

OMNITURE. SiteCatalyst® User Training

COURSE DESCRIPTION

The training provided in this course is tailored to help you use Omniture SiteCatalyst to find answers to your business questions. You will learn how the reporting interface and navigation work, how to run reports to get the answers you are looking for, and how to configure reports for effective decision-making. You will also learn methods of report distribution so that you can get the right information to the right people at the right time.

TARGET AUDIENCE

This course is specifically designed for the SiteCatalyst User. Anyone using SiteCatalyst to create, customize and distribute reports will benefit from attending.

OBJECTIVES

This two-day course provides new users with the skills required to use SiteCatalyst effectively in real-world business settings. This includes showing you how to ask the right questions about your online business, as well as how to use SiteCatalyst's sophisticated features and reporting capabilities to collect quality information and make good decisions. This course will help you leverage SiteCatalyst to maximize your Web site goals and conversion by

- Understanding the Web site conversion process.
- Customizing reports to answer business questions.
- Automating report delivery throughout your organization.
- Understanding how reports fit into the conversion process.
- Utilizing best practices to discover new insights.

TOPICS

The following topics are covered in this course:

- Learn the Fundamentals of SiteCatalyst
- Understanding Key Performance Indicators (KPI)
- Analyzing Traffic, Conversion and Path reports
- Correlations and Sub-relations
- Calculated Metrics
- Managing Dashboards
- Setting Targets and Calendar Events
- Saving and Sharing Reports

COURSE MATERIALS

- SiteCatalyst User Training Manual

AGENDA: DAY 1

Morning Session (9 A.M.–noon)

- Web Analytics and Omniture
- Introduction to Reports
- Report Interface and Options
- Web Site Conversion Defined
- Key Performance Indicators
 - › Samples and Exercises

Lunch (Noon–1 P.M.)

Afternoon Session (1–5 P.M.)

- Traffic Reports
 - › Common Types and Uses
 - › Relation to Conversions
- Paths Reports and Click Stream Analysis
 - › Pathfinder Reports
 - › ClickMaps
 - › Fallout Reports

AGENDA: DAY 2

Morning Session (9 A.M.–noon)

- Conversion Reports
- Correlations & Sub-relations
 - › Exercises
- Calculated Metrics
 - › Exercises
- Targets
- Calendar Events

Lunch (Noon–1 P.M.)

Afternoon Session (1–5 P.M.)

- Saving and Sharing Reports
- Bookmarks and Alerts
- Dashboard Creation and Usage
- Hands-on Practice

START LEARNING TODAY

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