

# Webtrends Certification Guide

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## Certification Overview

*The Webtrends Certification Program consists of four days of training followed by a three hour exam on day five. Although Webtrends does have an exam-only option, participants are highly encouraged to attend the training to fully prepare themselves for all features covered on the exam. Individuals with significant real-world implementation experience may be able to successfully pass the exam without attending the class. However, participants should review this document along with the suggested reading to enable their success.*

### Exam Format

- Duration – 3 hours
- Question Format – multiple choice and practical Application
  - Part I – 25 multiple choice questions
  - Part II – 5 practical application questions- tasks performed in the software
- Grading Criteria – 80% required to pass (2 points per multiple choice question, 10 points per practical application question)

### How to Prepare for the Exam

- Enroll in the four days of certification training or have equivalent experience
- Review the exam topics below and ensure familiarity with the topics
- Review the material on the recommended reading list
- Practice creating the following items: data sources, profiles, filters, content groups, path analysis, scenario analysis, and custom reports
- Familiarize yourself with the resources in the Customer Center accessed from the Webtrends software

### Recommended Online Training

- Review all modules in the Customer Center except for those on Visitor Intelligence
- To access online training from the Webtrends Interface
- Click on Customer Center | Resources | Web-based Training

Setting Up WebTrends for Success	SmartSource Data Collection and Tagging
• Web Analytics Terminology	• How Does SDC Work?
• What is Web Analytics?	• Getting Started With SDC
• Understanding Metrics and Their Importance	• What is the WebTrends JavaScript Tag?
• Web Site Objectives	• Deploying the Tag
• How WebTrends Works	• How do Query Parameters Work?
• Using Filters	• Passing Query Parameters to the SDC
• Customizing My WebTrends	• Types of Query Parameters
• What is Visitor Intelligence?	• Content Group Parameters
• Getting Started with Visitor Intelligence	• Marketing Campaign Parameters
• Visitor Intelligence: Selecting Reports	• Scenario Analysis Parameters
• Visitor Intelligence: Working with Charts and Graphs	• Pages of Interest Parameters
• Visitor Intelligence: Reporting Features	• Onsite Search Parameters
• Visitor Intelligence: Working with Pivot Tables	• Paid Search Parameter
• Visitor Intelligence: User Interface Overview	• Troubleshooting the Tag
	• SmartView Parameter
	• Web Client Parameters
	• Troubleshooting Parameters
	• Tracking Offsite Links
	• Tracking Flash
	• Tracking PDFs
	• Generating the Tag in On Demand
	• Generating the Tag in Software
	• Tagging Web Content (Examples)

## Recommended Reading

All documents are located within the Webtrends software at the following location:

[Customer Center | Resources | Complete Document Library | Webtrends Professional](#)

- WT Administration User's Guide all chapters EXCEPT 4,7,17,19, and 23-30
- WT SmartReports User's Guide – full document
- WT SmartSource Data Collector User's Guide

## Exam Topics

- Features Covered
- Client-side tagging
- Query parameters
- Profiles, data sources and filters
- Templates and dashboards
- Parameter analysis
- Content groups
- Path analysis
- Session tracking
- Webtrends SmartReports
- Webtrends SmartView
- User rights and privileges
- Scenario analysis
- Campaigns
- Visitor history
- Custom campaign reports and drilldowns
- Custom reports