

Webtrends Optimize Foundations: Test Strategy

Course Description

This course is designed to help you develop analytic skills in the field of site optimization. Though the modules and training focus around the use of Webtrends Optimize, this course also provides training in the strategic processes of site optimization testing and the development of good tests. It is foundational course for Webtrends Optimize Analysts and Developers.

It is also an introduction to the [Webtrends Optimize for Analyst and Administrators](#) and the [Webtrends Optimize Foundations: Test Design and Development](#)

Learning Outcomes

After finishing this course, you will be able to:

- Understand the basics of site optimization with Webtrends Optimize
- Navigate the Webtrends Optimize environment
- Articulate what people and skills are needed for a site optimization team
- Recognize what pages to test on your site
- Begin recognizing what elements on a web page can cause friction or anxiety
- Begin developing hypotheses for testing
- Begin building good site optimization test plans for your organization
- Understand the Engagement process with Webtrends consultants
- Understand the basics of a site optimization reports in Webtrends Optimize

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.

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Availability and Pricing

You may schedule a private online class.

- Private Online: \$3000

Duration

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

Agenda

- Introduction
- What is Site Optimization
 - Definitions
 - Process and continuum
- How Does Optimize Work
 - Optimize Terminology
 - Preparing a web page for testing
 - How a test is performed
 - What a completed test provides
- Types of Optimization Testing
 - Baseline testing
 - A/B/n and split testing
 - Multivariate testing
- Overview of the Optimize UI's
 - Navigation
- Building a Test Plan
 - Developing a test strategy
 - Picking a page and analyzing it
 - Developing a test approach
- Engagement Model
- Overview of Report Results
 - The Reporting Suites