

Analytics Training

Our web-based and onsite classes provide our clients with all the knowledge required to make the most of their analytics investment.

WebTrends – Advanced User Training

Course Description

Web analytics is a growing field, with companies realising the importance of understanding its online data more and more. With its own terminologies and methodologies, understanding these is key to harnessing user data to improve online performance. This course provides training in administering and configuring a WebTrends solution to meet your specific reporting requirements.

Who should attend?

Technical users of the WebTrends platform who will be responsible for maintaining and configuring WebTrends within an organisation.

Duration and Location:

2 day course, held in Cardiff or onsite.

Course Syllabus:

- Understanding data collection
- Understanding the JavaScript tag and query parameters
- Creating and managing datasources
 - Using Tag Builder to create code
- Creating and using profiles
- Creating and using filters
- Tagging conversion events
- Tagging marketing campaigns
- Tagging paid search results
- Other important tags
- Creating custom dimensions and measures
 - Understanding visitor history
- Creating custom reports
- Configuring scenario and path analysis
- Creating dashboards and templates
- Managing user rights
- Methods for exporting data
- Introduction to web 2.0 tagging

To attend one of our training courses or arrange some bespoke training, contact us now on:

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