/Disadvantages
- TP: MCQS

RGPD context

- News and impacts
- How the consent waiver works
- TP: MCQS

Installation

- Different configurations: Cloud / Self-hosted / Wordpress plugin

Matomo RGD settings

- With / Without consent

Interface presentation

- Dashboard
- Key features
- Reports
- TP: Browsing reports + Questions/Answers

DAY 2: Interface reminder and related topics

- Interface customization
- GA data migration

How do you analyze the data?

- Segments
- Objectives
- Practical work: Data analysis

Interface settings

- User role management
- Alerts
- Practical work: Configuring alerts

Annotations

- Exclusion of referral/IP/robot sites
- E-commerce tracking

What is a tag manager?

- Key concepts
- Advice

Setting up Matomo Tag Manager

- Configuring a tag
- Configuring a trigger
- Variables
- TP: Setting up events

Advanced tracking

- Setting up the dataLayer
- E-commerce tracking
- Useful links / Documentation

Companies concerned

This training course is aimed at both individuals and companies, large or small, wishing to train their teams in a new advanced computer technology, or to acquire specific business knowledge or modern methods.

Positioning on entry to training

Positioning at the start of training complies with Qualiopi quality criteria. As soon as registration is finalized, the learner receives a self-assessment questionnaire which enables us to assess his or her estimated level of proficiency in different types of technology, as well as his or her expectations and personal objectives for the training to come, within the limits imposed by the selected format. This questionnaire also enables us to anticipate any connection or security difficulties within the company (intra-company or virtual classroom) which could be problematic for the follow-up and smooth running of the training session.

Teaching methods

Practical course: 60% Practical, 40% Theory. Training material distributed in digital format to all participants.

Organization

The course alternates theoretical input from the trainer, supported by examples, with brainstorming sessions and group work.

Validation

At the end of the session, a multiple-choice questionnaire is used to check correct acquisition.

skills.

Sanction

A certificate will be issued to each trainee who completes the course.