

Webtrends for Technical Professionals I: Essentials

Duration: 3 days, 9:00 am – 4:30 pm

Availability

You may choose to attend a public course or schedule a private on-site class at your location.

Course Description

In Webtrends for Technical Professionals: Essentials you will learn how to configure and implement the base functionality provided in Webtrends Analytics 8.5. This class is designed for technical professionals who are responsible for configuring Webtrends features to produce reports required by business users and other Webtrends end users in the organization.

The class utilizes multiple training methodologies such as lecture, discussion, demonstration, and hands-on exercises to promote learning. Participants will learn how to configure profiles, filters, templates, and a wide-array for reporting features. In addition, the class focuses on using SmartSource Data Collection (SDC) and will describe the SDC JavaScript tag and Webtrends query parameters available to enhance reporting options.

Products Covered

Webtrends Analytics 8.7 OnDemand and 8.5 Software

Who Should Attend?

Administrators of Webtrends and anyone responsible for configuring Webtrends features such as data sources, profiles, reports, filters, templates, etc.

Prerequisite

None

Learning Outcomes

As a result of completing this course, you will be able to:

- Navigate the Webtrends interface and interpret reports
- Understand the various methods of collecting data and describe the advantages of each
- Create profiles, data sources, templates, and dashboards
- Understand the purpose of JavaScript tag and basic Webtrends parameters
- Create hit and visit filters to segment traffic
- Understand the purpose of the DCSTMulti-Track function in regard to Web 2.0 tracking
- Implement basic campaign reporting
- Setup a scenario analysis to measure website conversion rates
- Implement paid search tracking
- Setup user rights, permissions, and roles
- Export information to a SmartReport or ODBC format
- Analyze web-site effectiveness via the configuration of various reports such as content groups, path analysis, parameter analysis

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Agenda

- ❑ Viewing Reports
 - Navigating the Webtrends interface
 - Locating and interpreting reports
- ❑ SmartSource Data Collection
 - Various methods for collecting data – web logs and SDC
 - Advantages and disadvantages of various methods
 - Webtrends implementation model - software vs. hosted
- ❑ Data Sources
 - How to create a data source
 - Best practices for creating data sources
- ❑ JavaScript Tag and Query Parameters
 - How to implement the JavaScript tag on your website
 - How to utilize query parameters and meta tags to enhance reporting
- ❑ Profiles
 - Creating a standard and advanced profiles
 - Understanding the purpose of a profile in regards to segmenting traffic
- ❑ Filters
 - Implementing filters to refine reporting results
 - Hit filter vs. visit filters
- ❑ Templates
 - Creating templates to organize and simplify your reporting solutions
 - Creating dashboard to summarize report results
- ❑ Regular Expressions
 - Understanding the purpose of a regular expression
 - Using regular expressions to specify a URL pattern
- ❑ Content Effectiveness and Navigation
 - Creating content groups to determine traffic patterns
 - Implementing parameter analysis to determine traffic patterns
 - Setting up path analysis reporting to view visitor paths
- ❑ Advanced Tracking
 - Understanding the DCSTMultiTrack function
 - Using the DCSTMultiTrack function to enable Web 2.0 reporting
- ❑ Paid vs. Organic Search
 - Tracking ROI as a result of Paid Search
 - Enabling paid vs. organic search reports
- ❑ Conversion
 - Tracking website conversion rates
 - Tracking conversion via tagging and UI methods
- ❑ Campaigns
 - Implementing campaign tracking
 - Enabling visitor history and campaign reporting
- ❑ Users
 - Creating, modifying, and deleting users
 - Creating and assigning user roles
- ❑ Exporting
 - Utilize Excel SmartReports for data analysis
 - Making an ODBC connection for data mining and analysis