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<b>Started on</b>	Saturday, 20 March 2021, 3:05 PM
<b>State</b>	Finished
<b>Completed on</b>	Saturday, 20 March 2021, 3:06 PM
<b>Time taken</b>	42 secs
<b>Marks</b>	3.00/5.00
<b>Grade</b>	<b>6.00</b> out of 10.00 ( <b>60%</b> )
<b>Feedback</b>	It's done! Congratulations!

#### Question 1

Correct

Mark 1.00 out of 1.00

Choose the wrong statement about direct traffic.

Select one:

- ☒ 1. Link from the URL which was granted the parameters in the page on the site. ✓
- ☐ 2. Visit from the bookmark.
- ☐ 3. Mailer, visit by clicking on the URL listed in the news reader.
- ☐ 4. By such as security software has become the setting you do not want to send the referrer from the web browser to the server.

Is the correct answer

1., for the inflow to be a direct traffic, is a measure used to identify the inflow source. Channel is Direct (direct), i.e., A possible factor in referrer can not be acquired, five shown next but is the main cause.

① If you click on the URL in the email body

If you do not set up a parameter, it will direct traffic.

② If you visit from your favorite (bookmark)

Because there is no referrer to the previous page, will inevitably direct traffic.

If you enter directly the ③URL

Because there is no referrer to the previous page, will inevitably direct traffic.

From the page that has been encrypted with ④SSL, if you transition to a page that is not encrypted

Because it does not inform the pages encrypted with SSL, inevitably direct traffic.

⑤ via application

Normal, will direct traffic. However, there is a case where the application to grant the referrer.

The correct answer is: Link from the URL which was granted the parameters in the page on the site.



## Question 2

Correct

Mark 1.00 out of 1.00

Choose the correct statement about the difference between the numerical value by the access analysis tool in determining the number of sessions.

Select one:

- ☐ 1. For IP address, if it is accessed in the same OS of a plurality of computer via the same connection point, it is regarded as different sessions.
- ☒ 2. Access via mobile using a public line because the IP address by the mobile changes even in the same terminal are regarded as sessions with different terminals. ✓
- ☐ 3. In the terminal that has settings that do not accept the Cookie, the session will not be cut off each time you view the page.
- ☐ 4. Smartphone is basically a set to accept third-party Cookie.

Is the correct answer

Access via mobile using a public line, because the IP address by the movement to change, even in the same terminal, is considered a session due to different terminals.

- 1. In the case of IP address, if it is via the same connection point, will be a plurality of the personal computer is assigned the same IP address. Therefore, if the same a user agent, it is considered the same session.
- 3. In the terminal that has settings that do not accept the Cookie, the session will expire every time you view the page.
- 4. smartphone, please note that basically it is configured not to accept third-party Cookie.

The correct answer is: Access via mobile using a public line because the IP address by the mobile changes even in the same terminal are regarded as sessions with different terminals.

## Question 3

Incorrect

Mark 0.00 out of 1.00

Choose the correct sentence that describes the analysis of the referrer of Organic Search.

Select one:

- ☐ 1. It is possible to know the traffic for each search engine.
- ☐ 2. The conversion page can guess the search query to the original.
- ☒ 3. By examining, the referrer can know the search query. ✗
- ☐ 4. The referrer does not include the domain of the page, only the pages of the URL.

It is incorrect

In the referrer analysis of Organic Search, you can check the traffic of each search engine. However, at present because it is not a major search engine such as Google, including a search query to the referrer, it is difficult to know all of the specific search query Your search for the access analysis.

The correct answer is: It is possible to know the traffic for each search engine.



Question 4

Correct

Mark 1.00 out of 1.00

Choose the wrong statement about the calculation index.

Select one:

- ☐ 1. The weighted bounce rate can help to find the page you want to improve from the point of view of the inflow.  
Withdrawal improvement indicators, help to find a page separation, except for the bounce is often landing page often.
- ☒ 2. Page view number 80,000, the inflow number 40,000, leaving 50,000, in the case of a bounce number 30,000, leaving improvement index is 10,000. ✓
- ☐ 3. The weighted bounce rate is, in the normal bounce rate by applying such as "the number of page views the entire page views ÷ site of the page", so as not to err the priority of improvement.
- ☐ 4. When you sort in descending order by the weighted bounce rate, importance of a page is not so much the number of page views even with a high bounce rate is lowered.

Is the correct answer

Withdrawal improvement indicators, - you will be prompted with "(leaving the number of bounces) 2 ÷ number of page views."

By excluding the withdrawal by the bounce from the withdrawal, many inflow, such as bounce many made by would tend to landing page is excluded. In addition, this to emphasize the problem, divided by the number of page views to the square, in spite of page views - page (withdrawal bounce) of the problem is large, it has become to come to the top.

2. "page view number 80,000, the inflow number 40,000, leaving 50,000, bounce number 30,000" in the case of, looks like the following.

Withdrawal improvement index =  $(50,000 - 30,000)^2 \div 80,000 = 5,000$

The correct answer is: Page view number 80,000, the inflow number 40,000, leaving 50,000, in the case of a bounce number 30,000, leaving improvement index is 10,000.



Question **5**

Incorrect

Mark 0.00 out of 1.00

Choose the right explanation of the LPO (landing page optimization).

Select one:

- ☐ 1. In the search results page of a search engine site, it is devised so as to display the corresponding web site of the display order of the top.
- ☐ 2. It devised the first page to be the entrance of the web site, that of marketing techniques for causing a high proportion of the conversion.
- ☐ 3. Have using the web site actually to the user, where you try to optimize your such as whether to leave to it.
- ☒ 4. To devise a design such as a display method of input items and errors in the input form, to try to improve the withdrawal rate that. ✗

It is incorrect

The LPO (Landing Page Optimization), devised the landing page to be the entrance of the web site users, measures to increase the probability of conversion (application, inquiries, etc.).

Consider the improvement in the next three points.

- make some designs that purpose is immediately transmitted to the user
- Mobile First
- to the navigation of the page in simple

- 1. is a description of the SEO (Search Engine Optimization).
- 3. a description of usability studies.
- 4. is a description of the EFO (Entry Form Optimization).

The correct answer is: It devised the first page to be the entrance of the web site, that of marketing techniques for causing a high proportion of the conversion.

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