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Started on	Saturday, 20 March 2021, 12:29 PM
State	Finished
Completed on	Saturday, 20 March 2021, 12:35 PM
Time taken	6 mins 26 secs
Marks	4.00/4.00
Grade	10.00 out of 10.00 (100%)



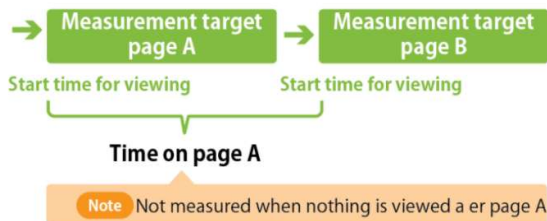
Question 1

Correct

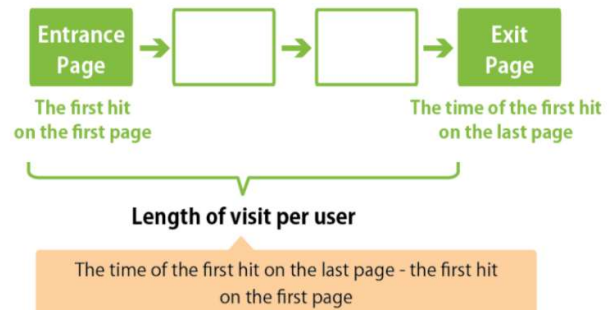
Mark 1.00 out of 1.00

Please select the word/s that apply to the following blanks.

〈Session duration〉



〈Session duration〉



It is not possible to get the time spent on the ✓ page viewed. Also, sessions that ✓ will have a zero second dwell time.

However, a session ends when a user stays on the ✓ for more than ✓ .

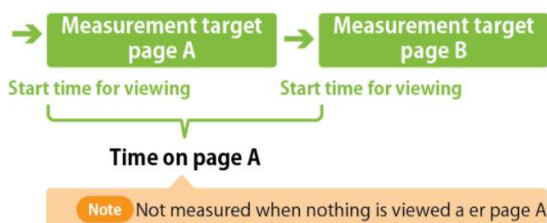
Your answer is correct.

Please analyze your analysis under the assumption that there is a margin of error by understanding the methods and characteristics of session dwell time measurement.

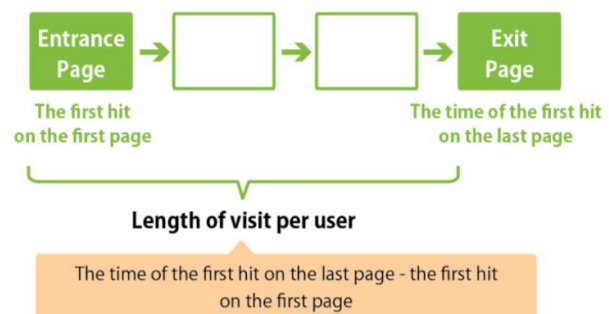
The correct answer is:

Please select the word/s that apply to the following blanks.

〈Session duration〉



〈Session duration〉



It is not possible to get the time spent on the [last] page viewed. Also, sessions that [go straight back] will have a zero second dwell time.

However, a session ends when a user stays on the [same page] for more than [30 minutes].



Question **2**

Correct

Mark 1.00 out of 1.00

Choose whether the following channels are identified by referrer or by parameter.

Organic Search	Recognized by Referrer	✓
Referral	Recognized by Referrer	✓
Direct	Recognized by Referrer	✓
Other Advertising	Recognized by Parameter	✓
Display	Recognized by Parameter	✓
Paid Search	Recognized by Parameter	✓
Affiliates	Recognized by Parameter	✓
Email	Recognized by Parameter	✓
Social	Recognized by Referrer	✓

Your answer is correct.

As a first step in improving your owned media, utilize referrers and parameters to identify the influx.

The correct answer is: Organic Search → Recognized by Referrer, Referral → Recognized by Referrer, Direct → Recognized by Referrer, Other Advertising → Recognized by Parameter, Display → Recognized by Parameter, Paid Search → Recognized by Parameter, Affiliates → Recognized by Parameter, Email → Recognized by Parameter, Social → Recognized by Referrer

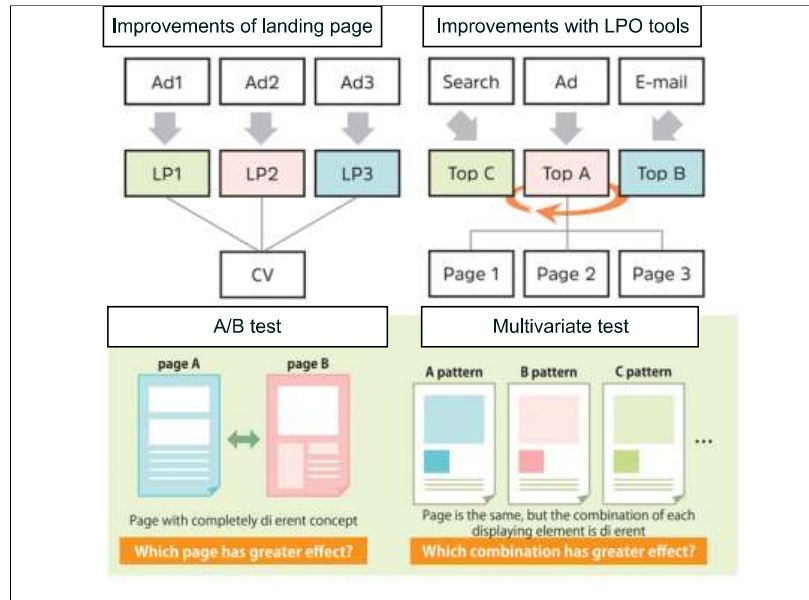


Question **3**

Correct

Mark 1.00 out of 1.00

Drag and drop the correct box that fits in the chart.



Your answer is correct.

Use LPO tools to improve your client's landing pages.

Question 4

Correct

Mark 1.00 out of 1.00

Drag and drop the correct box that fits in the space below to describe the areas to be improved in the EFO.

Ways of improving with EFO tools.

- Easing ✓
- Easing ✓ (display right after input)
- ✓ for complicated contents
- ✓ (zip code input automatically pulls down part of the address)
- ✓ (birthday pulldown)

Your answer is correct.

Improving EFO/CTA is seemingly simple but very important; if you want to improve CV, we recommend that you make it a priority to implement it.

The correct answer is:

Drag and drop the correct box that fits in the space below to describe the areas to be improved in the EFO.

Ways of improving with EFO tools.

- Easing
- Easing (display right after input)
- for complicated contents
- (zip code input automatically pulls down part of the address)
- (birthday pulldown)

◀ -Chapter 6 Comprehension Test

Jump to...

-Chapter 6 Review Test 2 ▶

