

Webtrends for Marketing Professionals: Fundamentals I

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 the basics of web analytics and gain valuable experience with the tool. You will also begin defining key success metrics for your unique site and learn about making data-driven changes that help you acquire, engage, convert, and retain your site's users.

Products Covered

Webtrends Analytics 8.7 OnDemand and 8.5 Software

Who Should Attend?

Professionals who are new to web analytics and to Webtrends, who need to understand both the fundamentals of web analytics in general and the specific ways in which Webtrends Analytics gathers and reports on web data. This course is also useful for those unfamiliar with navigating the Analytics tool.

Prerequisite

None

Learning Outcomes

After finishing this course, you will be able to:

- Understand the difference between data farming and data exploration and put both to work for you in your web analytics process
- Recognize who in your organization needs to be involved in your web analytics process and what they can do to help
- Understand the basics of how Webtrends works and what Webtrends is designed to do
- Define and explain Webtrends-specific terminology
- Navigate the interface, capture reports, create and save on-the-fly changes, and set up exports
- Recognize which key success metrics can be used to measure acquisition, engagement, conversion, and retention efforts for your site
- Begin to make data-driven decisions about your website

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Agenda

- Introduction
 - Moving from data to action
 - Data farming versus data exploration
- Data-Driven Decision Making
- What is Web Analytics?
 - What's missing in most web analytic strategies
 - Your web analytics team
 - The three stages of web analytics
 - The web analytics process
- How Does Web Analytics Work for me?
 - Developing your own web analytics process
 - Determining questions to ask
- What's in the Webtrends Tool
 - How analysis works in Webtrends
 - Standard Log file versus SDC analysis
 - Webtrends tagging
 - Webtrends terminology
 - The user interface (UI)
 - Profiles and data sources
 - Chapters and dashboards
 - Reports and report options
 - Calendar and calendar options
 - Customer Center and Help functionality
- What You Should Measure
 - The four categories of measurement
 - How to recognize opportunities for measurement
- Conclusion and Summary