

## Introduction to Web Analytics Technology - Fact Sheet

This course developed by CMS Watch, will provide you with a thorough grounding in Web Analytics technology. It will enable you to identify your own requirements more clearly, understand how various Web Analytics services work, and differentiate among alternate architectures and approaches.

**Instructor:** Tony Byrne - Founder, CMS Watch

**Length:** 4 modules, 4 hours

**Cost:** \$395

### Outline

Modules included in this course:

- Web Analytics Business Case & Scenarios
- Core Architectures & Technical Services
- Web Analytics Business Services
- Selecting & Implementing Web Analytics

### Who should take this course

- **Business Intelligence and Data Warehouse specialists** -- to learn what data can be gleaned (and how) from the web side of the enterprise
- **Website Managers** -- to learn how to contrast different approaches avoid common pitfalls in implementing and optimizing web analytics technology
- **Web and Online Marketing Managers** -- to understand how the varying analytics technologies really work, and how to better leverage marketing value, including how best practices for exploiting emerging opportunities in video, mobile, and Web 2.0 analytics.
- **Enterprise data architects** -- to understand trade-offs and learn best practices in analytics architectures and systems integration
- **IT managers** -- to understand the marketplace, as well as key security and scalability concerns
- **Webmasters** -- to learn what additional value they could receive -- at pitfalls to encounter -- upgrading from a free web analytics service
- **Marketing Directors** -- to articulate the business case for improved analytics and confidently discuss options with tech teams
- **Consultants** -- to understand how to improve web analytics implementations
- **Anyone considering** implementing or upgrading existing Web Analytics technology

### What's *not* covered:

- Training in how to implement any individual analytics tool.

### Learning Objectives:

### **Module 1: Web Analytics Business Case & Scenarios**

- Define Web Analytics and distinguish among the core concepts of Web Data, Web Metrics, Web Analytics, and Web Measurement
- List seven potential business benefits of Web Analytics
- Account for seven potential cost items in any Web Analytics solution
- Identify eight potential internal roles that your team might require for an effective solution
- Articulate twelve use cases for Web Analytics, grouped according to functional requirements, website orientation, and internal resource availability

### **Module2: Core Architectures & Technical Services**

- Distinguish between two core architectural approaches
- Identify the three main types of data collection, as well as the pros and cons of each
- Articulate the value of data verification and sampling
- Identify the tradeoffs among different approaches to tracking individual visitors, including key issues with cookie-based tracking
- Describe the two common methods for tracking mobile users and their shortcomings
- Distinguish between two competing approaches to tracking video usage, including pros and cons of each
- Identify workarounds for dealing with “Web 2.0” challenges like RSS and user-generated content

### **Module 3: Web Analytics Business Services**

- List “standard reports” and cite examples
- Articulate the differences among different types of “dashboards”
- Describe the value of more “advanced” reporting services, like segmentation, data mining, and campaign analysis
- Understand the differences among various types of auxiliary services in general, and data integration in particular
- Cite key considerations when assessing the usability of a system and its reports
- Describe your organization’s needs in respect to user management and report distribution services

### **Module 4: Selecting & Implementing Web Analytics**

- Articulate a standard process for documenting Web Analytics requirements
- Identify five key categories of metrics requirements
- Categorize two-dozen Web Analytics vendors according to four marketplace categories
- Develop a technology selection roadmap, based on organizational objectives, functional requirements, and scenario fits
- Match a Web Analytics development project to a standard technology project methodology
- Contrast three approaches for securing external help
- Articulate at least four implementation best practices