





Certified Web Analytics Professional (SCWA-P)

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WHY The Business Kamp?

-  High quality Content
-  Study Guides
-  Learning Videos
-  Practice Tests
-  Learning Support
-  Mobile App to learn on the move

Learn. Get Certified. Stay Ahead



Overview

Web analytics involve the collection, measurement, and analysis of web data to understand the impact of digital marketing activities on customers and potential customers. The SMstudy® Certified Web Analytics Professional course introduces marketing specialists or enthusiasts to the world of website analytics and how data-backed decision making leads to improved customer online interaction. Candidates will be awarded the SMstudy® Certified Web Analytics

Professional certification by SMstudy® after passing the exam.

Learning Aid

- Videos
- Study Guides
- Chapter Tests
- Important terms and concepts
- SMstudy Mobile App



Certification

Applicants will be awarded the Certified Web Analytics Professional (SCWA-P) certificate by SMstudy upon successfully passing the certification exam, which is a 1.5 hour online multiple choice exam. Exams are administered by SMstudy and Need to schedule the exam in advance using the membership account or taken at a time convenient to you. The cost of exam is included in the course fee (2 free re-takes included)



Who should attend?

- Anyone who is interested in deep understanding of Web analytics, like Sales and Marketing Professionals and Business Analytics Specialists.
- This certification is appropriate for anyone interested in becoming an Web Analytics Professional.



Prerequisite

There is no formal prerequisite for this certification. However, it is recommended that you undertake the SMstudy® Certified Digital Marketing Professional Certification and study. It is advisable to study all processes from Chapter 7 in the SMstudy® Guide – Digital Marketing book before applying for the SMstudy® Certified Web Analytics Professional exam.

About The Business Kamp

The Business Kamp educational experience spans over 15 years providing quality education both onsite, and on line. We are committed assist and to propel you to the pinnacle of your profession. The Business Kamp vast offering of services will exceed your educational expectations. Our strength starts with the quality and experience our people. Collectively The Business Kamp provides well over 100+ years of highly educated instructors who not only mentor students, but bring a unique touch of practical application, “we’ve been there” engaged with clients from a variety of market segments person to person. The Business Kamp has assisted both companies and individuals to increase their current capabilities and perform at a much higher level than perceived possible. Through our processes and commitment to excellence we offer the best training platform available . The Business Kamp educational offerings are second to none.

- Free On-Line Courses to get you started (Fully Accredited)
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