

GSP210e Web Analytics

Level: 2

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JAN

E-Learning: BLENDED - Learning is done MAINLY online using interactive study materials in Canvas. Students receive guidance and support from online instructors via discussion forums and emails. This is supplemented with SOME face-to-face sessions. If the course has an exam component, this will be administered on-campus.

Synopsis:

In this fast-paced and increasingly digitised world, web analytics serves as one of the most important tools for marketers to understand users' online behaviour in order to better engage with their target consumers through digital content marketing.

This module equips students with the skills and knowledge to analyse and optimise website performance with the use of web analytics software. Students will learn to plan and measure the effectiveness of online marketing campaigns and make recommendations for improvement. They will use various strategies for Search Engine Optimization (SEO) analysis to drive more organic search results.

Topics:

- Web Analyst Role
- Web Analytics in a Business Setting
- Key Concepts of Web Analytics
- Off-Site and On-Site Web Analytics
- Trends in Digital Performance
- Data Analysis
- Site Visitor Experience
- Target Audience Profiling
- Online User Experience Optimization
- Website Performance Measurement
- Metrics and Data Analysis
- Key Performance Indicators of a Website
- Customizing Reports
- Search Engine Optimization
- Keyword Optimization for Search Engine Ranking
- Web Analytics Beyond Website Performance

Learning Outcome:

- Understand the role of a web analyst and web analytics in a business and marketing setting
- Distinguish key concepts of web analytics and its components
- Evaluate the strengths and weaknesses of various off-site and on-site web analytics techniques
- Identify trends and inconsistencies in digital performance through data analysis
- Utilize data tracking features on an analytics platform
- Build a target audience profile based on clickstream/experience analytics and other visitor activity analytic data
- Select specific metrics and web analytics techniques to better understand visitor website preferences
- Recommend relevant strategies to ensure optimal online user experience and strategic alignment
- Identify metrics and analytics data to track specific online marketing campaign performance
- Recommend appropriate Key Performance Indicators (KPIs) for website or online campaign performance
- Evaluate online marketing campaign performance based on KPIs set
- Craft custom reports based on clients' needs
- Distil insights and recommendations based on data-mining
- Apply Campaign Optimization techniques
- Identify strengths and weaknesses in Search Engine Optimization (SEO)
- Recommend keyword optimization for search engine ranking
- Apply insights and recommendations from web analytics data to other aspects of marketing

Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PARTICIPATION 1	10
	CLASS TEST 1	40
Overall Examinable Components	ECA	50
Total		100