

BUAN6344 - Web Analytics

[BUAN 6344](#) ([MIS 6344](#)) Web Analytics (3 semester credit hours) The course examines the technologies, tools, and techniques to maximize return from web sites. The course includes topics related to web site design issues, web data collection tools and techniques, measurement and analysis of web traffic, visitor tracking, search engine optimization, visitor acquisition, conversion and retention, key performance indicators for web sites, and measurement of online marketing campaigns. The use of web analytics tools such as Google Analytics will be an integral part of the course. (3-0) Y