Analytics for Technical Professionals I: Essentials

Course Description

In Webtrends Analytics for Technical Professionals I: Essentials you will learn how to configure and implement the base functionality provided in Webtrends Analytics 10 and On Premise v. 9.2. This class is designed for technical professionals who are responsible for configuring Webtrends Analytics 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 of 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.

Learning Outcomes

As a result of attending the course participants will be able to:

- Navigate the Webtrends Analytics 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 DCSMulti-Track function in regards to Web 2.0 tracking
- Implement basic campaign reporting
- Set up a scenario analysis to measure website conversion rates
- Implement paid search tracking
- Set up user rights, permissions, and roles
- Use ODBC and REST API for data extractions
- Analyze site effectiveness via the configuration of various reports such as content groups and path analysis

Products Covered

Webtrends Analytics On Demand and On Premises through v. 9.2.

Who Should Attend?

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

555 SW Oak Street, Suite 300
Portland, OR 97204

1.877.932.8736
sales@webtrends.com

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ESSENTIALS

Prerequisites

None.

Availability and Pricing

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

- Public: $2,500 per participant
- Private Class: Please contact your account manager for pricing.

Note: Individuals enrolling in this class often choose to also enroll in Webtrends Analytics for Technical Professionals II: Custom Reporting. This one-day advanced class will provide you the skills to create custom reports, drill-down reports, and campaign reporting for your organization.

Duration

- Online: 15 hours across 3 half-days, 9:00 am – 2:00 pm US Pacific Time

Agenda

- Viewing Reports
    - Navigating the Webtrends Analytics interface
    - Locating and interpreting reports

- SmartSource Data Collection
    - Various methods for collecting data – web logs and SDC
    - Advantages and disadvantages of various methods
    - Webtrends Analytics 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 regard to segmenting traffic

- Filters
    - Implementing filters to refine reporting results
    - Hit filter vs. visit filters

- Templates
    - Creating templates to organize and simply your reporting solutions
    - Creating dashboard to summarize report results

- Regular Expressions
    - Understanding the purpose of a regular expression

- Content Effectiveness and Navigation
  - Creating content groups to determine traffic patterns
  - Setting up path analysis reporting to view visitor paths

- Advanced Tracking
  - Understanding the MultiTrack function
  - Using the MultiTrack 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
  - Making ODBC and REST connections for data mining and analysis