



Website Traffic Measurement Course

Audience:	Business intelligence, marketing and website traffic measurement staff
Learning Objectives:	<p>Understand how website traffic analytics is implemented and how the figures are measured</p> <p>Understand how industry agreed standards and metrics have developed and learn how to use them to your advantage</p> <p>Maximise use of technologies and achieve better measurement confidence</p>
Course Content:	<p>Website structure and organisation</p> <p>Understand counting technologies for informed decision making</p> <p>Web building blocks – IP + User Agent + Cookies</p> <p>Understand the different industry compliant counting methodologies</p> <p>Identify a third party counting solution with the right credentials</p> <p>Industry agreed standards and metric definitions</p> <p>Page tagging versus web server log file analysis</p>
Course Hours:	9.30am – 5pm
Price:	<p>£395 excluding VAT</p> <p>25% discount applies to:</p> <ul style="list-style-type: none">▪ Existing ABC members▪ JICWEBS constituent members (AOP, DMG, IAB, IPA, ISBA, NPA and NS)▪ PPA/PPAi members
Location:	<p>IPA, 44 Belgrave Square, London SW1X 8QS</p> <p>http://www.ipa.co.uk/contact</p>
Inclusions:	<p>Light buffet lunch</p> <p>Course material</p> <p>Completion Certificate</p>