

webtrends® Analytics Training

At Webtrends we believe that data is a business asset.

Our training courses have been developed with this philosophy in mind. Our goal is to not only help you get the most from your investment in Webtrends, but to ensure you understand how best to leverage data to become an insights-driven organization. All training classes have the very latest information on Infinity Analytics™ to ensure you get the information you need to become experts with this next generation digital analytics solution.

To find training content, simply go to [MyWebtrends](#), your single information portal for Webtrends clients. If you need to register for an account, please see the instructions at [MyWebtrends/about](#). The training section on MyWebtrends will provide access to all of the self-paced and instructor-led courses along with a few special featured training classes.



Watch this [video](#) to see a quick overview of how to access Webtrends training.

Special Featured Training

These two classes offer a quick overview and introduction to Infinity Analytics and are a great way to get started.

Infinity Analytics Overview (16 minutes)

Watch a self-paced training video for an overview of Infinity Analytics.

Infinity Analytics Introduction (2 hours)

Sign up for a complimentary, instructor-led, live online training course for clients upgrading from Webtrends Analytics 9 or 10.

Self-Paced Courses

Self-paced training courses are available on-demand and are one hour or less in length.

AN099: The A10 User Interface

A self-guided course teaching the ins and outs of the Analytics 10 interface using the Calendar, account-level and profile-level reporting.

AN0101: Introduction to the Infinity Users Interface

An introduction to the Infinity Analytics™ interface featuring: how to read reports, creating measures, segmentations and dimensions.



Want private training for your team?

If you have specific training needs beyond the individual courses, such as dedicated training for your team, please let your account manager know or contact the training department directly by visiting us [here](#).

Instructor-led Courses

Instructor-led training courses are available at scheduled times, delivered online, are interactive and range from 2-15 hours in length. Courses with the pre-fix "MK" are for marketing professionals and analysts. The courses with the pre-fix "TE" are for administrators and developers.

MK101: Analytics Foundations

Learn the foundational elements of your Webtrends Analytics Solution. This class will introduce you to the core features, terminology, and key reports capabilities.

MK102: Analytics Report Analysis

Learn how to analyze the web analytics reports in your Webtrends Analytics solutions.

MK103: Building Meaningful KPIs

Learn how to define key success metrics for your website. Use Analytics reports and information to develop strategies for a strong online presence and driving smart, data-driven change.

MK104: Communicating with Analytics

Understand key methods to communicate the value of analytics throughout your organization.

TE101: Technical Essentials

Learn how to configure and implement the base functionality provided in Webtrends Analytics 10 and On-Premise.

TE102: Technical Custom Reporting

Learn how to configure and implement custom reporting features within Analytics 9 and 10 to create advanced reports to meet the specific needs of your organization.

TE103: Data Collection & Tagging

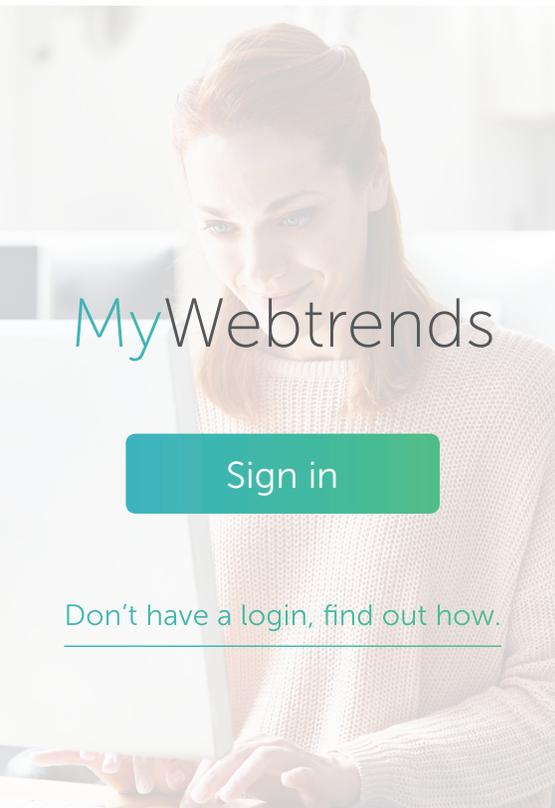
Learn the knowledge and concepts needed to understand data collection and the use of tagging in Webtrends Analytics.

TE104: Advanced Custom Reporting

Receive a deeper insight into how to design and build solid, effective custom reports using Analytics 9 and 10.

TE105: Using REST API to Build Analytics Dashboards

Learn the fundamentals of creating powerful Microsoft Excel-based dashboards using Webtrends Analytics REST API.



To register for a class:

1. Click the "Sign In" link to the left.
2. Enter your MyWebtrends credentials to log in.
3. Once you're logged in, click on "Training" in the main navigation.
4. Choose Individual Courses.
5. Click the "View Course Schedule" button to see a list of upcoming scheduled classes and submit your registration.
6. You will receive a confirmation e-mail with registration information and a calendar invite link to attend the course.
7. To view the course(s) you have registered for, click on "Manage Courses" menu and scroll down to "Your Registered Sessions".

At Webtrends, we are passionate about data and in helping you to make it a strategic asset. When data is considered a business asset, it has the power to create competitive business advantages for your organization.

Contact Webtrends Training

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