



1. Title of the certificate – Yrkeshögskoleexamen ¹

Webbanalytiker

2. Translated title of the certificate – Higher Vocational Education Diploma ²

Web Analyst

3. Knowledge, skills and competence profile

The holder of the certificate has:

- Specialist knowledge of theoretical and practical measurement, analysis and reporting of data and testing and optimisation of digital behaviour in the professional role of web analyst.
- Knowledge and overview of associated professional and competence areas such as digital marketing, business intelligence and statistics/data science.
- Knowledge of work processes and quality criteria in theoretical and practical measurement, analysis and reporting of data and testing and optimisation of digital behaviour.
- Skills in planning, performing and identifying resources to perform specialist tasks in the measurement, analysis and reporting of data and testing and optimisation of digital behaviour.
- Skills in solving complex problems in the measurement, analysis and reporting of data and testing and optimisation of digital behaviour.
- Skills in communicating commitments and solutions regarding the measurement, analysis and reporting of data and testing and optimisation of digital behaviour in both Swedish and one additional language.
- Competence to independently handle theoretical and practical work on measurement, analysis and reporting of data, as well as testing and optimisation of digital behaviour in such a way as to lead to learning and professional development.
- Competence to monitor practical work on measurement, analysis and reporting of data and testing and optimisation of digital behaviour and complete assigned projects.

4. Range of occupations accessible to the holder of the certificate ³

Marketer, analyst, Web Analyst and Conversion Optimiser/ CRO Consultant

¹ In the original language. | ² If applicable. This translation has no legal status. | ³ If applicable.

1. Official basis of the certificate

Name and address of the awarding institution	Authority providing accreditation / recognition of the certificate
	The Swedish National Agency for Higher Vocational Education Box 145 721 05 Västerås, Sweden www.myh.se
Level of the certificate (national or European) ¹	Grading scale / Pass requirements
Level 5 in the National Qualifications Framework (SeQF) Level 5 in the European Qualifications Framework (EQF)	Fail (icke godkänt – IG) Pass (Godkänt – G) Pass with distinction (Väl godkänt – VG)
Access to next level of education / training ¹	International agreements on recognition of qualifications ¹
	The Higher Vocational Education Diploma requires a minimum of a Pass (Godkänt) in all courses.

Legal basis

A Higher Vocational Education Diploma is awarded if the study programme comprises a minimum of 200 Higher Vocational Education credits (HVE credits). Five HVE credits correspond to one week of full-time studies.

2. Officially recognised ways of acquiring the certificate

Description of vocational education and training	Percentage of total programme (%)	Duration (/weeks)
College/education centre	%	weeks
Placement – learning in a work environment	%	weeks
Total duration of the education / training leading to the certificate		weeks

3. Additional information

Entry requirements ¹

Entry requirement is successful completion of upper secondary education.

More information (including a description of the national qualifications system)

For more information on higher vocational education, please visit the website of the Swedish National Agency for Higher Vocational Education: www.myh.se

National Europass Centre

www.myh.se

¹ If applicable.