

[Dashboard](#) / [My courses](#) / [\(EN\)Web Analytics Consultants+2019](#) / [Chapter 6 : Analyzing Owned Media](#) / [-Chapter 6 Review Test 2](#)

Started on	Saturday, 20 March 2021, 12:38 PM
State	Finished
Completed on	Saturday, 20 March 2021, 12:42 PM
Time taken	3 mins 35 secs
Marks	4.00/4.00
Grade	10.00 out of 10.00 (100%)

Question 1

Correct

Mark 1.00 out of 1.00

Drag and drop the correct box that fits in the following statement.

The point is creating content that is ✓ for affiliate ads. Taking offers for advertising with a



with ad owners leads to more revenue and success as an affiliate.

You can also narrow down ✓ of sites. Revenue tends to decrease when the access rate from



is too high.

Your answer is correct.

Here are some of the texts in the 2019 edition.

Generally speaking, these onsite advertising techniques have the following advantages.

1. It's easy to make money.
2. You don't have to spend a lot of money to get started.
3. You can easily start in your free time.
4. You can make money from home.
5. You can make money on the side.

However, if you look at operators who have been successful in generating high revenues from onsite advertising, they are doing the opposite of these benefits.

This means the following.

1. They look closely at the competition and users to create detailed content.
2. They are willing to invest in other companies and in purchasing products and peripherals to be advertised.
3. They spend a lot of time researching and creating content.
4. They don't rely on the internet and don't neglect to do their research through fieldwork.
5. They are devoted to it as their most important work.

It is true that this advertising method is easy to do, but if you want to achieve results, it is a prerequisite for success that you take it seriously as a job, just like any other business. This kind of effort will take an enormous amount of time at first, but as you find your own profitable methods, you will become more efficient with familiarity and ingenuity.

Only a few of the people who make money from these websites make money from advertising alone, but they also consult, sell reports, and write books and content. Consider making a total profit.

The correct answer is:

Drag and drop the correct box that fits in the following statement.

The point is creating content that is [user friendly] for affiliate ads. Taking offers for advertising with a [special relationship] with ad owners leads to more revenue and success as an affiliate.

You can also narrow down [themes and the content] of sites. Revenue tends to decrease when the access rate from [advertisements] is too high.

Question **2**

Correct

Mark 1.00 out of 1.00

Choose the correct term that matches the following descriptions.

Buttons and links that drive customer conversions such as to a request for information links and contact us buttons.

CTA (Call To Action)



The area of a website that is visible without scrolling when you view it.

First View



A way to display content that is represented as being placed on top of the content on a web page or app.

PopUp



Your answer is correct.

Use first view, CTA and popup to improve your content after you've discovered a problem.

The correct answer is: Buttons and links that drive customer conversions such as to a request for information links and contact us buttons. → CTA (Call To Action), The area of a website that is visible without scrolling when you view it. → First View, A way to display content that is represented as being placed on top of the content on a web page or app. → PopUp

Question **3**

Correct

Mark 1.00 out of 1.00

Choose the words that apply to the following.

It's important to gain traffic by creating content for the ✓ to increase revenue.

It can be assumed that users' need for information is high when a query has a ✓ , even when the Search Console shows a low priority for the query.

The place and size of the ad unit should be reviewed when the ✓ Visibility Rate is low because there is a high possibility that the ads can't be seen.

Your answer is correct.

Create content with user friendly and use metrics such as CTR and active user viewability to make money in the long run.

The correct answer is:

Choose the words that apply to the following.

It's important to gain traffic by creating content for the [long-term] to increase revenue.

It can be assumed that users' need for information is high when a query has a [high CTR], even when the Search Console shows a low priority for the query.

The place and size of the ad unit should be reviewed when the [Active View] Visibility Rate is low because there is a high possibility that the ads can't be seen.

Question **4**

Correct

Mark 1.00 out of 1.00

Choose the correct service that applies to the following.

Google MyBusiness is a ✓ provided by Google. Once you sign up, you can display your business information in Google Maps as well as other ✓. You can also respond to the user ✓ and display notifications via the post feature. It will take some time to register your account, as owner verification by ✓ is required.

Your answer is correct.

If you are a small or medium-sized store business, use Google MyBusiness. Also, let them know that it is free.

Anyone can easily register for catering services, delivery information, opening hours, menus, etc.

The correct answer is:

Choose the correct service that applies to the following.

Google MyBusiness is a [free service] provided by Google. Once you sign up, you can display your business information in Google Maps as well as other [search engines]. You can also respond to the user [reviews] and display notifications via the post feature. It will take some time to register your account, as owner verification by [postcard] is required.

◀ Chapter 6 Review Test 1

Jump to...

+6-1 Structure and Planning of the Company's Website ►