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Started on Saturday, 20 March 2021, 2:32 PM

State Finished

Completed on Saturday, 20 March 2021, 2:34 PM

Time taken 1 min 19 secs

Marks 2.00/2.00

Grade 10.00 out of 10.00 (100%)

Question 1

Correct

Mark 1.00 out of 1.00

Choose the appropriate method for the following tasks.

The banner ad is linked to the top page of the website, but the bounce rate is too high, so I want to create a landing page that matches the banner ad.

Improvements by landing page 

I've created a landing page, but I want to switch back and forth to see which landing page is better for the ad because of the high bounce rate.

Improvement by LPO 

To improve the bounce rate and conversion rate of a landing page, I want to alternate images within a single landing page to see which one works best.

The A/B test 

To improve my landing pages, I want to alternate between multiple banners and catchphrase combinations to see which one works best.

The multivariate test 

Due to the high exit rate of the form, I made improvements to create forms and leads that do not exit.

EFO 

Your answer is correct.

The correct answer is:

Choose the appropriate method for the following tasks.

The banner ad is linked to the top page of the website, but the bounce rate is too high, so I want to create a landing page that matches the banner ad.

[Improvements by landing page]

I've created a landing page, but I want to switch back and forth to see which landing page is better for the ad because of the high bounce rate.

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[The multivariate test]

Due to the high exit rate of the form, I made improvements to create forms and leads that do not exit.

[EFO]

Question 2

Correct

Mark 1.00 out of 1.00

What element of the owned site needs to be improved in the following issues?

1. The CTA button is invisible unless you scroll the screen.

 First view

2. The button that leads to the conversion is "Always consult with me with the intention of placing an order," which is extremely difficult to press.

 CTA

3. When you leave the form page, you'll be asked "Are you sure you're ready to go?" to appear on the website.

 Popup

Your answer is correct.

The correct answer is:

What element of the owned site needs to be improved in the following issues?

1. The CTA button is invisible unless you scroll the screen.

[First view]

2. The button that leads to the conversion is "Always consult with me with the intention of placing an order," which is extremely difficult to press.

[CTA]

3. When you leave the form page, you'll be asked "Are you sure you're ready to go?" to appear on the website.

[Popup]

◀ +6-4 Interaction Analysis

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+6-6 Monetization Through Site Ads ►