Analytics for Marketing Professionals: Introduction to SharePoint Spaces

Course Description

This class will introduce you to analyzing web analytics reports for SharePoint in Analytics 10. You will learn the differences between the SharePoint space and a standard Website space, develop strategies for using SharePoint reporting to measure success of your company's intranet, and use analytics information to drive smart, data-driven changes will transform your users from sometimes-users to contibutors and collaborators.

Learning Outcomes

After finishing this course, you will be able to:

- Understand both how to implrment out of the box reporting, and where to start for more advanced custom reporting
- Recognize which reports can be used to evaluate the depth of user involvement on for your site
- Understand Analytics terminology and work with your web administrators, Webtrends administrators, and other Webtrends users on best practices in using Webtrends Analytics
- Understand the link between SharePoint specific metrics and the features of your SharePoint site

Products Covered

Webtrends Analytics On Demand; specifically SharePoint Spaces

Who Should Attend?

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 to understand and improve their organization's intranet presence.

Prerequisites

Webtrends Analytics On Demand Foundations class.

Duration

- Online: 3 hours, 9:00 am – 12:00 pm US Pacific Time

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Availability and Pricing

You may choose to attend a public course online or schedule a private class online or on-site at your location.

- Public: $450 per participant
- Private Class: Please contact your account manager for pricing.

Agenda

- Technical Differences for sharePoint Spaces
  - The installer
  - Tagging beyond the base tag
  - Definitions

- SharePoint Reports and Dashboards
  - Breadcrumbs
  - On-Site Search
  - SharePoint sites
  - Web Parts
  - Documents

- Setting Goals for SharePoint Intranet
  - Typical Intranet goals
  - Measuring against goals
  - Actionable Insights
- Conclusion and Summary