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Optimize for Analysts: Strategic Course

Course Description

This course is designed to help you develop analytic skills in the field of site optimization. Though the modules and training focus around the use of Webtrends Optimize, this course also provides training in the strategic processes of site optimization testing and the development of good tests. Participants will be given the option of signing up for a certification exam at the end of the course, which is included in the cost.

Learning Outcomes

After finishing this course, you will be able to:

- Understand the basics of site optimization with Webtrends Optimize
- Navigate the Webtrends Optimize environment
- Articulate what people and skills are needed for a site optimization team
- Recognize what pages to test on your site
- Begin recognizing what elements on a web page can cause friction or anxiety
- Begin developing hypotheses for testing
- Begin building good site optimization test plans for your organization
- Read and present the results of a site optimization test in Webtrends Optimize

Products Covered

Webtrends Optimize

Who Should Attend?

Professionals interested in learning how to use Webtrends Optimize to drive site optimization goals for their organization: business and marketing managers, business analysts, web analysts, and anyone else who will need to use Webtrends Optimize to understand and improve the impact of their online presence.

Prerequisites

None.

Availability and Pricing

You may choose to attend a public course online or schedule a private online class.

- Public: £450 / €530 / \$700 per participant
- Private: Please contact your account manager for pricing.

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Duration

- Training Center: 1 day, 9.00am – 4.30pm GMT

Agenda

- Introduction
- What is Site Optimization?
 - Definitions
 - Process and continuum
- How Does Optimize Work?
 - Optimize Terminology
 - Preparing a web page for testing
 - How a test is performed
 - What a completed test provides
- Types of Optimization Testing
 - Baseline testing
 - A/B/n and split testing
 - Multivariate testing
 - The testing process
- The Optimize System
 - Navigation
 - Reporting
- Building a Test Plan
 - Developing a test strategy
 - Picking a page and analyzing it
 - Developing a test approach
- Reading Test Results
 - The Reporting Suites