

GBG WORKSHOP AT ICUBE: GOOGLE ANALYTICS BY CHERRY MOST FASCINATING

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A break at the workshop shows happy faces on the participants and GBG Kuching chapter managers.

KUCHING: More than 50 people from various industries attended a Growth Hacking Workshop organised by Google Business Group (GBG) Kuching, a non-profit volunteer community last Saturday.

The participants also included lecturers and students from several educational institutions in Kuching, including FAME International College, Universiti Malaysia Sarawak (Unimas) and UCSI University.

Held at iCube Innovation Sdn Bhd premises in Icom Square here, the two-part workshop aimed to inspire entrepreneurs and enhance their business skills. It was conducted by Cherry Sireetorn Prommawin, a Search Quality Analyst with Google Asia Pacific.

Cherry, a Thai national who has been living in Singapore for the past 10 years, is an expert at Google, specialising in Google Analytics, AdWords and Merchant Centre, among others.

The first session focused on managing one's online presence. In this session, participants were taught about leveraging on Google Search's capabilities through optimising their websites to gain better results. Participants were given tips on maximising the impact of various Google tools to manage and improve their online presence.

In the follow-up session, Cherry presented on Google Analytics, and how this tool can help business owners grow their enterprises. Google Analytics is a free service offered by Google to track and report website traffic.

Cherry walked the participants through the overview of the tool, demonstrating how a business owner can start using it and maximise the benefits of the data collected. At the end of it, participants were better able to make sense of the data, gain considerable insights into their business, which will then enable them to make better business decisions.

Voon Boo Khoo, Assistant General Manager and Head of Academics at FAME International College found the sessions to be very useful, particularly Google Analytics. "Google Analytics will definitely help us in understanding our client preferences better," he added.

Lionel Ho from HTH Indulgence Sdn Bhd, Dr Dianne Tsen (Educator and Founder of Powerlooks Global Sdn Bhd), and Voon Yih Boon (a student at NIIT College), also agreed that Google Analytics was the most interesting thing they took home from the workshop.

Another participant, Dawson Lee, a social entrepreneur and one of the brains behind Backyard Tour, believes Google Trends can have an immediate impact on his enterprise.

"It (Google Trends) is a new thing for us, and we learned how to check for popular search items in the travel industry. We can certainly use those preferences to help us acquire more customers."

Aurelia Liu, a freelance UI/UX designer, feels that it is great that a representative from Google was here to share in person on these amazing tools.

"Typically as web developers, we would just pick up and learn as we go ourselves, but through sessions like these, we get to ask some burning questions about how things work and how they can be applied to our projects," she explained.

She added "I would encourage more people to attend and up-skill through these [GBG Kuching] events."

For the workshop's main speaker, Cherry, this is her first time visiting Kuching. "Someone told me that Kuching is a new up-and-coming place for entrepreneurship and start-ups," she said.

“At the event today, I witnessed passion, optimism and certainly the entrepreneurial spirit. It was very impressive.”

For those who are interested to find out more about GBG Kuching, the group will certainly be organising more events like this in the future. Keep up to date with their events and activities at www.facebook.com/gbgkuching/

GBG is a non-profit community of business professionals that aims to share knowledge for business success. Run by volunteers, it is independent from, but supported by the Google Corporation. The GBG Kuching chapter managers are Malcolm Wu (Strategic Manager of iCube Innovation), AR Mohd (Founder of ilovekch.com), and Hazwan Razak (Founder of Youth Sarawak).