

WebTrends 101 Training

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- **Why Care about WebTrends?**
- **Logging in to WebTrends**
- **Navigating Your Agency's Reports**
- **Key Terms**
- **Useful Reports & Statistics**
- **Additional Training**

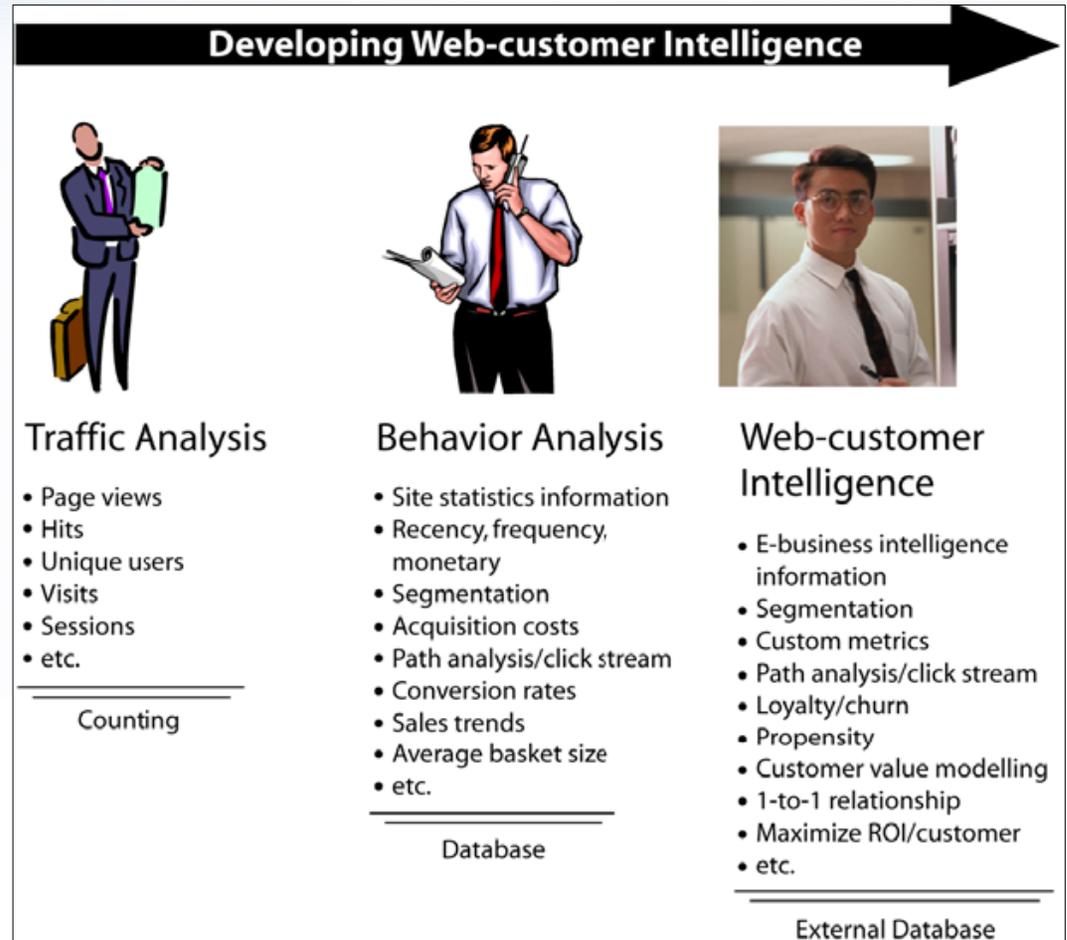
- **Don't We Have a Stats System? Yes, but:**
 - Latency. There were no real time stats, only monthly reports which didn't appear until several days into the subsequent month.
 - Not User Friendly. Many people don't know a great deal about Web analytics (i.e. what's important, what's not), and the reports in summary didn't help. What's a visit? What's a hit?
 - Not a Lot of Detail. There were several requests to use the system to identify content that was not getting traffic, which due to the amount of data to report, didn't show up in the old stats reports (they didn't report to that depth).

- **Why WebTrends?**
 - Real time tracking of analytics through individual page tags
 - *Best in class* reporting and dashboards
 - Enhanced granularity of data
 - User-based views and capabilities

■ Web Analytics Help You Determine

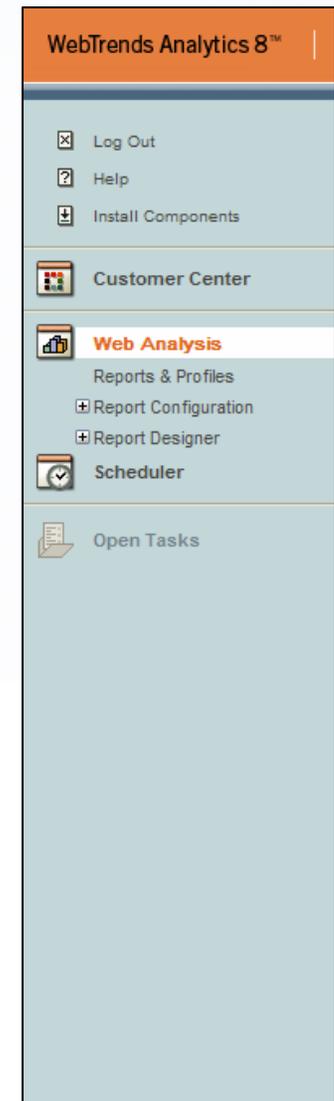
- If the Web site (or portion of it) has been worth the financial investment
- If the Web site produces the desired high-level results and are these results improving over time?
- The focus of customer interest in information and online services
- How much traffic the site experiences so that we can ensure that Web servers continue to deliver Web content flawlessly
- Traffic patterns and browser types/versions that influence design improvements

- So, with WebTrends:
 - You can develop more sophisticated and customer-centric information about your customers.
 - This intelligence can lead you on a path from vague, general statistics to a sharp picture of who your customers really are.



- Request A Username & Password
 - E-mail moconnor@iot.IN.gov for access
 - To find your agency's information click *Reports & Profiles* in the left navigation bar

- An alphabetized agency list will appear
 - You can view 10, 20, 50 or 100 results at a time
 - The far right column of the list indicates the last time an analysis ran successfully for each agency site
 - Click on your agency's name to view your reports



WebTrends Analytics 8™ | REPORTING CONSOLE

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Main Calendar View

Report Period

September

Q3	S	M	T	W	T	F	S
W35	26	27	28	29	30	31	1
W36	2	3	4	5	6	7	8
W37	9	10	11	12	13	14	15
W38	16	17	18	19	20	21	22
W39	23	24	25	26	27	28	29
W40	30	1	2	3	4	5	6

2007

Template: WT_IL_Template

Bookmarks

Overview

- Overview Dashboard
- Marketing Dashboard
- Visitors Dashboard
- Pages Dashboard
- Navigation Dashboard
- Technical Dashboard
- Activity Dashboard
- Browsers and Platforms Dashboard

Marketing

Site Design

Site Performance

Weekly View: Week 37 Sep 9, 2007 12:00:00 AM - Sep 15, 2007 11:59:59 PM

Current Profile: **Technology, Office of**

Overview Dashboard Create Bookmark

This displays key graphs and tables that provide an overview of the entire report. You can click on a graph title to navigate to the corresponding report page.

Pages

Page	Visits
/iot/	~1000
/iot/144.htm	~250
/iot/148.htm	~150
/iot/640.htm	~100
/iot/536.htm	~100

Referring Site

Referring Site	Percentage
Direct Traffic	76.59%
www.in.gov	11.51%
ingov.chacha.com/	3.64%
www.google.com/	2.21%
129.79.145.5/	1.04%
Other	5.01%

Exit Pages

Page	Visits
/iot/	~800
/iot/144.htm	~200
/iot/640.htm	~100
/iot/148.htm	~100
/iot/63.htm	~100

Visit Summary

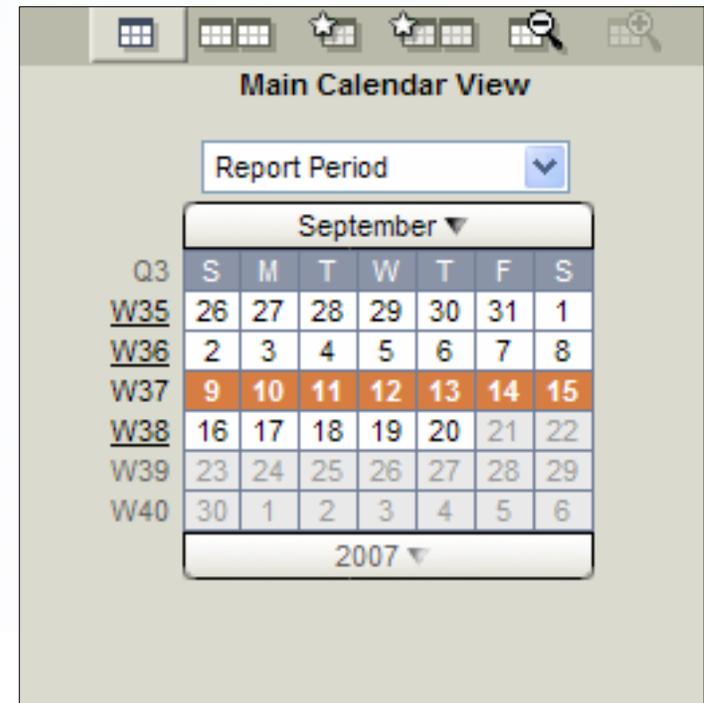
Visits	1,538
Average per Day	219
Average Visit Duration	00:06:59
Median Visit Duration	00:02:01
International Visits	0.00%
Visits of Unknown Origin	100.00%
Visits from Your Country: United States (US)	0.00%

This report was created on Thursday, September 20, 2007 - 10:08:33 AM

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■ #1 – Reporting Period

- Defaults to current day
- Drop-down menu provides pre-set default reporting periods
- Use the calendar to choose specific dates
- Icon options
 - *Main Calendar View*
 - *Calendar Compare View*
 - *Custom Calendar View*
 - *Custom Calendar Compare View*
 - *Zoom In / Zoom Out*





■ #2 – Preferences & Help

- Preferences
 - Add and manage bookmarks
 - Graph and table options
 - Activate/deactivate inline help feature
- Help/Customer Center
 - Contents – Very detailed explanation of the reporting console
 - Glossary – Index of all WebTrends terminology (IMPORTANT!)
 - Feedback to WebTrends
 - Customer Center = Online Support from WebTrends

#3 – Report Dashboards

– Overview Provides Most Popular Highlights

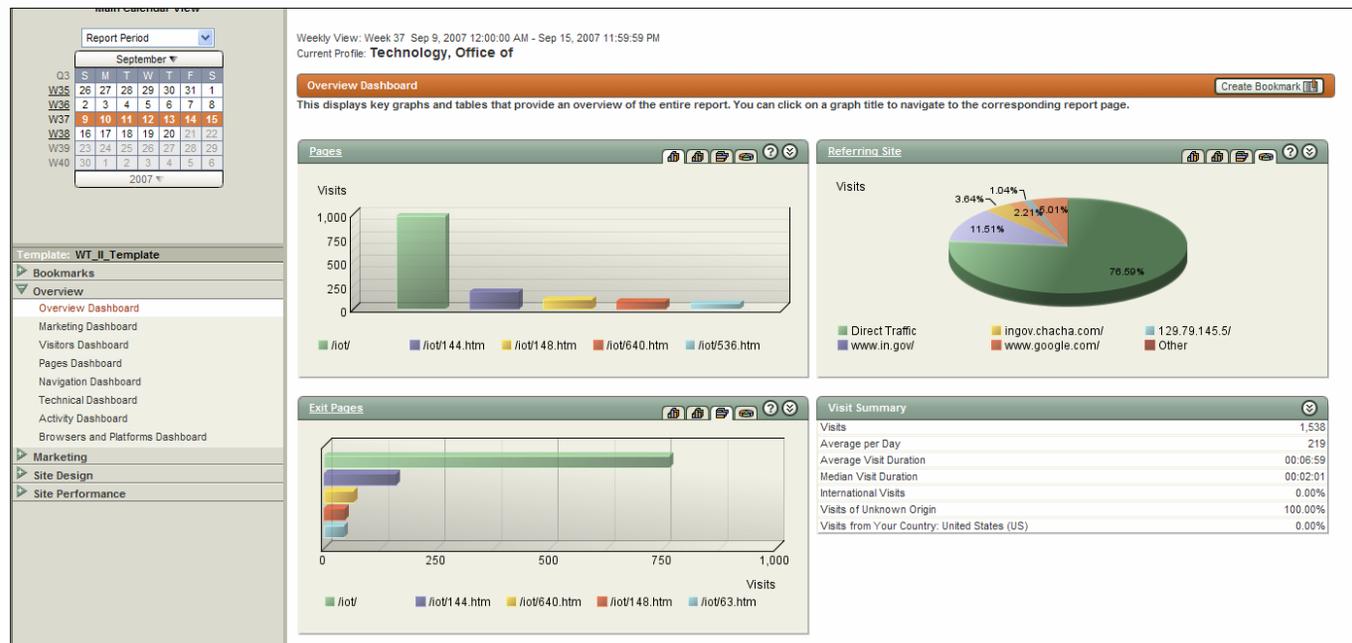
- Number of visitors
- Referring sites
- Browsers
- Entrance/exit pages
- Hits by hour of day and day of week

– Bookmarks

– Multiple Views

– In-Depth Reporting

- More to come...



■ #4 – Export Your Reports

– Formats

- MS Word, Excel, CSV and PDF

– First Export

- Prompts to download Java files and WebTrends components
- Select “Yes” or “OK” for each prompt
- Select desired format and the type of report content
 - Full report includes all the report data from every line item under the table of contents
 - Current chapter exports only the data pertaining to the section you are viewing

- **Activity**. A general term referring to nearly any site measurable, including visits, hits, visitors, and viewing time
- **File**. A collection of information stored under a unique name, often in the form "name.extension" where the extension identifies the type of file and, usually implies what kind of program can open or view it
 - Web: page files (.htm, .asp, .jsp, .cfm, etc.), image files (.gif, .jpg, .png, etc.), applet files (.js, among others), non-page document files (.doc, .txt, .pdf, etc.), and style files (.css, among others)
 - While a page file is technically different from a page, a page will always includes a page file
- **Hits**. A request for a file, not just .html pages, by a browser; a single Web site page view can involve dozens of hits – images, styles, downloads, etc.

- **Page**. Same as “Web page.” In WebTrends default settings, a page is technically defined as a file with the following extensions: .htm, .asp, .jsp, .cfm, etc. This technical definition can be modified by the administrator to include or exclude any file extension
- **Summary**. Total number of hits and visits, plus top pages, browsers, and sites from which your site was entered
- **Visits**. A series of page views, beginning when a visitor’s browser requests the first page from the server, and ending when the visitor leaves the site or remains idle beyond the idle-time limit
- **Visitors**. Who has visited the most, how long visitors spent on your site, and new vs. returning visitors

■ Marketing

- Visitors – totals, averages, number of visits per visitor
- Referring site to your agency site
- Search engines used to access your site and the search phrases and keywords entered

■ Value

- Knowing the number of visitors to your site is important for obvious reasons, but knowing which search phrases are calling up your site can help with *Search Engine Optimization* (SOE) marketing, which helps drive your agency to the top of a search list.

■ Site Design

- Pages and files, including the number of visits for every page on your site
- Page view trends – the hour, day, month with the most traffic to your site. *IOT's busiest time is Monday at 10 a.m. when state workers need password resets.*
- Downloaded files – which specific files and extensions (PDF, Word, Excel, etc.) are downloaded by users.

■ Value

- The duration of time visitors spend on each page can help determine the effectiveness of the content presented.
- Knowing which files are accessed most frequently can help you drive that content to a more accessible location on your site. For example, IOT's Information Resources Use Agreement.

■ Site Design

- Browsers and systems – Internet browsers used down to specific versions and system platforms running visitors' computers
- Path analysis – where visitors entered and their navigation through site from entry

■ Value

- Adjustments to code should be considered when viewing the browser types and versions you visitors are using to visit your site.
- Understanding the navigation patterns of your visitors can help you make adjustments to the structure of your site to make it more useful

■ Site Performance

- Activity – visits and hits during specified times, including duration

■ Value

- Knowing the peak times your site is accessed allows you to plan for content updates and upgrades to the site

The screenshot shows the WebTrends Customer Center interface. At the top, there is a navigation bar with tabs for Customer Center, Resources, Services, Training, Support, Upgrades, and Contact Us. The main content area is titled "Customer Center" and includes a search bar. Below the title, there are several sections: "Industry Buzz" with a list of links (News Room, Awards and Reviews, WebTrends Events Calendar, WebResults Newsletter, Web Analytics Industry News, WebTrends User Groups, Seminar Webcast); "Resources" with a description of complimentary web-based training; "Services" with a description of expert services; "Training" with a description of complimentary web-based training lessons and paid instructor-led classes; "Support" with a description of getting answers to toughest questions; and "Upgrades" with a description of flexible solutions. A "WebTrends Marketing Corner" section is also visible, featuring a "New Webcasts Series" announcement.

- **WebTrends' Customer Center Offers Training & Support**
 - Resources – complimentary Web-based training
 - Services – best practices and optimization
 - Support – KnowledgeBase, online forums, SupportNet
- **IN.gov staff**
 - As more features become available, IN.gov will hold additional training sessions

Thank You

*This presentation is available at
webmasters.IN.gov.*