

Web Analytics

This course is designed to help you use proven methods to evaluate the success of your Web site, identify its strengths and weaknesses, and build in tools for easier analysis. You will learn to apply relevant data to streamline your site to create a better user experience and also learn to measure KPIs (Key Performance Indicators) such as defining customer intent, completion rates and bounce rates.

Who should take this course?

This class is for Web developers who want to improve their websites and website owners who want to gain a greater appreciation of web analytics..

Course Objectives

- Describe the theory elements of Web analytics in the modern world.
- Apply concepts to designing a website and designing the instrumentation required to measure site performance.
- Complete a project charter for your Web project.

Course Details

- Length: 9 hours
- Format: Classroom
- Prerequisites: Familiarity with basic concepts of Web design.

The above prerequisites are considered to be the basic skills and knowledge needed prior to taking this class. Instructors will assume your readiness for the class materials and will NOT use class time to discuss prerequisite materials.



Course Contents

- Web Analytics 2.0 Fundamentals
- Introduction to Web Analytics 2.0 Framework
- Clickstream Analysis I
- Webmastering
- Search Engine Optimization
- Clickstream Analysis II
- Multiple Outcomes Analysis
- Voice of the Customer
- Visitor Insights
- Executive Dashboarding
- Competitive Intelligence