

Hall Staff Members Earn Digital Analytics Fundamentals Certification

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Portland, Maine – [Hall Internet Marketing](#)– a Maine technology enabled internet marketing firm, is pleased to announce that CMS Developer, RC Lations, Analytics Manager, Mike Johnston, Technical Search and CSE Analyst, Andre McKay, Search Engine Marketing Specialist, Luda Paliyenko-Sherman, and Digital Marketing Analyst, Jessica Wallace have earned their certification in Digital Analytics Fundamentals program.

“The new Google Analytics Academy is going to be a great way for all of our employees to learn the ins and outs of Google Analytics,” says Mike Johnston. “The previous methods of studying were archaic at best, and these new fundamentals courses will be a big boost to our learning program here at Hall Internet Marketing. Certificates are great, but what really helps, is that a large portion of our employees can study and learn about Google Analytics without it taking up too much of their time. The lessons are helpful and go over things that were most likely overlooked when studying for previous Google Analytics Exams.”

Digital Analytics Fundamentals is a Google Analytics Academy course that offers training in Google Analytics and data analysis. Upon completion, this course gives individuals the tools necessary to understand Google Analytics reporting. This course is also covers much of the information that will be needed for Hall staff to prepare for the Google Analytics Individual Qualification.

About Hall Internet Marketing

[Hall Internet Marketing](#) is a 14 year old agency that combines technology and expert services to drive cost-effective Internet Marketing strategies to improve website performance. Hall staff works closely with clients to understand their business objectives, their target audience and the competitive environment to create a comprehensive, tailored online marketing program that drives success. Hall helps some of the largest employers in Maine, well known Fortune 100 companies and innovative technology businesses to drive more sales online.

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