**CIS-1170 Introduction to Web Analytics**

**Credits:** 3

**Course Description**

In this course students will explore the key concepts, diagnostic approaches, techniques and practices of web analytics used to achieve greater return on investment through online marketing initiatives. Drawing from case studies and practical application, students will learn how web analytics can drive higher profits and improve the customer experience. The course will include an overview of technologies such as ad-servers, rich media, bid-management systems, and online research tools with an emphasis on tracking and reporting of web site activity and campaign measurement and testing.

**Essential Objectives**

* Describe how web analytics fit into the context of the Marketing Mix (The 4 Ps of Product, Place, Promotion, and Price).
* Identify and demonstrate key web analytics’ performance metrics.
* Describe and discuss the importance of analyzing web performance metrics.
* Identify and appraise the shortcomings of popular web performance metrics.
* Describe and illustrate the importance of web performance metrics and the differences between business-to-consumer (B2C) and business-to-business (B2B) objectives.
* Demonstrate competence with the use of Google Analytics as a way of tracking web performance.
* Demonstrate competence with the use of Google Adwords to track the performance of paid advertisements.
* Examine the differences in measuring PPC (Pay Per Click) and SEO (Search Engine Optimization) performances.
* Formulate strategies to improve PPC (Pay Per Click) and SEO (Search Engine Optimization) performance.

**Methods:**

* Use of Moodle to manage course content, interaction, and student work
* Use of practical exercises in the use of Google Analytics from the text
* In-class individual and group projects done in real time and due in class
* Participation in online discussions, both asynchronous and synchronous, and in-class
* Papers, informal and formal, on topics related to business and marketing uses for web analytics
* Emphasis is on applying the content that you read and write about: you will create a Google analytics account, learn to read Google Analytics Reports, add Google analytics tracking code to your practice webpage, learn how to use the ga.js GATC on web pages, and wordpress blog pages. Then you will interpret the data in reports generated by your tracking code and determine how to use that data to address marketing challenges. We will explore the use of AdWords and set up an Adwords campaign.
* Service Learning component: apply your skills to an actual website for a non-profit or small business for points toward your grade.

**Evaluation Criteria:**

10% Attendance
10% participation: online and in person
20% written work: informal and formal papers (2-3)
30% in-class exercises/ group activities
30% Exams/Presentations (Midterm and Final)

**Grading Criteria:**

**Specific assignments and final projects will follow a rubric for scoring so students are aware of the criteria being evaluated in advance.**

**A+ through A-**: For any work to receive an "A," it must clearly be exceptional or outstanding work. It must demonstrate keen insight and original thinking. It must not only demonstrate full understanding of the topic or issues addressed, but it must also provide a critical analysis of these. In addition, an "A" grade reflects a student's ability to clearly and thoughtfully articulate his or her learning.

**B+ through B-**: For any work to receive a "B," it must be good to excellent work. It must demonstrate strong originality, comprehension, critical thinking, and attention to detail. In addition, a "B" grade reflects a student's ability to clearly articulate his or her learning.

**C+ through C-**: For any work to receive a "C," it must meet the expectations of the assignment. It must demonstrate solid comprehension, critical thinking, and attention to detail. In addition, a "C" grade reflects a student's ability to adequately articulate his or her learning.

**D+ through D-**: For any work to receive a "D," it must marginally meet the expectations of the assignment. It demonstrates minimal comprehension, critical thinking, and attention to detail. In addition, a "D" grade may reflect a student's difficulty in articulating his or her learning.

**F**: Work that receives an "F" grade does not meet the expectations or objectives of the assignment. It demonstrates consistent problems with comprehension, organization, critical thinking, and supporting details. In addition, an "F" grade reflects a student's inability to articulate his or her learning. Students are strongly urged to discuss this grade with their instructor and advisor.

**P**: Equivalent to D (+/-) or better and therefore course will not count as credit for specific program requirements or competence area requirements.

**NP**: indicates failure to meet course objectives and/or failure to meet grading criteria for successful completion as described in the instructor's course description.

**Attendance Policy:**

**Attendance Policy:** Regular attendance and participation in classes are essential components of a student's success in college and are completion requirements for courses at CCV. Please be aware that missing more than three (3) classes will result in a non-satisfactory grade. A pattern of late arrival or early departure will constitute absence.

**Faculty Contact Information:**

**Email Address:** Carol.Caldwell-Edmonds@ccv.edu
**Hiring Coordinator for this course:** Melissa DeBlois - mbd06130@ccv.vsc.edu

**Syllabus:**

**Intro to Web Analytics week by week**
Session 1: Introduction/ The "Digital" Marketing Mix
overview of the course and texts, essential objectives (EOs) for the course (listed above)
how we will use the assigned books and class time; developing your web analytics portfolio
Google Analytics--how we will apply them in this course (intro demo using YouTube analytics; Facebook Insights; Google Analytics on an existing site)
In-class group activity: the marketing mix and understanding how online search has affected marketing (see Moodle assignment)

Homework assigned week 1:
Read Ch 5 in Marketing in the Age of Google pp. 111-138
Read in Advanced Web Metrics with Google Analytics: Forward, Introduction and Chapter 1, pp. xix--20
Assignment: Begin your list of analytics terms, submit in Moodle: In a table in Word, list:
Terms | Source | Definition, and add the following terms (from BOTH texts):
Define: web crawlers, PageRank, organic results, PPC, Google Instant, SERP, crawling, indexing, ranking, bounced visitor, goal conversion, AMAT, ROI, GATC, session, URL
Assignment: submit answers in Moodle (bullets are fine) to the questions based on Ch 5 of Marketing in the Age of Google (see Moodle assignment)

Session 2: Background for understanding Search and web analytics
Individual activity followed by class discussion: The ROI of Web Analytics, based on the reading in Advanced Web Metrics with Google Analytics
Search Engine evolution time line Group Activity--based on reading assignment from Marketing in the Age of Google ch 5
Using details on pp. 111-113, and 120-123 Create a timeline (use Word or PPT, or similar)
Show significant dates, and details about major developments

Homework assigned week 2:
write a blog post to use on a wordpress blog, on a topic of your choice
read the first part of Ch 6 in Advanced Web Metrics with Google Analytics, pp. 165-169\*\*
\*\*NOTE: we will set up accounts in the next class, read the pages in ch 6 as preparation
read Ch. 3 in Marketing in the age of Google
Add terms of your choice to your list of analytics terms

Session 3: Google Analytics Accounts
set up a GA account
Create a wordpress blog and use the account that you set up to receive the data via an analytics plugin
compare this to tracking a FB page or a Google page
Discussion: demo of applying the GATC to a business site
Discussion based on reading MAG ch 3: considering how search is used, what recommendations would you make for the demo business site? For your own blog site?

Homework assigned week 3:
read ch 2 in MAG (Marketing in the Age of Google)
read ch 3 in Advanced Web Metrics with Google Analytics (AWM)
Add terms of your choice to your list of analytics terms

Session 4: Analyzing and planning with search in mind
LAB: using the strategies in MAG ch 2--keyword searches, apply to a demo business site
Privacy concerns

Homework assigned week 4:
Apply the MAG ch 2 analysis strategies to your blog content ideas. See Moodle assignment for details.
Read AWM ch 5
Add terms of your choice to your list of analytics terms

Session 5: Analytics reports
reading reports and understanding the difference between data and analysis/intelligence
using the online Google support to keep up with reports--how to read them, what are segments
Clickstream data: understanding log files analysis, java script tags, Web beacons, and packet sniffing

Homework assigned week 5:
read AWM ch 2: take notes on the following points:
What can GA tell you, what can it not tell you? What other metrics tools are available? What can they tell you?
read MAG ch 4
Add terms of your choice to your list of analytics terms

Session 6: Developing a search acquisition strategy
How to apply effective search strategy implementation--how it affects what you put on a web site
LAB: searcher personas

Homework assigned week 6:
prepare for the midterm
complete the take home midterm questions

Session 7: MIDTERM
There will be a take home portion, and an open-resource in-class exam based on the topics covered in weeks 1-6

NOTE: THE SYLLABUS IS IN BRIEF OUTLINE FORM ONLY FOR THE SECOND HALF OT THE TERM, PENDING ADJUSTMENTS BASED ON OUR PROGRESS.
DETAILS WILL BE ADDED BY MIDTERM.

Session 8: PPC and SEO
Google Adwords
Google Adsense
Revisit ROI
Campaigns

Session 9: Business meeting: designing a project site
Content--based on search acquisition strategy
What reports or analysis do we need?
What testing strategies should we consider?

Session 10: B2B and B2C objectives for web metrics
LAB: adding a Facebook page, Google Page, YouTube channel

Session 11: Business meeting: Implementing a campaign
revisit design strategies

Session 12: Social media and other promotions

Session 13: LAB: track the project site, analyze, update or redesign as indicated

Session 14: LAB: report analysis of the project site
generate the business analysis/intelligence based on the campaign

Session 15: FINAL CLASS
submit a final web analytics portfolio
individual interviews

***Please note:*** *In order to receive accommodations for disabilities in this course, students must make an appointment to see the Americans with Disabilities Coordinator in their site and bring documentation with them.*

**Academic Honesty:** CCV has a commitment to honesty and excellence in academic work and expects the same from all students. Academic dishonesty, or cheating, can occur whenever you present -as your own work- something that you did not do. You can also be guilty of cheating if you help someone else cheat. Being unaware of what constitutes academic dishonesty (such as knowing what plagiarism is) does not absolve a student of the responsibility to be honest in his/her academic work. Academic dishonesty is taken very seriously and may lead to dismissal from the College.