

# Webtrends for Marketing Professionals: Fundamentals II

## Duration

Public Online: 2 half day online sessions, 9:00am – 12:00am PDT

Training Center: 1 day, 9:00am – 4:30pm

## Availability

You may choose to attend a public course (onsite at a training center or online) or schedule a private on-site or private online class at your location.

## Course Description

This class will introduce you to the fundamentals of web analytics using Webtrends. You will learn how to define key success metrics for your unique site, develop strategies for using reports to understand your company's online presence, and use analytics information to drive smart, data-driven changes that help you acquire, engage, convert, and retain users.

## Products Covered

Webtrends Analytics 8.7 OnDemand and 8.5 Software

## Who Should Attend?

Professionals interested in learning how to use Webtrends to drive decisions: business and marketing managers, business analysts, web analysts, and anyone else who will need to use Webtrends to understand and improve their organization's online presence.

## Prerequisite

Webtrends for Marketing Professionals: Fundamentals I or at least six months of working with Webtrends Analytics.

## Learning Outcomes

After finishing this course, you will be able to:

- Work with your organization to determine Key Performance Indicators (KPIs) that can be directly tracked in Webtrends reports
- Work with your Webtrends administrator to set up preconfigured reports
- Recognize which reports can be used to measure acquisition, engagement, conversion, and retention efforts for your site
- Understand how to implement campaign tracking in Webtrends and know how to measure ROI for online and offline campaign efforts
- Measure and improve user engagement on your site
- Understand how scenario analysis reports can be used to measure conversion and make actionable decisions based on these reports
- Understand Webtrends terminology and work with your web administrators, Webtrends administrators, and other Webtrends users on best practices in using Webtrends Analytics
- Make data-driven decisions about your marketing and website efforts

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## Agenda

- ❑ Introduction
  - The four R's of web marketing
- ❑ Setting Goals for Your Web Marketing Efforts
  - Determining your Key Performance Indicators (KPIs)
  - Four-step process for determining KPIs
  - Standard KPI categories
- ❑ Revealing your Site to Users
  - Measuring Acquisition
    - Performing a web site "health check"
    - Comparing your traffic to the competition
    - Using Webtrends to improve your search engine marketing
    - Benchmarking acquisition performance
  - Monitoring Online and Offline Campaign Performance
    - Understanding the nature of Webtrends campaign reporting
    - Planning campaigns
    - Executing campaigns
    - Reporting on campaign performance
- ❑ Rewarding and Respecting Your Users
  - Using Webtrends to Determine Engagement
    - Defining engagement for your site
    - Understanding major engagement indicators
    - Using Webtrends reports to evaluate engagement on your site
  - Using Webtrends to Measure Conversions
    - Identifying conversion scenarios for your site
    - Measuring conversion with out-of-the-box reports
    - Measuring conversion with scenario analysis
    - Reading and utilizing scenario analysis reports
- ❑ Retaining Your Users
- ❑ Using Webtrends to Track Retention
  - Becoming familiar with retention tools
  - Using Webtrends reports to monitor retention
- ❑ Making Data-Driven Decisions
  - Understanding A/B testing
  - Using Webtrends to track A/B testing results
- ❑ Conclusion and Summary