

# Google Analytics

On mysite.com, all the e-commerce transactions are assigned to a single traffic source: mysite.com / referral. Which of the following are possible explanations?

- A) The transaction page contains code that is setting the source improperly
- B) The transaction page is on a subdomain and cross domain tracking has not been correctly implemented
- C) Autotagging has not been enabled and none of the referring links contain tags
- D) This transaction page has an outdated version of the Google Analytics Tracking Code

Which of the following should you manually tag with campaign tracking variables?

- A) banner ads, email campaigns, and non-AdWords CPC campaigns
- B) AdWords campaigns only
- C) banner ads, referrals, and all CPC campaigns
- D) organic search results, referrals and bookmarks

Why might you choose to manually tag your AdWords campaigns instead of using autotagging?

- A) because you want to use additional campaign variables not available with autotagging
- B) because you need to exclude certain keywords from a profile
- C) because you want to manually insert the value for the utm\_content variable
- D) because you also have non AdWords CPC campaigns you need to tag

You want to exclude your company's internal traffic from your reports. Which RegEx would exclude the IP range 193.88.222.1 to 193.88.222.10? (Hint: Use the RegEx Generator in the Google Analytics Help Center)

- A) 193.88.222.1-10
- B) ^193\.88\.222\.([1-9]|10)\$
- C) 193\.88\.222\.([1-10])
- D) 193\.88\.222\.([1-9]|10)

How is click-through-rate calculated?

- A) absolute unique visitors / impressions
- B) clicks / visits
- C) visits / impressions
- D) clicks / impressions

What is the "\$ Index"?

- A) The conversion rate in US dollars
- B) a way of determining which pages on your site are most valuable
- C) a page that is specified in the Goal Settings section of each profile
- D)  $(\text{Revenue} - \text{Cost}) / \text{Cost}$ , expressed as a percentage

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- D) because you also have non AdWords CPC campaigns you need to tag

Which of the following Google Analytics methods can be used to create virtual pageviews?

- A) `pageTracker._trackPageview()`
- B) `pageTracker._setVar()`
- C) `pageTracker._setAllowLinker()`
- D) `pageTracker._link()`

Mysite.com has the following subdomains; news.mysite.com and travel.mysite.com. Which `_setDomainName()` call would allow you to track all of the sites under a single Google Analytics account?

- A) `_setDomainName(mysite.com);`
- B) `_setDomainName(news.mysite.com|travel.mysite.com);`
- C) `_setDomainName(news.mysite.com);`
- D) `_setDomainName(travel.mysite.com);`

Which is the recommended way to prevent URL query parameters (`session_id`, for instance) from appearing in Content reports?

- A) Create an exclude filter in the profile
- B) Exclude them in the main Profile Settings
- C) Create an include filter in the profile
- D) This is not possible

How would you find out which keywords visitors from Tokyo used to find your site?

- A) Search for "Tokyo" in the All Traffic Sources report
- B) Select the "City" dimension in the Keywords report
- C) Select the "Keyword" dimension in the Map Overlay report
- D) This information is not available in Google Analytics

How might you use the information in the Top Landing Pages report? **(Select two)**

- A) to identify your most-visited site pages
- B) to identify your high bounce-rate landing pages
- C) to see where visitors are entering the site
- D) to see where visitors are exiting the site

Select the Goal URL pattern and match type that will count all of the following pages as conversions:

http://www.mysite.com/shoes/buy.asp  
http://www.mysite.com/shoes/buy.asp?prodid=9  
http://www.mysite.com/shoes/buy.asp?prodid=100

- A) pattern is "/shoes/buy\asp?" and match type is "Head Match"
- B) pattern is "/shoes/buy.asp?prodid=.\*" and match type is "Exact Match"
- C) pattern is "/shoes/buy.asp" and match type is "Exact Match"
- D) pattern is "/shoes/buy.asp" and match type is "Head Match"

What is one way of determining whether an increase in Average Time on Site actually reflects an increase in site interaction?

- A) look for a corresponding increase in Bounce Rate
- B) look for a corresponding increase in Direct visits
- C) look for a corresponding increase in Pages/Visit
- D) look for a corresponding decrease in Direct visits

How would you configure a profile to include only Google CPC data?

- A) Link the profile to your AdWords account
- B) Add an include filter requiring Campaign Source to be "google / cpc"
- C) Add two include filters to the profile: one requiring Campaign Source to be "google", and the other Campaign Medium to be "cpc"
- D) This is not possible

What is a valid reason to put the Google Analytics Tracking Code at the bottom of the page? **(Select two)**

- A) You should never place the Google Analytics Tracking Code at the bottom of the page
- B) for design layout reasons
- C) to ensure that the page has fully loaded for every tracked page
- D) to minimize latency

Does Google Analytics track visits to cached pages?

- A) Yes, the JavaScript is executed even from a cached page
- B) No, the JavaScript is not executed from cached pages

Where do you find the URL Builder?

- A) in the Help Center
- B) in "Settings" > "Edit" > "Main Website Profile Information"
- C) You must ask a Google Analytics Authorized Consultant for access to the URL Builder
- D) in Conversion University

Google Analytics uses the following types of cookies:

- A) persistent cookies only
- B) third-party only
- C) first-party and third-party
- D) first-party only

You are running a correctly tagged email campaign that refers visitors to your website. How would you track conversions associated with the campaign in cases where visitors did not convert in the first instance, but instead returned at a later time by typing the URL of your site directly into their browser?

- A) Google Analytics does this by default (within 18 months)
- B) Google Analytics does this by default (within 6 months)
- C) Tag the URL in the email with a campaign of "nooverride"
- D) You cannot track conversions when a visitor returns as "direct" (i.e. by typing the URL of your site directly into their browser)

Which of the following visitors would be reported as coming from "direct / (none)"? **(Select two)**

- A) visitors who came to your site via a banner ad
- B) visitors who typed your site's URL directly into their browser
- C) visitors who came to your site via a bookmark
- D) visitors who came to your site via an AdWords campaign

Most websites place their Google Analytics Tracking Code at the bottom of the page. For what kinds of pages is it recommended that you not place the Google Analytics Tracking Code at the bottom of the page?

- A) pages that set third-party cookies
- B) goal pages
- C) pages containing a site search box
- D) pages containing e-commerce tracking code

What is the default amount of time a user needs to be inactive in order for their next action to be counted as a new session?

- A) 30 minutes
- B) 45 minutes
- C) 60 minutes
- D) one day

Where is e-commerce tracking code usually placed?

- A) on all pages in the funnel
- B) on the destination URL
- C) on the purchase confirmation or 'thank you' page
- D) on the landing page

Which of the following reports display e-commerce revenue data?

- (I) the AdWords Campaigns report
- (II) the All Traffic Sources report
- (III) the e-commerce section reports

- A) I only
- B) I and II only
- C) I, II, and III
- D) none of the above

You apply the following two include filters to a single profile:

Filter 1-- Field: Campaign Medium; Pattern: cpc

Filter 2-- Field: Campaign Medium; Pattern: organic

Which behavior will result?

- A) The profile will contain data related to either of the two specified values
- B) The filters cancel each other so no data appears in the profile
- C) The filters cancel each other so the complete unfiltered data appears in the profile
- D) The results will differ depending on the order in which these two filters are applied

Which of these best describes what a cookie is?

- A) a tiny blank image stored on a web analytics server
- B) a temporary storage area that a web browser or service provider uses to store common pages and graphics that have been recently opened
- C) a small text/data file written to a visitor's machine by a web server
- D) the amount of data that can be transmitted along a communications channel in a fixed amount of time

What can you do if you need to create more goals than the predefined amount for your profile?

- A) Create a duplicate profile that defines the additional goals
- B) On the Profile Settings page, increase the number of goals
- C) Use regular expressions to add goals to your profile
- D) Delete the goals that aren't necessary; you can't add goals

Where do you ensure that autotagging is enabled?

- A) in AdWords, under My Account > Account Preferences
- B) in Analytics, under Profile Settings
- C) in Analytics, under Account Settings
- D) in AdWords, under Campaign settings

Why might your reports show visits coming from a paused or discontinued campaign?

- A) because visitors originally referred by that campaign are now returning via another AdWords campaign
- B) because visitors originally referred by that campaign will always be reported as coming from that campaign
- C) because visitors originally referred by that campaign are now returning as Direct visitors
- D) because visitors originally referred by that campaign are now returning via organic search

Which report would you use to assess whether visitors who search your website have a higher conversion rate than visitors who do not?

- A) the Goal Conversion tab on the Site Search Usage report
- B) the Goal Conversion tab on the Search Terms report
- C) Site Search Overview report
- D) It is not possible to obtain this data

You define a goal page by \_\_\_\_\_.

- A) adding the conversion ID to the tracking code on the goal page
- B) editing the profile and specifying the request URI of the conversion page
- C) adding the e-commerce code to the goal page
- D) dragging the goal page onto the Dashboard

What technologies does Google Analytics use to track visitors?

- A) JavaScript and first-party cookies
- B) JavaScript and third-party cookies
- C) HTML only
- D) Java and four temporary cookies

Why would anyone install e-commerce tracking code? **(Select two)**

- A) To see which keywords led to the sale of which products
- B) To track revenue generated by the website
- C) To monetize goals such as newsletter signups
- D) To enable an online payment system
- E) To log transactions for accounting purposes

A visitor arrived at your website via referrer A on one occasion, and then via referrer B on another. During the second visit, the visitor completed a purchase transaction. To what source will the purchase transaction be attributed?

- A) (not set)
- B) referrer A
- C) referrer B
- D) direct

What is one consequence of using manual tagging instead of autotagging for AdWords Campaigns?

- A) URLs that break when appending the autotagging parameter will not break with manual tagging
- B) The Campaigns report will be empty
- C) AdWords ad group data will be missing from the AdWords Campaigns reports
- D) Visits coming from AdWords will not be reported

Which of the following are possible uses of profiles within a single Google Analytics account? **(Select all that apply)**

- A) to limit a user's access to a segment of data
- B) to look more closely at traffic to a specific part of the site (a page or selection of pages)
- C) to look more closely at traffic to a specific subdomain
- D) to track several webdomains that you have permission to track (e.g. mysite.com and yoursite.com)

When configuring a goal, why is it useful to assign a goal value?

- A) to determine the popularity of webpages
- B) to attribute monetary value to a non e-commerce site
- C) to calculate e-commerce metrics
- D) You must assign a goal value in order to track conversions

Temporary cookies differ from persistent cookies because:

- A) temporary cookies can be deleted while persistent cookies cannot
- B) temporary cookies are removed when you close your browser
- C) temporary cookies cannot last for more than 30 minutes
- D) temporary cookies are set by a third party

How can an administrator limit a user's access to view reports that only contain Google CPC data?

- A) Create a second Analytics account that only tracks CPC data
- B) Use Access Manager to give the user access to only part of the profile
- C) Grant them access to a new profile that only tracks AdWords data
- D) This is not possible

Why would anyone want to create virtual pageviews?

- A) To track visitor activity that does not generate a pageview
- B) To track a website that uses style sheets
- C) To track a website that uses frames
- D) To track session ids

Why might a website www.mysite.com have traffic appearing as coming from "mysite.com / referral"?

- A) On some pages of mysite.com, the Google Analytics Tracking Code is called more than once
- B) mysite.com has several subdomains and the Google Analytics Tracking Code has not been customized accordingly
- C) Autotagging has not been enabled
- D) These are returning visitors to mysite.com

Which of these best defines a goal in Google Analytics?

- A) the most popular page on your site
- B) a page that has given you revenue
- C) a website page viewed by the visitor once they have completed a desired action
- D) a KPI

Which of the following will Google Analytics track by default? **(Select all that apply)**

- A) the click path of an individual visitor
- B) the average amount of time people spent on your site
- C) the referrer that directed a visitor to your site
- D) the number of visitors to your site

Which of the following formats does Google Analytics export into? **(Select all that apply)**

- A) XML
- B) PDF
- C) CSV
- D) TSV

What kind of cookies does Google Analytics use?

- A) third-party; utma, utmb, utmc, utmz
- B) third-party; utma, utmc, utmz, utmv
- C) first-party; utma, utmb, utmc, utmd
- D) first-party; utma, utmb, utmc, utmz

Can Google Analytics import cost data from other ad networks?

- A) Google Analytics can import cost data only from Google AdWords and Microsoft adCenter
- B) Yes, Google Analytics imports cost data from any CPC campaign provided that the CPC accounts are linked to Analytics
- C) Yes, Google Analytics imports cost data automatically from any CPC campaign
- D) Google Analytics is only able to import cost data from AdWords

You have two websites with different domains (e.g. Mysite.com and Yoursite.com) which you want to track under a single Google Analytics account. Why would you link the sites using the `ga.js _link()` method?

- A) to clear all the cookie information
- B) to allow Flash content from Mysite.com to display on Yoursite.com
- C) to preserve visitor and session information across the two domains
- D) to add Mysite.com to the list of referrals

The Site Search reports show \_\_\_\_\_.

- A) how visitors search your site
- B) traffic coming from search engines
- C) traffic coming from Google organic search
- D) traffic coming from non-Google organic search

Why might you see a search engine name appear in the results for your Referring Sites report (e.g. "google.com")?

- A) Someone was referred to your site via a link on a personalized search engine page such as iGoogle
- B) Someone was referred to your site via a search result page, but the keyword was not captured

If you are an AdWords advertiser and you are not seeing AdWords data in your Google Analytics reports, what are two things you should check? (**Select two**)

- A) check whether autotagging is enabled
- B) check whether the "Apply Cost Data" checkbox is checked in the profile whose data you are viewing
- C) make sure that you apply a custom filter that filters out "google / cpc" data
- D) check whether you are receiving direct traffic
- E) check whether you have created more than one profile

Can Google Analytics track search engines other than those that it tracks by default?

- A) No, Google Analytics only tracks visitors coming from the Google search engine
- B) No, the list of recognized search engines is maintained by Google
- C) Yes, by adding the search engines to the Analytics Settings page
- D) Yes, by modifying your Google Analytics Tracking Code

Your website uses a shopping cart on a different domain. To ensure that visitor session data is retained when switching domains, which of the following do you need to implement?

- A) the `pageTracker._setVar()` method (or `urchin.js` equivalent)
- B) the `pageTracker._trackTrans()` method (or `urchin.js` equivalent)
- C) the `pageTracker._link()` or the `pageTracker._linkByPost()` method (or `urchin.js` equivalent)
- D) This is tracked automatically; no additional configuration is required

What is the purpose of the multi-line graph?

- A) For comparing two metrics on separate graphs to see how they are correlated
- B) For comparing a single metric over a period of time
- C) For comparing two metrics on the same graph to see how they are correlated
- D) For comparing any number of metrics on the same graph to see how they are correlated

Why should you only assign values to non e-commerce goals?

- A) to include non e-commerce goals in the Product Performance reports
- B) to avoid overwriting your transaction revenue
- C) to avoid inflating your revenue results
- D) all of the above

You manage a website that sells household appliances. Your site assigns the product id 17 (pid=17) to all pages related to refrigerators. You would like to have a profile where your data includes only pages on your site related to refrigerators. Which of the following would accomplish this?

- A) Filter 1-- Type: Custom Include; Field: Request URI; Pattern: "/refrigerator"  
Filter 2-- Type: Custom Search and Replace; Field: Request URI; Search for "pid=17" and replace with "/refrigerator"
- B) Filter 1-- Type: Custom Search and Replace; Field: Request URI; Search for "pid=17" and replace with "/refrigerator"  
Filter 2-- Type: Custom Include; Field: Request URI; Pattern: "/refrigerator"
- C) Either of these would work

A visitor accesses your site at noon, goes to lunch without closing his browser, then returns one hour later to continue his visit on your site. By default, how will this be recorded in Google Analytics?

- A) 2 visits, 2 unique visitors
- B) 1 visit, 1 unique visitor
- C) 2 visits, 1 unique visitor
- D) 1 visit, 2 unique visitors

Why is it important that you maintain one unfiltered profile when using filters with your analytics account?

- A) There is no reason to maintain an unfiltered profile
- B) Without one unfiltered profile, you will not be able to use a filter for multiple profiles
- C) Since raw data cannot be reprocessed, maintaining an unfiltered profile ensures that the original data can always be accessed
- D) You will need to configure your goals in the unfiltered profile
- E) You can only use predefined filters with unfiltered profiles

Which of these definitions best describes what a referrer is?

- A) the URL of the website from which a visitor came
- B) the web page to which your server defaults when no page on the domain is specified
- C) a virtual container for holding computer files
- D) the process of converting a numeric IP address into a text name

Which reports tell you how many automatic crawlers (search engine robots) visited your website?

- A) The Network Properties reports
- B) Google Analytics does not track the vast majority of crawlers since most do not execute JavaScript
- C) Google Analytics does not track the vast majority of crawlers since most do not have IP addresses
- D) Google Analytics does not track the vast majority of crawlers since they are classed as personally identifiable information

Which of the following would prevent you from creating a new profile in Google Analytics? **(Select two)**

- A) You have not opted in to Benchmarking
- B) You do not have access to the code of the website
- C) You do not have admin rights to the Analytics account
- D) You have already reached the maximum number of permitted profiles for your account

Mobile visitors can be tracked using Google Analytics if which of the following is true?

- A) The Mobile setting has been enabled on the Analytics Settings page
- B) The mobile device from which they are browsing has JavaScript and cookies enabled
- C) Autotagging has been enabled
- D) All of the above

Which of these best describes the differences between a first- and a third-party cookie?

- A) A first-party cookie is set by the same web site you are visiting, a third-party cookie is set by a different web site than the one you are visiting
- B) A first-party cookie is set by a different web site than the one you are visiting, a third-party cookie is set by the same web site as the one you are visiting
- C) A first-party cookie is a temporary cookie and a third-party cookie is a persistent one
- D) A first-party cookie may only contain one attribute, a third-party cookie may contain several attributes

Which campaign tracking variables should you always use when manually tagging a URL?

- A) utm\_source, utm\_medium, utm\_campaign
- B) utm\_content, utm\_campaign
- C) utm\_source, utm\_content
- D) utm\_campaign, utm\_adgroup, utm\_term

What type of information can the Funnel Visualization report provide?

- A) where visitors drop out of the conversion process
- B) individual visitors' conversion paths
- C) where visitors go to after abandoning the site
- D) URLs for all the site exit pages

You define a goal using Regular Expression Match and the following RegEx:  
^/products/show

Which pages will count as conversions?

(I) <http://products.mysite.com/products/show/?prodid=1001>

(II) <http://www.mysite.com/sales/products/show.asp>

(III) <http://products.mysite.com/show.php?id=101>

(IV) <http://www.mysite.com/products/show.asp?id=1002>

- A) I and III
- B) I and IV
- C) I, II, and IV
- D) none of the above

Someone visits your website and subscribes to your newsletter which you are tracking as a goal. A colleague then immediately also subscribes using the same computer (without closing the browser). How many conversions will be recorded?

- A) 0
- B) 1
- C) 2

Which is NOT a standard Google Analytics campaign variable?

- A) utm\_content
- B) utm\_source
- C) utm\_adgroup
- D) utm\_term

What are the benefits of linking your AdWords account with your Google Analytics account? (**Select all that apply**)

- A) this will allow Google Analytics to differentiate between Google CPC and non-Google CPC visits
- B) this will allow you to access your Analytics data from within the AdWords interface
- C) this will allow you to have AdWords cost data imported into your Analytics account
- D) this will allow Analytics to calculate ROI of your AdWords spend

What is the purpose of the URL builder?

- A) to generate a URL with tracking parameters
- B) to optimize landing pages
- C) to generate the URL tracking parameters that need to be appended to an organic search result
- D) using the URL Builder is required to track AdWords visits