

## WebTrends – Technical Configuration I

This is the introductory WebTrends technical configuration course. We cover the most important functionalities for standard report production.

### Contents:

#### 1st Day

- General Introduction to Application Workings
- Data Sources creation
- Session Tracking principles and their importance to analysis
- Importance and use of filters
- Content Groups
- Intranet Domains
- URL Parameters Analysis configuration

#### 2nd Day

- Campaigns
- Path Analysis
- Scenario Analysis
- Templates & Dashboards
- General Analysis options
- Profile edition review

NOTE: I don't cover System Management, and SmartView™, which usually does not work well with the majority of sites.

### **Who should attend?**

People in charge of WebTrends and its configuration, coming from either IT or Marketing.

### **Prerequisite:** None

**NOTE:** This course is given in seminar format, and does not make use of a training lab. Contact me if you would prefer a lab format.

### **Duration:** 2 days

**On location:** My courses are given on location at your office. You don't have to send out employees away from the office, and pay for expensive travelling costs (just mine).

### **Trainer:** Jacques Warren



Jacques Warren has been working in online marketing for the last twelve years. He started getting involved full-time in Web Analytics six years ago. He has worked with over 70 organizations in Canada, the US, and Europe. His engagements cover Web Analytics implementation, training, KPIs & dashboard, diagnosis analysis, and consulting. His current interests are multichannel analytics, data integration, and mobile analytics. He shares in thoughts in his blogs: Analytics Notes (<http://www.waomarketing.com/blog/>) and in The Big Integration (<http://www.thebigintegration.com/blog/index.php>).