851 SW 6th Ave, Suite 1600
Portland, OR 97204

1.877.932.8736
sales@webtrends.com

Webtrends Analytics: Administrator Short Course for Government

Course Description

This course consists of three two-hour training segments designed for the specific needs of the government administrator using Webtrends Analytics. First, we will review the key tagging methodologies used by Webtrends Analytics. Next, we will discuss approaches to capturing web 2.0 activities in Webtrends Analytics reports. Finally, we will review key strategic considerations for enterprise portal analytics.

Note: This course supplements the other courses offered in the Webtrends Analytics for Technical Professionals track by teaching specific topics of interest to government agencies. It is not a comprehensive configuration and administration course for Webtrends Analytics, and it is recommended that government administrators also attend the other courses in the Webtrends Analytics for Technical Professionals track.

Learning Outcomes

After finishing this series, you will be able to:

- Understand the multiple methods of tagging used for Webtrends Analytics data capture
- Recognize when and where you might be able to use cookies to gather data about your visitors
- Begin using Webtrends Analytics to track dynamic interactions on your web presences
- Recognize how analytics differs when measuring portal usage
- Begin to develop a tagging and reporting strategy for your organization's site or portals

Products Covered

- Webtrends Analytics On Demand and On Premises

Who Should Attend?

Administrators of Webtrends for government agencies, and anyone responsible for Webtrends Analytics data collection strategy and capture within a government organization.

Prerequisites

None, though Webtrends Analytics for Technical Professionals I: Essentials or at least 6 months of experience with Webtrends Analytics is highly recommended.

Availability and Pricing

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

- Public Online: $500 per participant

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- Private Online: Please contact your account manager for pricing.

Duration

- 3 two-hour weekly sessions, 9:00 am - 11:00 am Pacific Time each

Agenda

Session	Description
Tagging 101	More and more organizations are implementing an alternative technique to collect web site traffic information rather than relying on web server log files. This technique is called client-side data collection, or tagging for short. In this session, learn how tagging works, the advantages and disadvantages of using cookies as well as some best practices around implementing tagging.
Web 2.0 Tracking	Tracking visits to pages using AJAX (Web 2.0 stuff), Flash, and even downloads can be difficult to track. Not now. Learn how you can use Webtrends Analytics to track when people use different dynamic elements in AJAX, Flash, and more.
Portal Deployment	Deploying enterprise portals requires significant investments in time, effort and money. With the evolution and broad adoption of portals, organizations have become keenly interested in measuring portal usage. Knowing how the portal is being used and mapping usage trends over time can provide evidence of a successful portal initiative. With Webtrends training, understand how the unique attributes of portals can pose specific challenges when it comes to tracking usage and learn how Webtrends can help you gain insights about portal usage and user behavior.

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