

Understanding WebTrends Reports

Duration: 1 day, 4 to 8 hours depending on your implementation

Availability

This course is only available as an on-site private class. Please note, that WebTrends requires a minimum of two days for on-site engagements. Therefore, this course must be scheduled in conjunction with another course or consulting days.

Course Description

This workshop is designed to help you maximize the value of WebTrends by teaching your end users how to effectively interpret the information in the WebTrends reports you use. An experienced WebTrends consultant will review your report data with your technical and business users to teach you what the statistics mean and why they are important to you.

Depending on the WebTrends package you have purchased, you may have a smaller or larger set of reports to cover in class. WebTrends offers three variations of this course: Standard (4 hours), Marketing (6 hours), and Commerce (8 hours). Note, this course covers built-in WebTrends reports and does not cover any custom reports you may have designed. Additional, consulting hours will be required to cover custom reports that you desire to have reviewed in the class.

Products Covered

WebTrends Analytics 8.5 OnDemand and Software

Who Should Attend?

Professionals interested in learning how to improve their use of WebTrends reports to drive decisions: business analysts, marketing managers, site designers and end users of WebTrends reports.

Prerequisite

None

Learning Outcomes

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

- Recognize and be able to explain WebTrends-specific terminology
- Navigate the interface, capture reports, create and save on-the-fly changes, and set up exports
- Locate and interpret key built-in WebTrends reports
- Understand how various reports can be used to measure acquisition, engagement, conversion, and retention efforts
- Better understand and utilize the value of such reports as content group, path analysis, parameter analysis, and scenario analysis
- Understand WebTrends terminology and work with your web administrators, WebTrends administrators, and other WebTrends users on best practices in using WebTrends Analytics

Understanding WebTrends Reports

Agenda

Concepts and Terminology

- ❑ Introduction
- ❑ Basic Terminology
 - Hits, document views, page views, visitors, cookies
 - Data sources, profiles, templates, dashboards, reports
- ❑ Overview of How WebTrends Works
- ❑ SmartSource Data Collection
- ❑ Using the WebTrends Reporting Console
 - Logging on to WebTrends
 - Navigating the console
 - Calendar and date ranges
 - Reporting console toolbar
 - Tables, Graphs, Funnels, Drilldown Reports, Single-level paths
 - Searching, Querying, and Bookmarking
- ❑ Web Site Objectives
 - Common goals
 - Web site types
 - Applying web analytics

WebTrends Reports

- ❑ Overview Dashboards
 - What is a dashboard?
 - What does this data tell me?
 - How can I use the information?
- ❑ Marketing
 - Onsite Ad Clickthroughs
 - Referring Sites, Domains and Pages
 - Search Engines and Search Phrases
- ❑ Visitors
 - Top Visitors, New vs. Returning Visitors
 - Organizations, Geographic Regions
- ❑ Site Design
 - Onsite Search Terms Found and Not Found
 - Pages and Content reports
 - Groups, Entry Pages, Exit Pages, Single-page Visits, and Single-level Paths
 - Path Analysis and Parameter Analysis
- ❑ Site Performance
 - Average Time to Serve
 - Client Errors
 - Files Not Found Errors
 - Visits by Number of Pages Viewed and by Day of the Week
- ❑ Scenario Analysis Reports
 - Scenario Analysis parameters
 - 5 Point Scenario Analysis
- ❑ Marketing Reports (if applicable)
 - Visitor History
 - Campaigns, Demand Channels, Marketing Programs, Offers,
 - Campaigns by New vs. Returning Visitors, Campaigns by Lifetime Value, Initial Referrers,
 - Most Recent Search Engine, Purchase Conversion Funnel
- ❑ Commerce Reports (if applicable)

Understanding WebTrends Reports

- Products, Product Categories and Sub-Categories, Products by Suppliers
- Product SKUs, by Demand Channel, by Search Engines, by Region
- Customers and Non-Customers, New and Repeat Buyers
- Sales Cycle, Sales Cycle by Buyer