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# Webtrends Analytics: Marketing Short Course for Government

## Course Description

This course consists of three two-hour training segments designed for the specific needs of the government marketer or analyst using Webtrends Analytics. First, we will review methods by which you can build the business case for analytics in your organization. Next, we will discuss analysis strategies you can use to drive change to your online presence. Finally, we will practice communicating the results of analysis to those not familiar with what you do.

**Note:** This course supplements the other courses offered in the Webtrends Analytics for Marketing Professionals track by teaching specific topics of interest to government agencies. It is recommended that you take the Webtrends Analytics for Marketing Professionals: Fundamentals I and II courses prior to this course.

## Learning Outcomes

After finishing this series, you will be able to:

- Explain the key business reasons for using Webtrends Analytics and back up these reasons with measurements
- Determine what measurement strategies are truly useful to your organization and explain why to others
- Understand how to communicate the results of your analysis efforts to others within the organization

## Products Covered

- Webtrends Analytics On Demand and On Premises

## Who Should Attend?

Government professionals interested in learning how to use Webtrends Analytics to drive decisions: business and marketing managers, business analysts, web analysts, and anyone else who will need to use Webtrends Analytics to understand and improve their organization's online presence.

## Prerequisites

None, though Webtrends Analytics for Marketing Professionals: Fundamentals I and II or at least 6 months of experience with Webtrends Analytics are 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

Course	Description
Business Case for Analytics	Need to convince management that using Webtrends Analytics is right for your organization? Want to be sure you spend your budget in the best possible way? Webtrends training can help - <b>research, tips</b> and <b>information</b> from experts, with <b>case studies</b> to pull it all together.
Long-term Measurement Strategies	<i>A Webtrends implementation is only as important as their inherent backbone—a <b>measurement strategy</b>.</i> In many instances decisions are based on hunches, guesses or opinions. Now it's possible to adopt a more data-driven approach with the help of Webtrends. Learn how to use analytics in context to your business goals and show value for long cycles in the short-term.
Communicating Results	We've all struggled to make sense of the data we get from web analytics. Then, after we invest blood, sweat and tears into understanding what our data is telling us, we take management through a dizzying amount of data with too little practical advice. In this session, learn how to avoid analytics overload and communicate rich, data driven insight t to your management team.