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## WEB 233: WEB ANALYTICS AND SEO

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This class is no longer offered as of Fall 2019.

In this course, students will learn about the technologies and techniques used to increase Web site traffic, as well as how to track user activity and evaluate the impact of Web site changes via analytics. Search engine optimization and the role of social and interactive media in driving user behavior are given significant focus. This course contains material previously taught in INP 233.

[Level I Prereq:](#) Academic Reading and Writing Levels of 6; INP 150 or WEB 110; INP 153 or WEB 113; minimum grade "C" in all courses

Swipe left to see full chart

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