Dashboard / My courses / (EN)Web Analytics Consultants+2019 / Chapter 3 : Web Analytics Design / Chapter 3 Review Test 1

Started on	Tuesday, 22 December 2020, 11:09 AM
State	Finished
Completed on	Tuesday, 22 December 2020, 11:14 AM
Time taken	5 mins 2 secs
Marks	8.00/8.00
Grade	**10.00** out of 10.00 (**100**%)

Question **1**

Correct

Mark 1.00 out of 1.00

RFP(Request For Proposal)

Request from Clients describing the purpose and usage situation of the system.

SDR(Solution Design Reference) ✔

Mainly used for Adobe Analytics.
Information about unique indicators, dimension measurement, purpose, and implementation should be prepared in Google Analytics.

Tag Management Tool Implementation Instructions

UX/UI Instructions

Site and system design documents

Your answer is correct.

After all, if you don't have a sentence explaining what features and indicators are set up for what purpose, you won't be able to understand them later on.
You won't be making SDRs, but keep in mind that the meaning of the indicators should be written down in something.

The correct answer is:

RFP(Request For Proposal)

Request from Clients describing the purpose and usage situation of the system.

[SDR(Solution Design Reference)]

Mainly used for Adobe Analytics.
Information about unique indicators, dimension measurement, purpose, and implementation should be prepared in Google Analytics.

Analytics.

Question **2**
Correct
Mark 1.00 out of 1.00

Choose the correct term that matches the following descriptions.

Unit for managing setup information such as tags, parameters, triggers. Tags are selected among tag types.

Container ✓

Condition for firing tags. All pages are fired.

Trigger ✓

A container for storing values, such as URL and button texts.

Parameter ✓

Your answer is correct.

Tag managers are becoming an indispensable tool in web analytics, but they are difficult for the average person to understand.
Tag Manager is an efficient way to measure fine behavior and complex effects. Basically, web analytics should be implemented through a tag manager.

The correct answer is: Unit for managing setup information such as tags, parameters, triggers. Tags are selected among tag types. → Container, Condition for firing tags. All pages are fired.
→ Trigger, A container for storing values, such as URL and button texts. → Parameter

Question **3**

Correct

Mark 1.00 out of 1.00

Operating System

Determine the correct term that matches the description.

1. Purpose

   | Engagement | ✔ : building a relationship with clients

   Conversion: sales of products and services

2. Advertisements

   Accounts for combined use should be ready since using only social media posts makes it difficult to get | Organic |

   ✔ reach.

3. Effect Measurement

   Each social media analysis display should be ready.

   Don't forget to set up measurable | Parameters | ✔ and tracking code on the access analysis side.

   | Conversion |

Your answer is correct.

It's important to remember that social network management is centered on engagement acquisition, that it's based on the use of advertising, and that measuring effectiveness based on parameters is important.

The correct answer is:

Operating System

Determine the correct term that matches the description.

1. Purpose

   [Engagement] : building a relationship with clients

   Conversion: sales of products and services

2. Advertisements

   Accounts for combined use should be ready since using only social media posts makes it difficult to get [Organic] reach.

3. Effect Measurement

   Each social media analysis display should be ready.

   Don't forget to set up measurable [Parameters] and tracking code on the access analysis side.

Question **4**

Correct

Mark 1.00 out of 1.00

When you submit a sitemap using Search Console, not all pages are immediately visited by the crawlers.
Choose the right word to match the description.

Several methods to share who is Search Console Property Owner.

Property Owner Validation

✓

Search Console information can be viewed by linking Google Analytics and access analysis.

Google Analytics Linking

✓

Encourage crawler patrol by sending sitemap with XML files (possible to set up not to patrol).

Sitemap Sending

✓

Your answer is correct.

Information from Search Console is essential in Webmaster Tools and Google to see search engine trends.
This is just the word. As an added bonus, you can see how your site appears in search engines and more.
In addition, Bing's Webmaster Tool is free and should be implemented as it supports security measures such as malware detection.

The correct answer is: Several methods to share who is Search Console Property Owner. → Property Owner Validation,
Search Console information can be viewed by linking Google Analytics and access analysis. → Google Analytics Linking,
Encourage crawler patrol by sending sitemap with XML files (possible to set up not to patrol). → Sitemap Sending

Question **5**

Correct

Mark 1.00 out of 1.00

Goal

The first step is to set the "goal" of the implementation from the purpose of the analysis. It is easy to focus on "which site" and "what to measure" in the context of the analysis plan, but in the first place, "what to measure" is examined, starting from the essential purpose of ["For what"] ✔ . Also, be sure to include [due date] ✔ in the goal. It's safer to set it a little ahead of your original goal and have a buffer, based on contingencies. Once you've decided on your goals and objectives, be sure to ask for input from the people involved. It prevents omissions and discrepancies with the intentions of the people involved. For example, define the goal from the objective as follows.

Let's be clear on the difference between goals and objectives here.

Purpose

We want to visualize the effectiveness of our company's web initiatives so that we can accurately understand their contribution to sales.

Goal

All measures (SEO, social media, display advertising, etc.) led to the final application

[State of figuring the numbers and sales] ✔

Scope

Once the goal is determined, you will know the "scope [(Scope of Coverage)] ✔ ". Be aware of the possibility that scope exists online and offline. In addition, web-based behaviors are relatively easy to obtain, which can lead to confusion to collect [Unnecessary] ✔ data , and online data can be biased, making it difficult to obtain the desired data. In the above example, if you identify all the things you are using as web measures, they will be included in the scope. In addition, the scope includes checking the application process and understanding how each of the online and offline methods, if any, are impacted.

Person Concerned

Once the scope is determined, you can find out who is involved in getting the data for each. Also, not all parties involved may be in-house. You can see who is in charge of operating and managing each of the on-demand media, social networking sites, and advertising, and who or what departments you should ask for help to be

[Prior confirmation is required] ✔ or to obtain data in order to conduct the analysis, such as production companies, advertising agencies, and call centers and sales representatives who accept applications. At this stage, contact all parties involved and, if possible, hold a "kick-off meeting" (a gathering to inform them of the purpose and what you want each person to do in general). You can tell them what you'd like them to do in detail, but we recommend that you get together with them if possible, so that the direction of the project as a whole is aligned.

Your answer is correct.

The first step in the design process is to establish a clear goal, scope and persons concerned.

persons concerned.

This isn't just limited to web analytics.

The correct answer is:

Goal

The first step is to set the "goal" of the implementation from the purpose of the analysis. It is easy to focus on "which site" and "what to measure" in the context of the analysis plan, but in the first place, "what to measure" is examined, starting from the essential purpose of ["For what"]. Also, be sure to include [due date] in the goal. It's safer to set it a little ahead of your original goal and have a buffer, based on contingencies. Once you've decided on your goals and objectives, be sure to ask for input from the people involved. It prevents omissions and discrepancies with the intentions of the people involved. For example, define the goal from the objective as follows.

Let's be clear on the difference between goals and objectives here.

Purpose

We want to visualize the effectiveness of our company's web initiatives so that we can accurately understand their contribution to sales.

Goal

All measures (SEO, social media, display advertising, etc.) led to the final application [State of figuring the numbers and sales]

Scope

Once the goal is determined, you will know the "scope[(Scope of Coverage)]". Be aware of the possibility that scope exists online and offline. In addition, web-based behaviors are relatively easy to obtain, which can lead to confusion to collect [Unnecessary] data , and online data can be biased, making it difficult to obtain the desired data. In the above example, if you identify all the things you are using as web measures, they will be included in the scope. In addition, the scope includes checking the application process and understanding how each of the online and offline methods, if any, are impacted.

Person Concerned

Once the scope is determined, you can find out who is involved in getting the data for each. Also, not all parties involved may be in-house. You can see who is in charge of operating and managing each of the on-demand media, social networking sites, and advertising, and who or what departments you should ask for help to be [Prior confirmation is required] or to obtain data in order to conduct the analysis, such as production companies, advertising agencies, and call centers and sales representatives who accept applications. At this stage, contact all parties involved and, if possible, hold a "kick-off meeting" (a gathering to inform them of the purpose and what you want each person to do in general). You can tell them what you'd like them to do in detail, but we recommend that you get together with them if possible, so that the direction of the project as a whole is aligned.

Question **6**

Correct

Mark 1.00 out of 1.00

Choose the correct answer.

1. | Organize Technical Information | ✓

First, you must have knowledge and understanding of the servers, websites, and services that are used by your company, how and where they are used, and what kind of information exists. This includes owned media, earned media, paid media, etc. Refer to "Media and Source Analysis" as shown in the textbook 3-1-2.

- Service and Organization
- Information environment
- | Traffic Volume | ✓

2. | Select and Educate Personnel | ✓

Gather members of the project team who will actually conduct the analysis. Make sure members involved in the analysis deployment and operation understand how it is with future plans, explain the objectives of the analysis, and any technical descriptions to ensure that the project will proceed smoothly.

- Decide tasks and required skills
- Select sta☐ and partners
- Provide information and | Educate | ✓

3. | Select and Implement Technology | ✓

In this section, we will introduce various technical tools for implementing your analysis.

- Access Analyzer
- | Access Analyzer Auxiliary Tools | ✓
- Measuring Advertisement Effectiveness
- Social Media Analysis Tools

4. | Decide Web Analytics Phase | ✓

At this point, we can assign specific tasks to specific people. We will then determine each phase of the analysis and the final delivery date of the report.

- Implementation
- | Trial Run | ✓
- Pilot Operation

5. | Create Web Plan | ✓

In the process of determining the phases of web analytics, all planning information should be available. This information will be summarized in the form of a web analytics plan.

- Identify and connect/ associate with tasks

- Identify and connect/ associate with tasks

- [Create a Work Benchmark Structure] ✔

- Create a "Gantt chart" and "burn down the chart"

correct

The correct answer is:

Choose the correct answer.

1. [Organize Technical Information]

First, you must have knowledge and understanding of the servers, websites, and services that are used by your company, how and where they are used, and what kind of information exists. This includes owned media, earned media, paid media, etc. Refer to "Media and Source Analysis" as shown in the textbook 3-1-2.

- Service and Organization
- Information environment
- [Traffic Volume]

2. [Select and Educate Personnel]

Gather members of the project team who will actually conduct the analysis. Make sure members involved in the analysis deployment and operation understand how it is with future plans, explain the objectives of the analysis, and any technical descriptions to ensure that the project will proceed smoothly.

- Decide tasks and required skills
- Select sta☐ and partners
- Provide information and [Educate]

3. [Select and Implement Technology]

In this section, we will introduce various technical tools for implementing your analysis.

- Access Analyzer
- [Access Analyzer Auxiliary Tools]
- Measuring Advertisement Effectiveness
- Social Media Analysis Tools

4. [Decide Web Analytics Phase]

At this point, we can assign specific tasks to specific people. We will then determine each phase of the analysis and the final delivery date of the report.

- Implementation
- [Trial Run]
- Pilot Operation

5. [Create Web Plan]

In the process of determining the phases of web analytics, all planning information should be available. This information will be summarized in the form of a web analytics plan.

- Identify and connect/ associate with tasks
- [Create a Work Benchmark Structure]
- Create a "Gantt chart" and "burn down the chart"

Question **7**
Correct
Mark 1.00 out of 1.00

Choose the right words that correspond to the sentence.

RFP (Request For Proposal) ✔

A document that says, "We would like to create such a system for this purpose and in this situation, and we would like you to make a request for a proposal".

Security Policy, Privacy Policy, and Guidelines ✔

A collection of guidelines and policies on the handling of personal and corporate information will help you to understand corporate policies on the handling of various types of information.

Tag Manager Implementation Instructions ✔

A document that summarizes the settings, variables, etc. of the tag management tool

Website and System Design Document ✔

A summary of the structure, names, and roles of directories and pages when building a website.

correct

The correct answer is:

Choose the right words that correspond to the sentence.

[RFP (Request For Proposal)]

A document that says, "We would like to create such a system for this purpose and in this situation, and we would like you to make a request for a proposal".

[Security Policy, Privacy Policy, and Guidelines]

A collection of guidelines and policies on the handling of personal and corporate information will help you to understand corporate policies on the handling of various types of information.

[Tag Manager Implementation Instructions]

A document that summarizes the settings, variables, etc. of the tag management tool

[Website and System Design Document]

A summary of the structure, names, and roles of directories and pages when building a website.

Question **8**

Correct

Mark 1.00 out of 1.00

Choose the right description that you need to check in the following cases.

Case1

I heard that the website we're designing web analytics for has a (staging environment) testing environment.

> Confirm the existence of a development, testing and release environment with the website development company.

✔

Case2

I heard that the ad agency uses a tool to centrally manage the delivery of advertisements by using an ad effectiveness measurement tool.

> Check with the agency to see what tools they are using to measure ad effectiveness and get a consensus on how to set

✔

Case3

The client is using SFA to check potential clients who apply through the form.

> Reviewing SFA's and form requirements used by the client's web personnel.

✔

correct

開発、検証、本番環境の確認：「ウェブサイト開発会社に、開発、検証、本番環境の存在を確認する」
関係設備・関係者の確認：「広告代理店に広告効果測定で使っているツールの確認とウェブ解析の設定方法について合意形成を取る」
環境の確認：「クライアントのウェブ担当者に利用しているSFAの確認とフォームの要件の確認」
ということです。問題は簡単だと思いますが、テキストは無味乾燥な書き方なので（笑)
どんなことするかイメージできれば幸いです。

The correct answer is:

Choose the right description that you need to check in the following cases.

Case1

I heard that the website we're designing web analytics for has a (staging environment) testing environment.

[Confirm the existence of a development, testing and release environment with the website development company.]

Case2

I heard that the ad agency uses a tool to centrally manage the delivery of advertisements by using an ad effectiveness measurement tool.

[Check with the agency to see what tools they are using to measure ad effectiveness and get a consensus on how to set up web analytics.]

Case3

The client is using SFA to check potential clients who apply through the form.
[Reviewing SFA's and form requirements used by the client's web personnel.]

◄ Chapter 3 Comprehension Test

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