Grading rubric - 100 points possible

1. **Getting, cleaning and organizing the data - 70 points**
   - Was the correct data retrieved from Google Analytics?
   - Was the coding correct and consistent?
   - Was a pivot table used with the correct calculations?

2. **Analyzing the data - 10 points**
   - Was the table of individual branded and unbranded keywords sorted and grouped correctly?
   - Were the overall summary metrics calculated correctly?
   - Was the pivot table complete and accurate?

3. **Presenting the data - 20 points**
   - Were the most relevant data and findings identified?
   - Were the observations accurate?
   - Did the observations include specific, correct data, calculated and rounded appropriately?
     - **Calculations:** Differences in percentages expressed in points
     - **Rounding:** Percents, zero decimal points; average pages per session: two decimal points
   - Were the observations written in full sentences, with correct grammar, punctuation and spelling and AP style?

**Weight in course grade**

Assignment 7 is worth 10 percent of the course grade.
The final project is worth 20 percent of the course grade. It requires a similar organic search keyword analysis that is worth 10 percent of the final project grade.