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Started on	Monday, 21 December 2020, 12:01 AM
State	Finished
Completed on	Tuesday, 22 December 2020, 10:17 AM
Time taken	1 day 10 hours
Grade	2.00 out of 2.00 (100%)
Feedback	The first chapter looks fine. The most important thing to remember is that web analytics is not about improving your web or internet business, it's about making your business better and contributing to business results!

Question **1**

Complete

Mark 1.00 out of 1.00

Select the correct statement about Web Analysis and basic indicators.

Select one:

- ☐ a. Web marketing analytics includes offline data, such as numbers of phone calls and sales.
- ☐ b. In Japan, the Act on the Protection of Personal Information, amended in 2017, requires only those companies that hold more than 5,000 personal information to manage it.
- ☐ c. You can publish an advertisement for a cosmetic product that is not approved by the government, but which clearly has a positive effect on your skin, if it is a testimonial.
- ☒ d. SEO of search engine suggestions are legal, but should not be used as it can deliberately manipulate the results.

Question **2**

Complete

Mark 1.00 out of 1.00

Select the correct statement about Web Analysis and basic indicators.

Select one:

- ☐ a. The bounce rate of Website A is 50%, the exit rate of Webpage B is 40%.

	Hit	PVs	Sessions	Users	Bounces	
Website A	500,000	1,000	2,000	1,600	800	
	Hit	PVs	Sessions	Users	Bounces	Exits
Webpage B	80,000	1,000	500	160	400	200

- ☐ b. CPA of Banner C is \$0.4, ROI of Banner D is 20%.

	Imp.	Clicks	Cost	CV	Sales	Unit Price
Banner C	1,000,000	80,000	\$40,000.00	200	\$30,000.00	\$150.00
Banner D	80,000	1,000	\$5,000.00	40	\$6,000.00	\$150.00

- ☒ c. The engagement rate of Facebook page is 25%.

	Impression	Reach	Like!	Shares	Clicks
Facebook E	400	200	20	5	25

- ☐ d. Gross margin of Website G is ¥400,000, operational profit of Website H is ¥200,000.

	Sales	Variable Cost	Fixed Cost
Website G	¥1,000,000	¥600,000	¥600,000
Website H	¥2,000,000	¥1,900,000	¥300,000

◀ -Chapter 1 textbook

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Chapter 1 Review Test 1 ▶