Expert Session Quiz

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Title: **Introduction to Google Analytics**

1) Which of the following is the correct hierarchy in Google Analytics?
   a. Account>Property>View
   b. Property>Account>View
   c. View>Property>Account
   d. Property>View>Account

2) Why would you want to exclude your internal traffic?
   a. You don't want employees to purchase from the company website.
   b. Customers come above employees in the visitor care framework.
   c. There is a danger of hostile employees logging into the company site and executing sabotage operations.
   d. Tracking employees can alter your numbers if you are only interested in how customers and prospects interact with the site.

3) What is Google Tag Manager?
   a. A dedicated customer service position for assisting web developers in using tags
   b. A tool that allows for easily tagging visitors of a website
   c. A web development position for adding snippets of code into the html of a website
   d. A tool that allows for easily adding snippets of code into the html of your website

4) What are standard reports?
   a. Reports that an analyst is required to regularly generate, usually set by the CEO
   b. Reports of how the company is doing at hitting certain standards
   c. Reports provided by Google with information that is usually useful to site administrators
   d. Reports shown by a web analytics tool that are common to all web analytics tools

5) Why would company personnel be interested in knowing the hours during which their site has the most traffic?
   a. It will help them know when to have more customer-service staff available.
   b. It will help them to know when to open their online store.
   c. It will help them decide how much money to put into web development services.
   d. It will help them make sure their hosting is sufficient so that the site doesn't crash during peak hours.

6) When would it be valuable to see real-time data?
   a. When the company is running a live event such as a webinar

b. When an analyst is creating reports on annual website traffic
c. When an analyst wants something exciting to show his or her manager
d. It is usually not valuable

7. Why would a company want an analyst to monitor performance by acquisition channel? (Select all that apply.)
    a. It allows the company to see which channels are driving the most revenue and invest more heavily in these channels.
    b. It will let the analyst know which channel to talk about in meetings in order to receive a raise.
    c. It allows the analyst to see what channels are converting poorly so the marketing team can be notified and change its strategy for those channels.
    d. It gives the analyst the power to alter these numbers in order to match monthly goals.

8. Which of the following is a common way to customize Google Analytics? (Select all that apply.)
    a. Tracking conversions
    b. Adding custom fonts to reports
    c. Creating custom segments
    d. Connecting the website's internal search feature with Google Analytics

9. What is the advantage of creating a custom dashboard for a client? (Select all that apply.)
    a. The report can automatically be sent to a client regularly so he or she doesn't need to log in
    b. It saves time for analysts.
    c. It allows the client to drill into the data and uncover insights at a very granular level.
    d. It makes it easier for a client to see the information that is most important to him or her.

10. Which of the following is the example the presenter used of an alert in Google Analytics?
    a. Send me an email when organic search traffic drops below 50% compared to the same day last week.
    b. Send me an email when daily user traffic drops below 50,000.
    c. Send me a text when weekly user traffic drops below 100,000.
    d. Send me a text when Adwords traffic drops below 50% compared to the same day last week.