

# Analytics for Technical Professionals: Advanced Tagging

## Course Description

This course is designed to provide web developers with the knowledge they need to prepare content for advanced reporting in Webtrends Analytics. The modules will introduce developers to key concepts regarding data flow, custom tags, implementation processes and design. You will learn about web analytics technologies and how to plan the development of new content. You will understand how the technical structure and design decisions support business reporting processes.

## Learning Outcomes

After finishing this course, you will be able to:

- Understand Webtrends Analytics data flow
- Understand the advanced tags available
- Gain insight in how to plan new content designs
- Be able to discuss and evaluate the tagging needed for advanced reports
- Understand Webtrends Architecture
- Understand the documentation available

## Products Covered

Webtrends Analytics On Demand and On Premises through v. 9.2.

## Who Should Attend?

Web development professionals interested in learning how to design and manage advanced tagging and the basics of advanced reports in Webtrends Analytics. Additionally, existing Webtrends customers or new Webtrends customers will benefit.

## Prerequisites

None.

## Availability and Pricing

You may choose to attend a public online course or schedule a private online class.

- Public: \$600 per participant
- Private Class: Please contact your account manager for pricing.

## Duration

- Online: 4 hours, 9:00 am – 1:00 pm US Pacific Time

## Agenda

- Introduction to Webtrends Analytics
- Webtrends Architecture and Workflow
- Using SmartSource Data Collection
- Defining and Managing Data Sources
- Understanding the JavaScript Tag & Query Parameters
- Creating a Profile
- Understanding Visitor Tracking Methods
- Tag Builder
- Configurable tags
- MultiTrack functionality
- Dynamic Tags
- Tagging for Mobile Sites and Apps
- Tagging for Facebook Pages and Apps