

# Web Analytics Curriculum

## Web analytics - the company's most essential insights for the digital organization

A web analyst is working on analyzing and clarifying digital behaviours, whether it is a visitor to a website or mapping out how the company customers orientate themselves in the digital landscape. The job of a web analyst ranges from collecting data to analyzing data on digital behaviour to extracting the metrics and key indicators that the company's sales, communication and business strategy are effective in digital channels.

Examples from the content:

- **Web analytics** - purchase processes, communication goals, digital strategy, traffic analysis, attribution, significance testing, etc.
- **Tracking technology** - tracking code, javascript, tracking, tag management tools like Google Tag Manager and Adobe Tag Management, etc.
- **Conversion** - conversion optimization, A / B testing and multivariate testing, test tools such as Optimizely, etc.
- **Measurement numbers and measurement points** - analysis of large amounts of data, develop relevant KPI (Key Performance Indicator), concepts and functions
- **Analytics/tracking system** - Google Analytics, Adobe Analytics (SiteCatalyst) etc.
- **Digital Marketing** - SEM & SEO, display, retargeting, content marketing, digital advertising, price comparison, etc.
- **Web technology** - HTML, Javascript, jQuery, Local storage and cookies, DOM / BOM, SQL, etc.
- **Reporting and presentation** - visualization of data, presentation of data, the data-driven organization, etc.

Web analysts have a professional role that is increasing as digital market investments become increasingly important. Web analytics is a professional role that has huge growth in the coming years as more and more companies have an ever-increasing digital presence and thus a growing need to map the digital channels and how customers move in the digital

ecosystem. This expertise is sought after by digital agencies, consultants in the field of internet marketing, but to a great extent also by the companies' marketing departments.

Translated from source:

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