
Google Analytics Essential Training (LinkedIn)

Question 1 of 16

If you would like to see if Apple iPhone users reach your website more than other Smartphone users, how can you reach this data?

Select an answer:

- Use Service Provider in Mobile > Devices.
- **Use Operating System in Mobile > Devices.**
- Use Plot Rows in Mobile > Overview.
- Use Devices in Mobile > Devices.

Question 2 of 16

Why is the Acquisitions section perhaps the most valuable area of analysis to gain a competitive advantage?

Select an answer:

- **The section shows a bird's-eye view of the traffic that drives your site.**
- You can change your primary dimension.
- The section shows you the behavior of how users interact with your site.
- You can change your Conversions.

A goal for the launch of a new product is to have users click a "More Information" button, then "Contact Us For A Quote." How will you create this goal?

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Question 3 of 16

Select an answer:

- as a Hit-Level interaction
- as a Value in Destination
- as a Duration specified in minutes
- **as a Funnel in Destination**

Question 4 of 16

When you work in the Demographics and Interests report, what is important for you to keep in mind?

Select an answer:

- You have collected the data from individual users.
- The data is drilled down to the level of individual granularity.
- **The data is what Google reasonably guesses about your users.**
- The data is only available for previous years.

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Question 5 of 16

You would like to know both where your highest-quality referral traffic is coming from, and where they are going on your site. How can you do this?

Select an answer:

- You can use the Master View, then under Source see the referrals in order of Users from most to least, to find the data for which you are looking.
- You can sort by e-commerce Conversion Weight, then do a Weighted sort to find the data for which you are looking.
- **You can sort by Users, add a secondary dimension of Landing Page, then in Referral Path add the secondary dimension of Landing Page.**
- You can sort by Users, then in Referral Path add a secondary dimension of Landing Page.

Question 6 of 16

When you are setting up Campaign Tracking, what will you use to track the different campaigns you are running?

Select an answer:

- keywords
- **UTM parameters**
- campaign source
- website URL

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Question 7 of 16

Why do you want to select an accurate Industry Category when you set up a Google Analytics account?

Select an answer:

- It helps identify your customers.
- It will determine where your data is sent.
- **It helps with benchmarking.**
- It will verify your Website URL.

Question 8 of 16

You want to see the state from which the largest number of your mobile device users come. There is no default segment for this, so where would you set up these segments?

Select an answer:

- Add Segment > System Option
- Add Segment > Define Segment
- **Add Segment > New Segment**
- Add Segment > Custom

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Question 9 of 16

If you change your site content throughout the day, such as offering "This Hour Only Sales," which Real-Time Data report provides live data regarding your active visitors during the day?

Select an answer:

- Conversions Report
- Traffic Sources Report
- All-Content Report
- **Content Report**

Question 10 of 16

While Event reports are extremely valuable, what must you have to see Event reports?

Select an answer:

- You must have "Contact Us" included on your webpage.
- **You must have JavaScript enabled on your site.**
- You must have Google Analytics installed on your computer.
- You must have at least three events on your website.



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Question 11 of 16

Why would you assign a monetary value, such as \$250, to a Goal?

Select an answer:

- to tell Google Analytics to ignore data regarding the segments and sessions below the goal
- to understand which users are over performing or underperforming
- to tell Google Analytics to ignore data regarding the segments and sessions above the goal
- **to understand which segments and sessions are over performing or underperforming**

Question 12 of 16

If you have multiple websites, such as for multiple brands, which Views should you always have for your Web Properties?

Select an answer:

- **Main Reporting, Testing, Raw Data**
- My Company, Company App, Raw Data
- Main Reporting, My Company, Company App
- Website, My Site, Testing

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Question 13 of 16

How does Page Value help you determine if your site content is interesting enough for users to buy from your company?

Select an answer:

by dividing Revenue among the unique page views in a session

by dividing the Organic Searches among the unique page views in a session

by dividing all page views among the unique page views in a session

by dividing the Bounce Rate among the unique page views in a session

Question 14 of 16

On your home page, you have a button on the right of your page for Facebook. If you are interested in the number of clicks on this button, under which attribute would you find this data?

Select an answer:

Label

Category

Action

Value

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Question 15 of 16

If you want to see data regarding how many Google pages are bringing traffic to your site, how can you set this filter?

Select an answer:

- Acquisition > All Traffic > Source Medium, then select Google
- Audience > Source Medium > Source Type > Summary
- Audience > All Traffic > Source Medium, then scroll to Google
- **Acquisition > All Traffic > Source Medium, then type Google in the Search box**

Question 16 of 16

As you are installing the Google Analytics tracking tag, when should you enlist the help of your systems administrator?

Select an answer:

- when it is time to select your Account
- **when you are not familiar with how the code on your website works**
- when it is time to select your Property
- when you receive the Tracking ID from Google Analytics

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