

WebTrends – Report Use & Interpretation I

This workshop targets business users of WebTrends, and introduce them to using WebTrends report in an online marketing and business context. Beyond only teaching how to use the application, this workshop leaves room for discussions about Web Marketing and how Web Analytics support it.

Contents:

- Web Analytics Challenges
- Basic Concepts: Agreeing on Language
- WebTrends Reports

Who should attend?

Business users of WebTrends: Web site Managers, Online Marketing Managers, etc.

Prerequisite: None

Duration: 2 days (1 day for government or intranet teams)

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).

Price: Varies according to market. Please contact me.

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>).