

Becoming a Certified Web Analyst



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Eligibility Requirements

- High-school diploma (or global equivalent) and five years of online business experience, with at least three of those years focused on web analytics experience

OR

- Four year degree (bachelor's or global equivalent) and three years of web analytics experience

Preparation

- UBC Award of Achievement in Digital Analytics



Required Courses	Length/Format	Upcoming Offerings	
Introduction to Web Analytics*	4 weeks, online (24 hours total)	Mar 5-Apr 3 Apr 9-May 7	More
Web Analytics for Site Optimization	4 weeks, online (24 hours total)	Mar 12-Apr 9 Apr 23-May 22	More
Measuring Marketing Campaigns Online	4 weeks, online (24 hours total)	Mar 26-Apr 23 Apr 23-May 22	More
Creating and Managing the Analytical Business Culture	4 weeks, online (24 hours total)	Mar 12-Apr 9 Apr 23-May 22	More

Course fees are paid on a course-by-course basis at \$675 CAD each (\$640 for DAA members). The total program fee is \$2,700 CAD

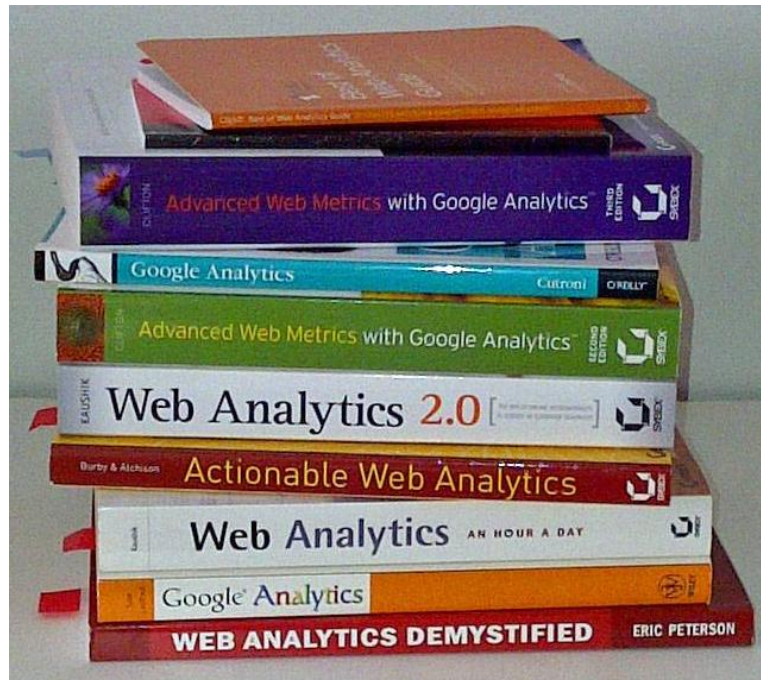
<http://cstudies.ubc.ca/web-analytics-intelligence/award-of-achievement-in-digital-analytics/>

Preparation

- Free! From Eric T. Peterson



- Lots of others



Preparation

- Digital Analytics Association

<http://www.digitalanalyticsassociation.org/?page=certification>

- Sample Questions

http://www.digitalanalyticsassociation.org/?page=cert_exam_res

- Other people's experiences

<http://john.webanalyticsdemystified.com/2010/05/19/thoughts-on-the-waa-certification-exam/>

<http://www.beyondwebanalytics.com/2010/10/05/episode-31/>

- UBC Award of Achievement in Digital Analytics

<http://cstudies.ubc.ca/web-analytics-intelligence/award-of-achievement-in-digital-analytics/>

- Certificate in Web Intelligence

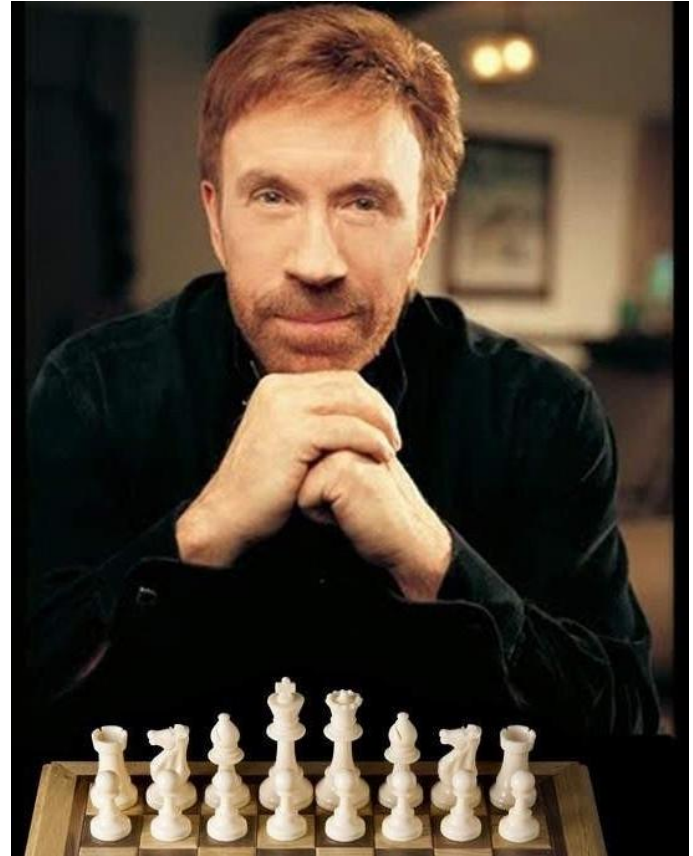
http://unex.uci.edu/certificates/it/web_intel/

- Bedtime Reading

<http://www.webanalyticsdemystified.com/content/books.asp>

The Exam

- It's deceptively hard!
- 60 multiple choice
- 4 Sections
- 2 hours
- Online
- Test Centre - Parramatta



Exam Sections

1. Analytical Business Culture - Difficult without having read some of the materials on the UBC course. There is a very definite mindset that they want people to be following when it comes to creating a data driven culture within organisations.
2. Case Studies - The case studies are long, and make up a third of your marks so be prepared to give them the necessary time they deserve. I read the case study and then had to re-read it a few times after looking at each question.
3. Marketing Campaigns - If you have some experience of working with digital agencies and SEM/Email campaigns that will really stand to you on these questions. I found this to be one of the more straight forward sections as the questions were more black and white than the Analytical Business Culture.
4. Site Optimisation – Read up on lots of site optimisation techniques in the books I mentioned earlier. Conversion paths, bounce rates, content analysis etc..

Benefits of Certification

- Public recognition of professional achievement
- Credential that demonstrates expertise in web analytics
- Enhanced credibility to clients and employers
- Competitive advantage over non-certified individuals
- Improved likelihood of employment and advancement within the field

Thank You

