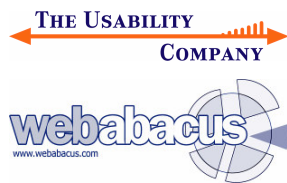




WebAbacus User Training Workshop Agenda

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Version Control

Version	Author	Release Date	Reason	Approved by
1.0	Sean Burton	24/01/2006	Initial release	



Overview

The *WebAbacus User Training Workshop* is intended to give attendees an overview of the WebAbacus tool. The course will allow for meaningful interpretation of data presented within reports. It also covers minimal editing of existing reports, and the creation of reports requiring little data manipulation.

➤ **Objectives**

- To have an understanding of data derived from web source, and the implications for reporting.
- Allow attendees to feel comfortable with the WebAbacus interface, allow specific data to be found for a given date or date range.
- Allow attendees to search, and cross-reference the data displayed within WebAbacus.
- Allow the manipulation of existing reports, or the creation of a similar report.

➤ **Includes**

- Overview of default WebAbacus reports
- Searching, and filtering within WebAbacus reports
- Selecting data across date ranges, and creating custom date ranges for re-use.
- Common terminology used within Web Analytics
- Creation of basic reports, transforms, and row masks.

➤ **Excludes**

- Complex data manipulation
- WebAbacus administrative functions

➤ **Prerequisites**

- knowledge of target web site
- basic numerical understanding

➤ **Intended for**

- People who require an understanding of their web site, such as those in Marketing, or Content provision.
- The workshop should be suitable for anyone with working knowledge of spreadsheets, and Internet browsing.

➤ **Duration:** One day

➤ **Max People:** Six



Agenda

Morning

(09.00 – 12.30)

1. Overview of the Internet's history
2. Web Terminology and its meaning
3. WebAbacus data processing
4. WebAbacus reporting (front-end) interface
 - a. Report Listing Area
 - b. Data selection Area
 - c. Reporting Area
 - i. Sites
 - ii. Date Ranges
 - iii. Calendar
 - iv. Filters
 - v. Configuration
 - vi. Personal settings
5. How to change personal settings
 - a. Email address
 - b. Password
 - c. Default site / report
 - d. Help text
6. Run through of the basic reports
7. How to select data for specific dates
 - a. Selecting an existing Date Range
 - b. Selecting an ad-hoc date range
 - c. Creating a new Date Range
8. How to search
 - a. Search for a specific Resource
 - b. Search for a group of similar resources
9. How to filter
 - a. Single-Click Analysis™ using the 'Browsers' report
 - b. Inverting, and removing a Filter
 - c. Editing a Filter
 - d. Saving a Filter

**Afternoon**

(13.30 – 17.00)

-
10. How to create a basic ranked report using existing fields
 11. How to create a basic category report using existing fields
 - a. Replicate the 'All Pages' report, but with addition of Visits, Visitors, and Page Impressions percentage.
 - b. Replicate the 'Browsers' report, but add a second category showing
 12. How to 'Edit' and existing report
 - a. Direct Edit
 - b. Copy and Edit
 13. *Time permitting: How to create a transform, check the results (row reports)*
 - a. *Create a Data Group Transform for Site Areas*
 - b. *Create a funnel report, with drop-out rates*
 14. How to download reports
 - a. Import into a spreadsheet
 - b. Import into a word processing package
 15. Summary of session and Questions



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