Knowledge Required for Certification

The Knowledge Required for Certification by the Digital Analytics Association (DAA) provides an overview of the broad domain of knowledge required for Digital Analytics Association Certification and is intended to provide the candidate with information about the topics to be familiar with prior to testing. The certification is based on knowledge and experience rather than memorizing study materials. Due to the required years of experience in order to be eligible to test for certification, we expect that many web analytics professionals eligible for certification should be able to pass the certification test without taking any courses.

The certification exam was first offered in 2010. DAA periodically re-evaluates the knowledge required criteria to ensure it reflects current advancements in the web analytics field.

Current Exam Categories Include:

- Web Analytics Site Optimization
- Measuring Marketing Campaigns Online
- Creating and Managing the Analytical Business Culture

It should be noted this document is not intended to be a "body of knowledge" for the web analytics profession. It is meant only of convey the types of web analytics exposure a candidate may encounter within the Digital Analytics Association Certification Test.

Contents

Core Competency 1: Web Analytics for Site Optimization

Audience & Personas

Understand these concepts:

- The difference between designing for usability and designing for visitor conversion
- The difference between demographics and the psychographic approach used in persona design.

Be able to do these things:

- Grasp why personas are used to assist in designing for conversion
- Use personas to empathize with visitor needs.
- Design workable personas for a website analytics project.

Advanced Persona Development

Understand these concepts:

- "Scent trails" and how they contribute to effective persona design.
- "Character Diamonds" and "Masks" and how they relate to persona design.
- How to build empathy into personas for a successful implementation.
- Different elements that make up a persuasive scenario

Be able to do these things:

- Construct high-quality, advanced personas that drive empathy among web team members.
- Use empathy to get team members to embrace and use personas in their work.
- Uncover, map, and report on persuasive scenarios

Visitor Activity Analysis

Understand these concepts:

- Use and importance of analyzing visitor traffic from entry point
- Process and activities for analyzing visitor departure
- Website navigation from a visitor's perspective
- Process for analyzing shopping cart abandonment, to be used as a basis for improving shopping cart conversion rates.

- Techniques for evaluating conversions

Be able to do these things:

- Interpret and analyze reports on Visitor arrival.
- Design a landing page in order to measure traffic from a campaign.
- Analyze visitor departure website data, trends, and patterns and evaluate their impact on the website persuasion architecture.
- Troubleshoot and optimize the sequence of events leading to visitors achieving the goals of the website.
- Conduct relevant funnel analysis of the conversion process.

On-Site Search

Understand these concepts:

- Importance of analyzing a site's onsite search behavior
- How onsite search affects website conversions and website optimization development and architecture practices.
- Basic measurements for onsite search performance
- How results of the onsite search form impact user behavior

Be able to do these things:

- View onsite search as an interactive navigational element similar to site maps and navigational bars.
- Evaluate and analyze results of onsite search to optimize search results
- Identify the measurements for evaluating and improving the search form

Navigation and Site Analysis

Understand these concepts:

- Primary factors to consider in design for evaluation
- The role of the web analytics professional in a web development team.
- Supplemental navigation components and reasons they are used
- Metrics relevant to these site components.
- Forms analysis purposes and requirements
- Purposes and applications of forms analysis

Be able to do these things:

- Create a plan to implement metrics in a site redesign

- Describe analyst's role in the team responsible for the development or redevelopment of a website.
- Assess web structure and design compensating for limitations in tracking methods and analytic tools.
- Explain why and how supplemental site navigation (site indexes, guides, and maps) is used
- List and describe the basic requirements of initiating forms analysis.
- Create and implement metrics for forms analysis

Content Analysis

Understand these concepts:

- Usefulness of content grouping within the site
- Why content groups should be aligned with personas/task
- How grouping site content affects visitor behavior
- Methods of measuring content popularity and effectiveness
- The difference between Intranet and website Content Analysis

Be able to do these things:

- Apply content grouping to understand visitor behavior
- Appropriately use a content audit for the categorization of content and for the grouping of similar content items
- Use content naming structures to ensure useful measurements of content effectiveness
- Analyze content relevancy over time
- Apply business goals/task scenarios and personas when grouping content
- Apply key performance indicators to monitor the effectiveness of a content site and to identify areas of particularly high or low value within that site
- Assess and develop the metrics used in Intranet Content Analysis

Web Site Technology

Understand these concepts:

- Technical issues that may affect analysis of data
- Major differences between Flash and AJAX, and how each is measured
- Measurement problems associated with frames
- Content management technologies currently in use which complicate online measurement

Be able to do these things:

- Use knowledge of technical issues to ensure your analytics are as accurate and helpful as possible
- Explain the methods available for measuring Flash interaction
- Explain how CMS and Dynamic pages are tracked, and how to modify tracking methodologies to allow for CMS or Dynamic pages.

Conversion Optimization

Understand these concepts:

- The relationship of visitor behavior via organic search engines and visitors' subsequent activity
- How the source of the visitor impacts conversion.
- How landing page content affects visitor conversion.
- How web analytics metrics can help to identify search engine/keyword traffic and define strategies to optimize search engine rankings

Be able to do these things:

- Describe the "scent trail" approach to understanding search engine behavior and how it relates to visitors' subsequent activity
- Determine a site's effectiveness in maintaining the interest of organic search engine visitors and use that interest to drive conversion
- Test and measure conversion by visitor source
- Create and modify landing pages to improve visitor conversion
- Increase the natural rankings of site pages in search engines and the conversion rate of these pages based on the visitor behavior associated with them.
- Create and modify web pages that continue the scent trail from clicks on organic search listings

Visitor Value Over Time

Understand these concepts:

- Portfolio approach to customer value management (Visitor Value Model)
- LifeCycle and Friction as they apply to CRM modeling and forecasting
- How Latency and Recency map the Customer LifeCycle
- How Latency and Recency can be used together to predict the outcome of visitor campaigns

Be able to do these things:

- Apply this LifeCycle analysis to the allocation of marketing resources
- Predict customer behavior and use these predictions to design programs for optimizing visitor and customer value

- Use Latency and Recency to rank the potential value of visitors and customers
- Use your own customer's behavior to tell you the most important (and profitable) time to market to them

Topic 2: Measuring Marketing Campaigns Online

Measuring Beyond the Click-Through

Understand these concepts:

- How to improve search engine and affiliate marketing through effective keyword and site selection and analysis
- Recent Conversions and Latent Conversions
- Metrics needed to perform conversion analysis
- Fixed metrics and calculated metrics
- How keyword planning can improve ad copy and landing pages

Be able to do these things:

- Assess and improve keyword performance using recognized metrics
- Evaluate how latent conversion analysis impacts search engine and affiliate marketing strategies
- Identify and implement actionable KPIs in a web analytics solution to optimize/improve Pay-Per-Click and Affiliate campaign results
- Perform keyword performance analysis and measure its impact on generating website traffic.

Setting up Pay-Per-Click Campaigns

Understand these concepts:

- Different types of PPC and Affiliate campaigns
- Pre-click initiatives, PPC measurements, and performance indicators
- How micro-sites and landing pages affect PPC campaign management
- Click fraud and its detection by using web analytics

Be able to do these things:

- Use performance indicators and web analytics to improve PPC campaign performance
- Evaluate implementing landing pages and micro-sites to improve campaign performance
- Implement processes to identify and eliminate or reduce click fraud
- Apply for and receive credit for fraudulent clicks
- Evaluate the performance of a landing page or micro-site for any PPC campaign

Email Campaign Effectiveness

Understand these concepts:

- Basic metrics for email marketing
- How to measure email performance via key performance indicators
- Elements of the email communication process
- Marketing segmentation

Be able to do these things:

- Assess email marketing activity by quantifying it
- Determine the success of an email campaign
- Calculate KPIs to create a KPI report
- Test email communications and evaluate the results
- Use customer/prospect segmentation to build customer and prospect personae and focus messages and offers

Advanced Email Marketing Analysis

Understand these concepts:

- Conversion funnel and customer acquisition via email
- Customer retention and customer segmentation
- The effect of Recency on response rate in email campaigns
- How content categorization and content trend analysis relates to newsletters

Be able to do these things:

- Assess the effectiveness of an email acquisition program
- Assess communication effectiveness using customer segmentation
- Create an email-based retention program to increase sales and lower costs
- Evaluate content popularity over extended periods of time
- Calculate the cost of Increased email frequency

Application Tool Setup and Maintenance

Understand these concepts:

- Email marketing effectiveness
- Common problems that can occur during email delivery
- The purpose, expectations, schedule and assessment methods for a Marketing Campaigns Analysis report

Be able to do these things:

- Identify weaknesses in the email marketing conversion process
- Handle issues involving email delivery

Online (Display) Advertising Overview

Understand these concepts:

- Online (display) advertising
- Advertising placement terminology and purchasing methods
- Metrics that apply to display advertising
- Types of banner ads and banner ad strategy

Be able to do these things:

- Summarize the various purchase methods for online advertising
- Calculate the most effective ads
- Combine advertising and purchase options to actualize real ROI for your online advertising goals
- Use advertising and web metrics to enhance the campaign decision-making process
- Form an ad strategy that involves banner ads

What Can Be Tracked and Measured

Understand these concepts:

- Adserver types: sell-side ad server and buy-side ad server
- The various forms of ad display targeting
- How ad display targeting can be used to improve campaign
- Rich Internet Applications (RIAs)
- The different types of campaign dashboards and their intent

Be able to do these things:

- List the important factors in selecting an Adserver
- Describe how to track display and affiliate advertising
- Identify the relevant web metrics associated with ad targeting
- Explain how to define, implement and measure visitor behavior of RIA applications
- Determine the appropriate dashboard for each marketing vehicle
- Create an effective dashboard that tracks campaign performance

Brand, Buzz and Public Relations

Understand these concepts:

- Buzz and appropriate measurement techniques
- Online PR channels/portal sites and how to optimize them
- The components of brand campaign measurement

Be able to do these things:

- Assess the impact of buss through the use of off-site, on-site, and off-line techniques and tools
- List the key metrics required for measuring online PR
- Create a plan for the analysis of branding campaigns

Offline/Online and Qualitative Data

Understand these concepts:

- Benefits of capturing and tracking offline marketing to online activity
- Quantitative analysis to gain insights into web site customer perspectives
- Survey bias

Be able to do these things:

- Assess which option for capturing off-line data is best suited to your campaigns
- Interpret website Customer Perspectives through quantitative analysis
- Apply quantitative analysis of customer perspectives to the marketing process
- Use surveys to expand marketing analysis

Topic 3: Creating and Managing the Analytical Business Culture

Creating RFP's

Understand these concepts:

- The technical features and requirements in a web analytics tool
- Clickstream data collection categories
- Service delivery models for web analytics
- Various enterprise data integration scenarios
- The typical sales cycle for web analytics products
- Issues to look out for during the vendor selection

Be able to do these things:

- Identify a list of vendors and/or products that meet your organization's technical requirements
- Create the technology subset of RFP items
- Identify the service model for your company's requirements
- Identify enterprise data integration requirements
- Build a timeline and identify required resources during the various stages of the sales process
- Avoid common mistakes in selecting a vendor

Implementation Strategies and Tactics

Understand these concepts:

- Various models for data collection including quantitative and qualitative data
- The key differences in how vendors offer reporting and data export

Be able to do these things:

- Identify when to use each data collection method and issues associated with each collection method
- Investigate different reporting requirements, including those that involve non-clickstream data sources
- Assess reporting capabilities and how they relate to the business requirements

Organizational Structure and Behavior

Understand these concepts:

- The role and the responsibilities of the Web Analytics Manager
- The impact of web analytics on the corporate culture
- How the presentation of new facts and data is critical to your success as an analytical manager

Be able to do these things:

- Analyze the interactions of the Web Analytics Manager in a cross-functional environment within an organization
- Manage the corporate culture issues and encourage an environment where analytics are embraced
- Define the importance of planning for presentations and preparing presentations based on the audience

Role Definition

Understand these concepts:

- The personalities, backgrounds, and skill sets likely to lead to a talented web analyst
- The different avenues for finding a great web analyst

Be able to do these things:

- Recognize a "good fit" even if a candidate has never been a web analyst
- Find the best web analyst for your company

Stakeholder Education

Understand these concepts:

- How to educate a stakeholder
- The analysis request management process
- How to create a structured case study

Be able to do these things:

- Develop a tailored education plan, identify audiences, and write testing goals
- List data points needed in a report request
- Explain why it's important to communicate project status to stakeholders
- Conduct a case study program

Focus on Business Objectives

Understand these concepts:

- The rational for the company website and how it contributes to the organization
- Internal and external objectives of a website
- The process of interviewing influencers and stakeholders and what should be considered in the course of the process

Be able to do these things:

- Plan and execute the process of defining a set of internal objectives for your company
- Obtain necessary input from those who can help you to win acceptance and support from stakeholders

Functional Ownership for Data

Understand these concepts:

- The role of the web analytics manager as it relates to cross-functional responsibility and accountability
- The responsibilities of the marketing function and their differences from those of the web analytics managers
- The responsibilities of the merchandising function and their differences from those of the web analytics managers
- The responsibilities of the usability function and their differences from those of the web analytics managers

Be able to do these things:

- Work with other functions to drive adoption of analytical principles in your organization
- Describe specific tasks involved in helping the marketing department achieve accountable objectives
- Describe specific tasks involved in helping the merchandising department achieve accountable objectives

Incorporating Web Analytics

Understand these concepts:

- Key components of a standard Website release process
- Business Requirements Document, Functional Requirements Document, Technical Design Document
- How analytics brings new cultural challenges to the business setting that must be met in the development process

- Apply the website release framework and modify it for your business
- Create your website release process to accommodate web analytics requirements
- Work through cultural issues when you plan the process and create an environment where analytics are embraced

Product Roadmap for KPI Dashboard

Understand these concepts:

- The Dashboard and how to assess it for meeting the company's needs in charting the critical milestones that lead to desired customer behavior
- Data distribution, standard naming conventions, standard formats
- A hierarchical model for stakeholder reports by organizational role

Be able to do these things:

- Define and defend behavioral and attitudinal metrics in the dashboard, including industry benchmarks and advanced concepts
- Demonstrate how to implement a structured environment for internal data distribution
- Map which KPIs should be disseminated to each stakeholder

Determining Where to Focus Efforts

Understand these concepts:

- How analytics brings new cultural challenges to the business setting
- Dynamic Prioritization process

Be able to do these things:

- Assign a value to the desired site behavior
- Work through cultural issues that are impacted by web analytics in order to create an environment where analytics are embraced

Reporting Drives Investigative Analysis

Understand these concepts:

- The importance of finding the underlying dynamics of the trends rather than explaining trends at face value
- The Six Sigma approach to problem-solving

Be able to do these things:

- Employ additional tools and solicit input from your organization to identify the cause-and-effect dynamics affecting trends
- Assess the true causes of a problem

Managing Downward and Upward

Understand these concepts:
- The kinds of staff communication that may occur before an analytical project
- What kinds of approaches work best when dealing with senior levels of the company

Be able to do these things:

- Empathize with people moving to a more accountable business model
- Generate excitement and interest in senior managers for the analytics effort

Planning and Communication

Understand these concepts:

- The importance of testing in the site optimization process
- Limitations and benefits of various data sources for establishing baseline metrics
- The most optimal ways to prepare an organization for data sharing
- Effective formats in presenting data to disparate groups

Be able to do these things:

- Create and define baseline metrics for impact analysis
- Develop a testing strategy and implement test results
- Prepare an effective and actionable scorecard
- Communicate data effectively across the enterprise