

# Training for the Online Industry

## Website Traffic Measurement Training

### Website Traffic Measurement

ABCe is offering a range of Training courses specifically tailored for professionals in the Online Industry. Harnessing ABCe's knowledge and experience of auditing electronic media, the courses will benefit business and technical specialists alike.

### Online Publishing Skills Gap Widens – AOP

The AOP Census 2006 reveals there is a shortage of skills required by the online publishing industry. Seventy-four per cent of AOP members reported having unfilled vacancies in January 2006, compared with 58 per cent in 2005.

### Who should attend?

This course has been designed for traffic measurement staff working with the traffic measurement function of your business and for third party counting solution providers to help improve understanding on how to get the most out of the technologies available and achieve better measurement confidence.

### Delegate Quote:

*"I was brand new to 'new media' last year so covering off all the basics was very appropriate for me and I thought the slides with the diagrams of how it all works were particularly helpful and I now feel I understand much better and can define in my own terms what goes on, how it works, why 'hits' can't be used, what log files do and look like, and identifying valid page impressions etc, it all sunk in!"*

### What will you learn?

By attending this course you will gain a greater level of understanding of how a website's traffic figures are calculated, how standards and metrics in this area have been developed (and what they really mean) and how to use them to best advantage.

### Content will include:

- ❖ Website structure and organisation
- ❖ Understanding counting technologies for better decision making
- ❖ Web building blocks – IP + User Agent + Cookies. What are they and why are they important?
- ❖ Understanding the different industry compliant counting methodologies
- ❖ How to identify a third party counting solution with the right credentials?
- ❖ Industry-agreed Standards and metric definitions.
- ❖ Page Tagging vs web server log file analysis.

### When and where?

This course is held bi-monthly. Each course lasts approximately 7 hours and delegates should allocate a full day from their schedules. This one day course is held at Royal Institute of British Architects Offices (RIBA), 66 Portland Place, London, W1B 1AD (020 7307 3647/3747) - 9.30am to 5.00pm.

### How much will it cost?

The cost per delegate includes all hand-outs, documentation, lunch and refreshments and an ABCe Certificate on completion of the course. Delegate numbers are kept small to allow for interaction and debate. Therefore, places are usually limited.

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Price: (per delegate) **£395 plus VAT**

Discount\*:

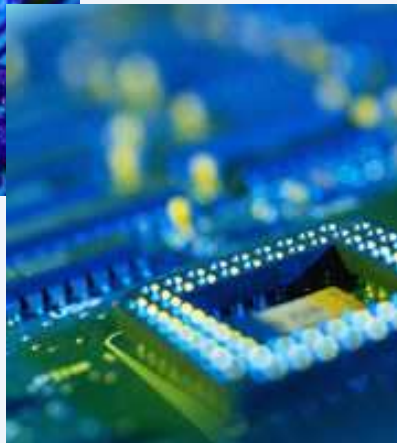
- ❖ *25% discount for existing clients of ABC/ABCe.*
- ❖ *15% discount for existing PPA, PPAi, IPA, DMG, ISBA, NPA, NS, IAB and AOP members.*

Contact

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Industry agreed measurement

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