COM 300w: Advanced Configuration online

DESCRIPTION

COM 300: Advanced Configuration online is an advanced class for Convio site administrators (or partners) with at least 6-12 months experience administering or modifying a Convio Online Marketing site.

PREREQUISITES

- COM 100: Convio Essentials (or COM 100w: Convio Essentials online), or equivalent experience
- COM 200: Intermediate Skills (or COM 200w: Intermediate Skills online), or equivalent experience

SCHEDULE

4 online sessions of 60-90 minutes, each held over the course of Monday-Thursday in a one-week time frame. You will receive more specific time and login information when you enroll for the class.

AGENDA

Day 1   COM Configuration

Day 2   Convio Site Data Parameters (SDPs)

Day 3   Convio Tags
        Message Catalog Editor

Day 4   Advanced Query
        Final Q&A

OBJECTIVES

Day 1   COM Configuration

- Describe the presentation hierarchy for COM
- Modify COM navigation.
- Create and add a printer-friendly and other common reusable components.
- Describe implementation approaches for localized and multi-language sites

Day 2   Convio Site Data Parameters (SDPs)

- Describe how to view SDPs within Convio.
- Describe how to view the edit history from an individual SDP.
- Describe how to edit SDPs that can only be edited by Convio administrators.

- Enable web analytics tracking beacon for COM
- Describe Search Engine Optimization (SEO) best practices.
- Describe Source Codes Presentation.
- Describe Convio's use of Source Codes and Sub-source Codes.
- Describe the Syntax of a Source Code.
- Viewing Source Codes in Convio Reports.

Day 3   Convio Tags

- Discuss Convio's use of S-Tags, E-Tags and T-Tags.
- Use the Source View editor to enter S-Tags.
- Use the Source View editor to enter a conditional S-Tag statement.
- Describe how the Convio product uses the XML for S-Tags.

Message Catalog Editor

- Understand the Message Catalog
- Locate the Message Catalog Editor
- Edit Message Catalog entries

Day 4   Advanced Query

- Create a Query
- Run a Query
- Use Query results

Final Q&A