

IST 322 - Digital Strategy & Analytics for the Web

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Course Description

Students will learn to drive business value through a deep understanding of web analytics. Course includes examination of web analytics, models, factors affecting search engine rankings, and inbound tactics including pay per click campaigns.

Credit(s)

3.0

Professor of Record

Jeff Rubin

Audience

Students who wish to learn to drive and measure website traffic through proven digital strategies. As part of a sequence, this course will equip students with employable skills in web analytics and digital strategy.

Learning Objectives

After taking this course, students will be able to:

1. Define key industry terms.
2. Craft a web analytics strategy using proven models to establish goals and key performance indicators.
3. Implement various web analytics tools.
4. Utilize web analytics tools to gain insights from traffic data.
5. Understand the importance of search engine optimization and design effective SEO strategies.
6. Perform keyword research and analysis for search engine optimization.
7. Manipulate page markup to implement proven technical search engine optimization techniques.
8. Understand the value of inbound tactics and their impact on site traffic.

Course Syllabus

[IST 322 Spring 2021 Syllabus - Michael Clarke](#)

Other iSchool Courses

- [IDS 301 - What's the Big Idea?: Technology Innovation](#)
- [IDS 302 - Idea2Startup](#)
- [IDS360 - Entrepreneurial Immersion Experience](#)
- [IDS 403 - iLaunchPad](#)
- [IST 101 - First Year Forum](#)
- [IST 195 - Information Technologies](#)
- [IST 233 - Intro to Computer Networking](#)
- [IST 256 - Appl.Prog.For Information Syst](#)
- [IST 263 - Intro to Front-End Web Dev](#)
- [IST 300 - Digital Platforms](#)
- [IST 300 - The Power of Information](#)
- [IST303 - Global Financial Systems Architecture](#)
- [IST 305 - Globalization: Collaboration, Culture, Systems & Data](#)

- [IST 322 - Digital Strategy & Analytics for the Web](#)
- [IST 323 - Intro to Information Security](#)
- [IST325 - Information Management Consultation](#)
- [IST 335 - Intro/Info Based Organizations](#)
- [IST 336 - Leading Issues in Info Security](#)
- [IST 337 - IM&T Support Practicum](#)
- [IST 341 - Human-Centered Design](#)
- [IST 342 - Information Security Policy](#)
- [IST 343 - Data in Society](#)
- [IST 344 - Info Reporting & Presentation](#)
- [IST 345 - Managing Info Systems Projects](#)
- [IST 346 - Info Tech Mgmt & Administration](#)
- [IST349 - Human-Computer Interaction](#)
- [IST 352 - Info Analysis of Org. Systems](#)
- [IST 359 - Intro to Data Base Mgmt Sysys](#)
- [IST 363 - Advanced Front End Web Design](#)
- [IST 382 - Cultural Competence for Information Professionals](#)
- [IST 387 - Intro to Applied Data Science](#)
- [IST 426 - Information Justice and Community Engagement](#)
- [IST 400 - Blockchain Management](#)
- [IST 402 - Digital Forensics](#)
- [IST 407 - Advanced Data Analytics](#)
- [IST 414 - Data Driven Inquiry](#)
- [IST 419 - Economics for Info Mgmt](#)
- [IST 421 - Information Visualization](#)
- [IST 425 - Enterprise Risk Management](#)
- [IST 429 - Technology & the Future of Work](#)
- [IST431 - Security in Networked Environments](#)
- [IST 442 - Agile Project Management](#)
- [IST443 - Critique of the Information Age](#)
- [IST447 - Complex Issues in IT Project Management](#)
- [IST448 - Enterprise Wireless Networks](#)
- [IST 452 - Advanced Computer Networking](#)
- [IST453 - Telecommunications Regulations](#)
- [IST456 - Information Policies and Decision Making](#)
- [IST462 - Scripting for Data Analysis](#)
- [IST 466 - Prof Issues/Info Mgmt & Tech](#)
- [IST469 - Advanced Database Management Systems](#)
- [IST471 - Internship in Info Mgmt & Tech](#)
- [IST472 - Coop Educ in Info Mgmt & Tech](#)
- [IST475 - Full Stack Web Development](#)
- [IST476 - Applied Information Security](#)
- [IST 477 - Research in Innovation, Society, and Technology](#)
- [IST 486 - Social Media in the Organiz.](#)
- [IST 523 - Graphic Design for the Web](#)