

# Webtrends Optimize for Analysts and Administrators

## Course Description

This course is designed to provide web developers and test designers with the skills they need to use the Webtrends Optimize user interface. The modules will detail how to organize and categorize tests, projects, locations and factors in Optimize.

## Learning Outcomes

After finishing this course, you will be able to:

- Understand the sections of the Optimize user interface
- Create projects in Webtrends Optimize
- Create segments and extracts in the Webtrends Optimize Library
- Extract and read the Webtrends Optimize reporting

## Products Covered

- Webtrends Optimize

## Who Should Attend?

Professionals interested in learning how to use Webtrends Optimize to drive site optimization goals for their organization: business and marketing managers, business analysts, web analysts, web developers and anyone else who will need to use Webtrends Optimize to understand and improve the impact of their online presence.

## Prerequisites

None, though it is assumed that you have a basic understanding of how web pages are designed and developed.

## Availability and Pricing

You may schedule a private online class.

- Private Online: \$3000 for up to 12 participants

555 SW Oak St.  
Suite 300  
Portland, OR 97204

1.877.932.8736  
sales@webtrends.com

## Duration

- Online: 1 days, 9:00 am – 1:00 pm Pacific Time

## Agenda

- How Optimize Works - Review
- The Optimize Library
  - Locations
  - Segments
  - Extracts
- The Optimize Laboratory
  - What is a project
  - States
  - Creating a new Project
- Optimize Reporting
  - Creating a filter
  - Reports review