WEBD222

Course Summary

Description

Course Description: This course is an advanced study of Web analytics technology and how businesses and organizations may use the technology to measure website traffic, enhance business presence, and conduct market research. The course expands on concepts introduced from the Introduction to Web analytics course and expands into more advanced topics regarding the subject. The course will cover scenario based exercises and requires students to use free Web analytic tools to experience the maximum amount of application and retention of material covered in the course. The course may extend your understanding of key Web analytics concepts, principles and techniques by requiring you to use Adobe Creative Cloud. Access to this software is free. Be prepared to improve the quality of your project and assignment with the use of software such as Photoshop, Illustrator, and other mobile apps using Adobe Creative Cloud. NOTE: THIS COURSE MAY REQUIRE USE OF ADOBE CREATIVE CLOUD ON YOUR COMPUTER OR OTHER DEVICE. (Prerequisite: WEBD122)

Course Scope:

This course is an excellent supplement to web site publishing and development. This course assumes the prerequisite of WEBD122 Introduction to Web Analytics has been taken prior to this course. It also assumes that you have some understanding of web development and basic Java Scripting (JavaScript) knowledge.

Objectives

This course is an excellent supplement to web site publishing and development. This course assumes the prerequisite of WEBD122 Introduction to Web Analytics has been taken prior to this course. It also assumes that you have some understanding of web development and basic Java Scripting (JavaScript) knowledge.

After successfully completing this course, you will be able to

1. Apply key concepts of Web Analytics
2. Apply Key tools and diagnostics associated with Web analytics
3. Use free open source Web analytics tools to collect, identify information and data
4. Implement website traffic reports
5. Prepare Embedded JavaScript Page Tracking Code
6. Compare and Contrast Web Server Log Files vs. Java Scripting
7. Define Web Analytics reporting
8. Implement effective Web analytics strategies for e-Commerce, business, and marketing solutions
9. Explain the use of web analytics in the business structure

10. Explain the business benefits of web analytics

Outline

Week 1:

Topic

Why Understanding Your Web Traffic is Important to Your Business - Available Methodologies and Their Accuracy - Page Tags and Log Files

Learning Objectives

Apply key concepts of Web Analytics

Introduction to Web Analytics

Apply key tools and diagnostics associated with Web analytics

Readings

Chapters 1 & 2

Assignment

Week 1 Forum/Introduction/Case Study

Week 1 Assignment

Lesson 1 Review

Week 2:

Topic

Google Analytics Features, Benefits and Limitations – Open Source Tool – Tracking the Mobile Visitor

Learning Objectives

Use free open source Web analytics tools to collect, identify information and data

Prepare Embedded JavaScript Page Tracking Code

Readings

Chapters 3 – 4

Assignment

Week 2 Forum;

Week 2 Assignment

Lesson 2 Review

Week 3:

Topic

Reports Explained - Web Analytics – Up and Running - Traffic Sources: AdWords

Learning Objectives

Implement website traffic reports

Readings

Chapters 5 – 6

Assignment

Week 3 Forum;

Week 3 Assignment

Lesson 3 Review

Week 4:

Topic

Advance Implementation - Best Practices Configuration Guide - The Importance of Defining Goals and Funnels - Capture E-Commerce Transactions

Learning Objectives

Compare and Contrast Web Server Log Files vs. Java Scripting

Readings

Chapters 7 -8

Assignment

Week 4 Forum

Lesson 4 Review

Week 4 Begin working on your Paper announcement.

Week 5:

Topic

Labeling Visitors, Sessions, and Pages - Roll-Up Reporting

Learning Objectives

Define Web Analytics reporting

Implement effective Web analytics strategies for e-Commerce, business, and marketing solutions

Readings

Chapter 9

Assignment

Week 5 Forum

Week 5 Assignment

Lesson 5 Review

Continue work on Paper.

Week 6:

Topic

Focusing on Key Performance Indicators - Using KPI's for Web 2.0 - KPI's Setting Objectives and Key Results

Learning Objectives

Demonstrate how web analytics fits into the business structure

Readings

Chapter 10

Assignment

Week 6 Forum

Week 6 Assignment

Lesson 7 Review

Continue work on Paper.

Week 7:

Topic

Real World Tasks - Identifying and Optimizing Poorly Performing Pages - Search Engine Optimizing

Learning Objectives

Interpret the business benefits of web analytics

Readings

Chapter 11

Assignment

Week 7 Forum

Lesson 7 Review

Week 7 Web Analytics Paper Due

Week 8:

Topic

Course Wrap-up a Look Inside Web Analytics - Reviews of Analytics Tools

Learning Objectives

Apply key concepts of Web Analytics

Apply key tools and diagnostics associated with Web analytics

Demonstrate how web analytics fits into the business structure

Interpret the business benefits of web analytics

Readings

Course Wrap-up

Assignment

Week 8 Forum

Week 8 Assignment

Evaluation

Reading Assignments: (All Weeks E-Book)

Week 1 - Reading Chapters 1 & 2 Pages 3-52

Week 2 - Reading Chapters 3 – 4 Pages 53-116

Week 3 - Readings Chapters 5 – 6 Pages 117-205

Week 4 - Readings Chapters 7 -8 Pages 207 - 313

Week 5 - Read Chapter 9 Pages 315-355

Week 6 - Read Chapter 10 Pages 359-415

Week 7 - Read Chapter 11 – Pages 417-502

Week 8 - No Text Book Reading Assignment this Week

Supplemental Readings:

Students are encouraged to research weekly topics on the internet and use their research findings in the discussions or weekly essays to support their points. Be sure to reference your sources according to the APA 6th Edition.

Forum Assignments:

It is very important that you submit and participate in the Introduction Forum. Please introduce yourself to me and the class. Share where you work or plan to work after completing your program, your family, and any hobbies or special interests. Also tell us why you are taking this course and what you hope to gain from obtaining your degree. In addition, please take a look at the course objectives in the syllabus and discuss the relevance to your career goals. (Please follow the forum instructions within the week 1 forum)

Instructions: Your initial post should be at least 250 words. Please respond to at least 2 other students. Responses should be a minimum of 150 words. This forum submission serves as your official entry into the course and this is why

we have drawn special attention to this assignment. You will be reminded of this Forum again in the Week 1 Lesson Module, but please keep in mind that this Introduction Forum must be submitted by 11:55 p.m., ET, on Sunday of Week 1 to maintain your registration in the course. Be sure to use APA 6th Edition formatting style in your forum posts pertaining to references and in text citations.

Exams/Quizzes

WEBD222 **does not** have weekly quizzes.

Field Experience Assignments:

None required

Final Project:

In Week 7 there will be a Final Paper due, see the Week 4 Assignment Announcement that will be posted in Week 4 on how to begin the project.

Late Assignments: Remember, late work can result in a 10% penalty or missing work will result in a zero grade on Monday mornings when I finish the previous weeks grading, unless you have prior approval from me.

Absolutely no work or assignments of any kind will be accepted after the course ends, if you feel that you cannot complete the assignments or if an emergency arises and you cannot complete the course, you may file for an extension. Be sure to check your student handbook for the guidelines on extension and the requirements that must be met in order to be granted an extension.

Communication: I do understand that life does go on and emergencies do happen, so please, communicate with me let me know that you need assistance and I will work with you. If you do not let me know, there will be no way I can help you complete the course.

Grading:

Name	Grade %
Forums	33.00 %
Week 1 Forum	4.13 %
Week 2 Forum	4.13 %
Week 3 Forum	4.13 %
Week 4 Forum	4.13 %
Week 5 Forum	4.13 %
Week 6 Forum	4.13 %
Week 7 Forum	4.13 %
Week 8 Forum	4.13 %
Assignments	33.00 %
Assignment 1: Where Analytics Fits in the Organization	4.71 %
Assignment 2: Analytic Tools in Action	4.71 %
Assignment 3: Web Analytics Up and Running	4.71 %
Assignment 4: The Importance of Defining Goals and Funnels	4.71 %
Assignment 5: Labeling Visitors, Sessions and Pages	4.71 %
Assignment 6: Using KPIs	4.71 %
Assignment 8: Assignment What is in the Fridge?	4.71 %
Final Term Paper Assignment	34.00 %

Assignment 7: Web Analytics Paper   34.00 %

Materials

Book Title: Advanced Web Metrics with Google Analytics, 3rd Ed-E-book is available in the APUS Online Library

Author: Clifton, Brian

Publication Info: Wiley Lib

ISBN: 9781118168448

Book Title: To find the library e-book(s) req'd for your course, please visit http://apus.libguides.com/er.php to locate the eReserve by course #. You must be logged in to eCampus first to access the links.

Author: N/A

Publication Info: N/A

ISBN: N/A

Clifton, B. (2012). *Advanced web metrics with Google analytics* (Third Edition ed.). Indianapolis, IN: Wiley Publishing Inc.

Clifton, B. (2010). *Advanced web metrics with Google analytics* (Second Edition ed.). Indianapolis, IN: Wiley Publishing Inc.

Kaushik, A. (2007). *Web analytics an hour a day*. Indianapolis, IN: Wiley Publishing, Inc.

Course Guidelines

Citation and Reference Style

- Attention Please: Students will follow the APA Format as the sole citation and reference style used in written work submitted as part of coursework to the University. Assignments completed in a narrative essay or composition format must follow the citation style cited in the APA Format.

Tutoring

- Tutor.com offers online homework help and learning resources by connecting students to certified tutors for one-on-one help. AMU and APU students are eligible for 10 free hours* of tutoring provided by APUS. Tutors are available 24/7 unless otherwise noted. Tutor.com also has a SkillCenter Resource Library offering educational resources, worksheets, videos, websites and career help. Accessing these resources does not count against tutoring hours and is also available 24/7. Please visit the APUS Library and search for 'Tutor' to create an account.

Late Assignments

- Students are expected to submit classroom assignments by the posted due date and to complete the course according to the published class schedule. The due date for each assignment is listed under each Assignment.
- Generally speaking, late work may result in a deduction up to 20% of the grade for each day late, not to exceed 5 days.

- As a working adult I know your time is limited and often out of your control. Faculty may be more flexible if they know ahead of time of any potential late assignments.

Turn It In

- Faculty may require assignments be submitted to Turnitin.com. Turnitin.com will analyze a paper and report instances of potential plagiarism for the student to edit before submitting it for a grade. In some cases professors may require students to use Turnitin.com. This is automatically processed through the Assignments area of the course.

Academic Dishonesty

- Academic Dishonesty incorporates more than plagiarism, which is using the work of others without citation. Academic dishonesty includes any use of content purchased or retrieved from web services such as CourseHero.com. Additionally, allowing your work to be placed on such web services is academic dishonesty, as it is enabling the dishonesty of others. The copy and pasting of content from any web page, without citation as a direct quote, is academic dishonesty. When in doubt, do not copy/paste, and always cite.

Submission Guidelines

- Some assignments may have very specific requirements for formatting (such as font, margins, etc) and submission file type (such as .docx, .pdf, etc) See the assignment instructions for details. In general, standard file types such as those associated with Microsoft Office are preferred, unless otherwise specified.

Disclaimer Statement

- Course content may vary from the outline to meet the needs of this particular group.

Communicating on the Forum

- Forums are the heart of the interaction in this course. The more engaged and lively the exchanges, the more interesting and fun the course will be. Only substantive comments will receive credit. Although there is a final posting time after which the instructor will grade comments, it is not sufficient to wait until the last day to contribute your comments/questions on the forum. The purpose of the forums is to actively participate in an on-going discussion about the assigned content.
- "Substantive" means comments that contribute something new and hopefully important to the discussion. Thus a message that simply says "I agree" is not substantive. A substantive comment contributes a new idea or perspective, a good follow-up question to a point made, offers a response to a question, provides an example or illustration of a key point, points out an inconsistency in an argument, etc.
- As a class, if we run into conflicting view points, we must respect each individual's own opinion. Hateful and hurtful comments towards other individuals, students, groups, peoples, and/or societies will not be tolerated.

University Policies

[Student Handbook](#)

- [Drop/Withdrawal policy](#)

- [Extension Requests](#)

- [Academic Probation](#)

- [Appeals](#)

- [Disability Accommodations](#)

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diverse, global society.