



WAA Web Analyst  
Certification Candidate Handbook

## **Welcome and Introduction**

This handbook has been developed to provide you with the information you will need to complete and submit your certification examination application. This handbook summarizes key aspects of the certification program, its policies and procedures, and the steps to earning and maintaining your web analyst certification. Our goal is to provide a smooth and positive application experience. If you have questions after reading this handbook, please e-mail the [Certification Director](#).

The Web Analytics Association (WAA) Web Analyst Certification Program is a voluntary certification program. The purpose of the program is to provide a mechanism for individuals to obtain professional recognition after demonstrating their knowledge of the web analytics industry. The certification is designed to identify not only analysts with broad domain knowledge, but also, and more importantly, analysts demonstrating a high level of analytical and problem solving ability across the entire web business spectrum. Certification will be issued to qualified individuals upon fulfilling WAA's required education, experience, and examination requirements. Individuals who are certified by WAA will be recognized as WAA Certified Web Analysts (CWA).

The Web Analytics Association Certification Program can be contacted at:

WAA, 401 Edgewater Place, Suite 600, Wakefield, MA 01880

Email: [certificationdirector@webanalyticsassociation.org](mailto:certificationdirector@webanalyticsassociation.org)

Web site: [www.webanalyticsassociation.org](http://www.webanalyticsassociation.org)

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### **How do I get certified?**

1. Complete and submit the online certification [application](#). Please be sure to read all the information included in this handbook and follow all instructions on the application carefully. The non-refundable application fee is \$795.00 (U.S. dollars). Professional members are eligible for a discounted fee of \$635 (U.S. dollars). Corporate members are eligible for one free certification application for each \$3,000 in WAA membership dues paid annually. **Group discounts are available** for Corporate Members as well. For more information contact [Mike Levin, WAA Executive Director](#).
2. When your application has been reviewed and accepted, you will receive an acknowledgment and your name will be entered on the roster of eligible candidates. The application will be considered incomplete if the fee is not submitted, the application is not completely filled out, or insufficient information is provided. WAA will notify applicants of incomplete applications and applicants will be given 180 days to submit missing information. The application fee shall not be returned to the applicant. After the 180 day period a new application and payment of application fee will be required.
3. Take and pass the WAA certification examination.
4. On satisfactory fulfillment of the certification requirements, the applicant shall be issued a certificate of competency. Certificates shall be issued for a two-year period effective on the date that the certification examination was passed.
5. Certificates shall be valid only so long as the holder uses reasonable care, judgment, and application of knowledge in the performance of duties. No certificate shall be valid if obtained or renewed through fraud, deceit, or the submission of inaccurate qualification data.
6. The certificate shall remain valid as long as the certified web analyst meets WAA's certification maintenance requirements.

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### ***What are the certification eligibility requirements?***

In order to be certified by WAA, web analysts must meet WAA's examination, education and experience requirements. Individuals can meet the eligibility requirements by fulfilling either of the following two options:

Option 1) 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 within the range of topics described in the [\*Knowledge Required for Certification\*](#) document.

Option 2) Four year degree (bachelor's or global equivalent) and three years of web analytics experience within the range of topics described in the [\*Knowledge Required for Certification\*](#) document.

Substitutions:

- In some cases, individuals may substitute related experience in other analytical disciplines such as business intelligence and database marketing to meet up to two years of the work experience listed above.
- Individuals may substitute one year of additional online business experience for two years of the education listed in Option 2 above.

Decisions on the acceptance of substitutions will be made on a case-by-case basis. Please contact the WAA [\*Certification Director\*](#) if you have questions regarding your eligibility for certification prior to submitting your application.

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### ***When can I take the exam?***

Paper-and-pencil examinations will be administered at eMetrics Marketing Optimization Summits and at other special exam sessions arranged by WAA. **Individuals do not have to register for eMetrics in order to take the WAA Certification Exam.**

Upcoming exam dates are listed on the [\*Apply for Certification\*](#) page. You will select your testing location as part of the online application process. Daily testing options are available at over 170 computer-based testing centers in the United States and approximately 60 centers internationally. The exam must be taken within two years of applying for certification.

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### ***What is the content of the certification exam?***

The [\*Knowledge Required for Certification\*](#) provides an overview of the content of the certification exam. This content is based on the collective experience of WAA member practitioners who work in many different types of companies and agencies located all over the world. During the past two years, potential exam questions were submitted to the WAA Examination Committee, then validated and edited for consistency.

The primary focus of the exam is applying analytical business logic and problem solving ability to web scenarios. The certification exam covers the following key areas:

- a. Web Analytics for Site Optimization
- b. Measuring Marketing Campaigns Online
- c. Creating and Managing the Analytical Business Culture

The certification exam addresses mainstream, well-documented web analytics approaches and thought processes; the exam does not reach into areas where standards of dialog and measurement have not been published by the WAA. The exam is primarily designed to expose the ability of an analyst to solve business problems using data, not to regurgitate a bunch of facts.

Sample exam questions can be found on the [Exam Resources](#) page.

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### ***What is the format of the certification exam?***

The certification exam consists of approximately 60 questions and the time limit for the exam is two hours. All questions are multiple-choice with four possible answers. Some questions address depth and breadth of knowledge; these questions are typically a sentence or two in length. Some questions address the ability to interpret reports or data sets; these questions typically include a few paragraphs of context for the business problem followed by a table of data for you to interpret. Finally, there are 2 – 3 page case studies which outline a business problem for you to solve and may include data tables, graphics, reports, and other illustrations.

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### ***What is the best way to prepare for the certification exam?***

There is no “best way” to prepare for the exam. Each applicant has a different professional background and will probably need to review different topic areas. You can gauge your readiness to take the exam by reviewing the [Knowledge Required for Certification](#) document. This document provides an outline of the knowledge and skills tested by the exam questions. Reviewing this document will ensure you are aware of all the knowledge areas in which you might encounter questions.

In preparation for taking the certification exam, you can also review [sample questions](#) that are similar to the type of questions covered on the exam. While these questions aren’t duplicated on any exam, sample questions allow you to familiarize yourself with the exam format.

Since we are primarily testing for analytical capability rather than knowledge recall, experience solving many different web analytics business problems is the best predictor of success on the exam. The certification exam is **not** primarily a knowledge test; it is an analytical capabilities test. So even if you have mastery of all the content areas in the Knowledge Required for Certification document you will still need strong problem-solving skills to pass the certification exam.

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### ***How can I retake the exam if I fail?***

The exam eligibility period (the period of time during which applicants are able to test) is two years. The eligibility period starts on the day the application is approved. You may take the examination up to four times within this two year period if you do not pass on the first attempt. The retake fee is \$99 USD for all applicants. Individuals who are not successful at passing the exam in four attempts will be required to resubmit an application and required certification fee in effect at the time of reapplication.

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***Are there restrictions on what I can bring to the exam session?***

The WAA Web Analyst Certification Exam is closed-book. No reference material is allowed in the examination site. No electronic devices for the storage, display, or transmission of data, such as cell phones, personal digital assistants (PDAs), calculators, tape recorders, computers, or cameras are allowed in the examination site. Candidates should only bring photo identification and two sharpened soft-lead (#2 or HB) pencils and an eraser to the examination site. Any other material must be left outside the examination site. All notes must be written in the exam book or on scratch paper provided by the proctor. Candidates are not allowed to take any written material from the examination site. Candidates are absolutely prohibited from recording examination content in any format. Candidates who violate these rules will be asked to leave the site and may be disqualified from the exam as well as future exams.

The examination, answer sheets, worksheets and/or any other exam-related materials remain the sole and exclusive property of WAA. These materials are confidential and are not available for review by any person or agency for any reason.

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***Do you offer accommodations for disabilities?***

Yes, if you require special accommodation due to a disability that may impair your ability to take the examination, you may request an exam accommodation. The WAA Certification Board will make reasonable efforts to accommodate eligible candidates who provide documented evidence of their disability or need for special arrangements. The WAA requires applicants requesting accommodation to submit an *Accommodation Request Form* which includes current documentation of the disability from an individual qualified to assess the disability. The documentation must identify the diagnosis and nature of the disability and the recommended accommodation.

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***What do I need to do to maintain my certification?***

Individuals who have attained the WAA certification must obtain continuing education in order to maintain an active certification status. The WAA certification cycle lasts two years from the date the examination is passed. Attending professional development conferences and participating in training events are examples of the types of activities that will qualify as continuing education. Additional information on certification maintenance requirements will be available in the fall of 2010.

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***What can I do if I disagree with my exam score or a decision made by the certification program?***

An appeal procedure is available to any individual who has applied for or received certification from the Web Analytics Association and who wishes to appeal any adverse decision affecting his or her certification status. Any individual who does not file a request for an appeal within the required time limit shall waive the right to appeal.

**Appeals Process**

1. A request for review and consideration must be submitted in writing to the Certification Board within 20 calendar days following the date on which the adverse decision was provided. The request should state the reasons why the decision is being contested.
2. Appeals related to application review: Only information on education and experience previously submitted will be subject to review by the Certification Board. Submission of new information or

additional documentation may invalidate an appeal and require the applicant to file a new application for certification. Therefore, it is incumbent on applicants to fully complete their original applications.

3. Appeals related to the certification exam: Candidates should provide comments regarding any question(s) they believe contain errors in content on the Question Comment Form provided during the examination. Upon receiving an appeal, the Certification Board will ask the Examination Committee to review specific candidate comments relating to the examination. Candidates who fail the examination and believe this was due to an error in scoring may have their examination results hand scored by submitting a request in writing to the certification board and paying the hand scoring fee.

The Certification Board shall review and act on a properly filed request for review within 45 calendar days of receipt. The individual will be notified in writing of the decision of the Certification Board and the reasons therefore within 15 business days following the date of the Board's review and action. For all appeals, the Certification Board may decide to uphold the decision or it may take other appropriate action with regard to the request. The Certification Board is the final authority for certification appeals.

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### ***Is my information kept confidential?***

Certification applications and candidate exam performance will remain confidential unless otherwise stipulated by the examinee in writing or as required by law. The WAA will release application and pass/fail information only to the applicant and only in writing. The exception to this is the published list of certified web analysts that the WAA makes available to the public.

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### ***What should I do if I need to reschedule my exam date?***

If you need to cancel, postpone or change your examination date, you must do so at least two business days prior to your appointment by emailing the [Certification Director](#). If you miss your appointment without notifying WAA at least two business days in advance and may forfeit your certification fees. If you are late for your exam appointment, you may not be admitted. Late admission is at the discretion of the WAA proctor.

### **Computerized Exam Rescheduling:**

You may reschedule the examination one time at no charge online at [www.goAMP.com](http://www.goAMP.com) or by calling +1-888-519-9901 at least two business days prior to your scheduled examination date.

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### ***WAA Suspension and Revocation Policy***

1. The certification board may, at its discretion, suspend or revoke a certificate for cause. Causes for suspension or revocation include, but are not limited to:
  - Fraud, deceit, or submission of inaccurate qualification data to obtain certification
  - Failure to exercise reasonable care, judgment, or application of knowledge in the performance of job duties
  - Gross negligence, incompetence, fraud or deceit in the performance of job duties
  - Unprofessional conduct
2. When the certification board has reason to believe that charges against a certificate holder may be valid, it shall notify the certificate holder by certified mail at his/her last known address. The certificate holder will have the opportunity to present his or her defense to the certification board in

writing according to the terms outlined in the *Appeals Policy*. The suspension or revocation shall remain in effect until the board reviews the case. The certification board shall then uphold or deny the suspension or revocation.

3. A certificant whose certificate is revoked may not apply for certification for 365 days from the effective date of the final order of revocation. An application received following the 365 days revocation period will be treated as an initial application.

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### ***WAA Audit of Application Material***

The submission of an application indicates your agreement to comply with the terms of the WAA audit process. All applications are subject to an audit. While the selection process for an audit is primarily random, WAA reserves the right to select any candidate to be audited at any time, including after the certification has been bestowed.

During an audit, you will be asked to submit supporting documentation such as:

- Copy of your academic diploma/global equivalent
- Signatures from your supervisor(s) or manager(s) documenting the experience verification section of the application

If you are selected for an audit, it will not delay the application review or certification exam scheduling process. If you fail to meet the audit requirements it may effect your certification status.

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### ***WAA Statement of Nondiscrimination***

The WAA Certification Board does not discriminate against any person on the basis of age, gender, sexual orientation, race, religion, national origin, medical condition, physical disability, veteran status, or marital status.