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25+ Google Analytics Interview Questions And Answers To Know in 2023

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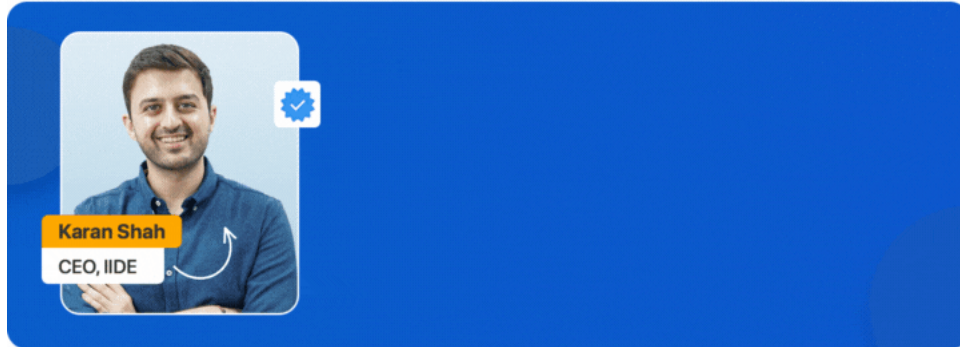
Common Google Analytics Interview Questions And Answers

4 Google Analytics Interview Questions and Answers for 3+ Years of Work Experience

4 Additional Google Analytics

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Data is the new oil for our world and one of the most important elements of any company's marketing strategy today, especially because of Google Analytics. With the growth in the database of a particular brand/business, the need for a data expert/data analyst who can interpret the data and conclude what can be best done for the benefit of the brand. Read this blog to understand the 25+ Google Analytics interview questions and answers-

Common Google Analytics Interview Questions And Answers

Q1. Tell us what is Google Analytics?

Ans. Google Analytics is a web analytics tool by Google that helps extract and analyze data related to traffic on a website. It helps optimize a website, thus enhancing the user experience. Google Analytics gives actionable insights in the form of tables and graphs.

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- Helps you understand where your visitors are arriving from
- Consumer behavior analysis
- Enhance your marketing channels based on the data
- Analyze what works best for you
- Improve your conversion rate

Q3. What is meant by KPI in Google Analytics?

Ans. This is a common question asked during interviews. KPI means key performance indicator. The main function of KPIs is to track all the important performance metrics when it comes to business such as –

- Number Of Visits
- Number Of Clicks
- Sessions
- Bounce Rate
- First-time Visitors
- Returning Users
- Exit Rate
- Conversion Rate
- Pageviews

Q4. What is a session?

Ans. When a user visits the website, he might make a group of interactions that are recorded by Google Analytics, these are called sessions. Google Analytics records and tracks every single session on a webpage. It starts when a user loads and enters your site and ends with 30 minutes of inactivity.

Q5. What is the bounce rate?

Ans. The bounce rate is the percentage of visitors who simply enter the website and choose to immediately leave or 'bounce' instead of continuing to view other pages on the same site.

It is calculated by dividing the total number of single-page sessions by the total number of sessions and represented by a percentage of the total number of visits or sessions.

Q6. What are Google Analytics goals?

Ans. Google Analytics goals can be anything from making a purchase for an e-commerce site, submission of a form for a marketing site or even completing a game level for a gaming site. It really depends on the genre of the company.

There are 4 types of goals in Google Analytics –

- Destination goals – to measure screen views which are considered a conversion
- Duration goals – to measure the average time spent on a page as a conversion
- Event goals – when you consider a click on a link, video, form submission, or a download as a conversion
- Pages or screen per session – when you count the number of page views per session as a conversion

Q7. What is Funnel in Google Analytics?

Ans. This is a very valid and common Google Analytics interview question. – a funnel is a series of web pages, like a navigation path that your visitors need to go through in order to meet the goals of the website. Essentially, it comprises one goal which is a webpage and one or more funnel pages.

It helps identify where users start and end their buying process. Based on this one can remove the blockages in the conversion process. There is a limit of 20 funnel pages in Google Analytics.

Q8. Explain what acquisition reports are about in Google Analytics.

Ans. Acquisition reports in Google Analytics analyze and record how users enter your website. There are different reports to analyze everything from the source of the traffic, meaning where the use arrived on your site.

It could be directly, through a search engine, social media site, etc. It also measures how successful a particular ad campaign might have been in attracting users and generating leads.

Q9. Clicks and visits – what is the difference?

Ans. Behavior in Google Analytics simply means what a user does on your website. Essentially, it identifies the path users take or how they navigate through your website.

This is very important as it can help you understand what kind of content a user is engaging in and make improvisations accordingly.

Q11. What is the exit rate?

Ans. An exit page is the last page a viewer viewed and left the website in that particular page. The exit rate indicates the number of times the user left the site from a particular page.

Exit rate is calculated as the total number of exits divided by page views and is represented as a percentage. Normally your thank-you pages and your blogs will have a higher exit rate.

Q12. Can you list the types of custom reports in Google Analytics?

Ans. There are 3 types of custom reports –

Explorer – This is a basic report that includes a line graph and data table

Map Overlay – This type of report is represented by a colorful global map that indicates traffic, engagement, etc.

Flat Table – This is a very common report and as the name suggests, includes a sortable data table in rows

Q13. What is the site search button used for?

Ans. The site search button is used to identify and analyze how a user searches your site. With this tool, a user can know what search terms were used and if the search results created any kind of engagement with your website if it led to a conversion, etc.

Q14. Define cohort in Google Analytics.

Ans. A cohort by definition is a group of users who share at least one common characteristic. The cohort analysis in Google Analytics makes you understand cohort behavior based on time.

For example, if you sent out a newsletter today, all users with the same acquisition date will belong to the same cohort. The report will give you all the behavioral data of the users you acquired.

Q15. What are the 3 elements of event tracking?

Ans. The 3 elements of event tracking in Google Analytics are –

- **Category** – A category is a similar group of objects you want to track on the website. It can include videos, web pages, etc. It can be tracked by downloading a PDF report with the names of the titles of videos, webpages, etc.
- **Action** – Action is another name for Google event tracking
- **Label** – Label is the name of the web page elements such as the video title, web page title tag, etc.

Q16. How can you increase e-commerce sales through Google Analytics?

Ans. Some popular ways of boosting e-commerce sales using Google Analytics are setting up:

- Conversion funnels
- Finding pages that lead to conversions
- Using custom URLs to track data
- Identify a list of the top referral sites to pursue them aggressively
- Find keywords that can help increase conversions

With search engine optimization you can increase traffic on your website by finding out what works for you SEO-wise and replicating it. Read Top 10 Benefits of SEO.

Q17. Can you set up tracking for mobile phones?

Ans. Yes, you can track phone calls that are from a mobile number on your website using Google's phone call conversion tracking option. It will help you understand how effective your ad campaigns have been at driving calls from your website.

Note: It only tracks the number of people who clicked on the "Call" button and not the number of people who actually called.

Q18. What is site speed in Google Analytics?

An ideal site speed, recommended by Google, is under 3 seconds. The site speed measures 3 aspects –

- Page-load time
- Load time of single-user interaction such as an event, hit, etc.
- How quickly the browser surveys the document and makes it ready for the user

Q19. What is benchmarking?

Ans. Benchmarking is a useful tool in Google Analytics. It compares your website's performance to your past performance and well as the industry average. It is very insightful as it shows information related to the industry trends and helps compare with industry competitors.

Also Read: Top 50 Digital Marketing Interview Questions & Answers

4 Google Analytics Interview Questions and Answers for 3+ Years of Work Experience

Let's look at the top 4 Google Analytics Interview Questions and the correct answers for experts with 3+ years of work experience.

Q20. What is meant by conversions and how can you track them through Google Analytics?

Ans. A conversion is when a user performs an action that you were aiming for and 'converts' into a user. This is also a kind of return on investment to the website. It is similar to goal tracking.

Goals in Google Analytics can be used to track conversions. Any predetermined goal can be tracked such as submission of a form, purchases, high level of engagement, etc.

It is important to properly set up goal tracking in Google Analytics. A hack here is to break your conversion tracking into two types of goals, macro and micro goals. Macro goals are the ones with monetary value such as leads or a purchase. Micro goals are important for site health and traffic such as time spent on site, engagement, scroll depth, etc.

Google conversion path reports are also used to track conversion. It shows how a user converted, not only the point at which he converted. This can help strategize better.

Q21. How can one identify the keywords sending traffic to your website?

Ans. It is integral to know what keywords your site is ranking for and send traffic to your site. You can do this by –

- Connect Google Search Console to Google Analytics
- Google Analytics > Acquisition > Search Console > Queries. The data for keywords, impressions, clicks, click-through rate, etc. will be displayed
- Google Analytics > Acquisition > Search Console > Landing Pages report and then click on any of of your URLs to see what users are searching on Google to find the page

Bonus Read – How to do Keyword Research

Q22. How can you know where your users are entering from?

Ans. To know the traffic source of a page, go to behavior and then site content. Thereon, one can choose whether they wish to see the traffic of all web pages, a landing page or an exit page.

Q23. What is RPC in Google Analytics?

Ans. RPC means revenue per click and is mostly used by e-commerce sites. It is an uncommon question and hence, one needs to be familiar with it. It states the value of every click.

You can also identify which keywords are doing well for the campaign and bringing in conversions. The formula for RPC is Total Revenue ÷ Total Clicks.

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Here are some additional Google Analytics Interview Questions that you can be asked.

Q24. What is the formula for ROI in Google Analytics?

Ans. ROI means the return on investments and the point of having a website is to meet goals such as purchase, engagement, leads, etc. ROI is calculated: (Revenue – Cost) / Cost.

The ROI analysis report shows data related to the multi-channel funnels.

Q25. How can you create your goal in Google Analytics?

Ans. Defining goals is very important in Google Analytics. You need to configure Google Analytics properly for it to provide you with information such as the number of conversions. To create a goal, follow the following steps –

- Go to Admin
- Go to View > Goals
- Add + New Goal
- Create your Goal

Q26. Explain organization, property, views, and account in Google Analytics

Ans. Google Analytics uses a hierarchical method of organization which is organizations, accounts, property, and views.

- Organization – Organization means the company and you can handle multiple accounts for different companies.
- Accounts – There is usually one account assigned to a client
- Property – Property here means a website, mobile app, or device that you want to track on Google Analytics. One account can have multiple properties. Each property has a separate code or unique ID for tracking.
- Views – Views is a custom set of filters and configurations that one can set up for their reports. You can change the data settings for it to show only relevant data to you and hide all the data that is unnecessary.

Q27. What makes you a good candidate and why should we hire you?

Ans. As this is a very subjective answer, you need to highlight what you have to offer to the company and how you could be an asset to them. You could answer this by saying that not only do you have the technical knowledge of Google Analytics but also can apply business and marketing-related knowledge to increase overall conversions and achieve other goals.

You could share a case study example or an actual example of how you applied your technical as well as theoretical knowledge for the best outcome.

We recommend you read Top 11 Skills Employers Look for in Every Candidate to do even better at your interview.
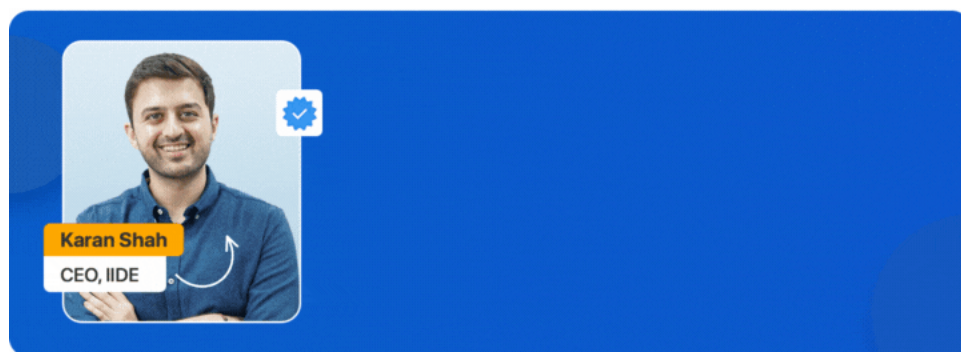
Where can you learn Google Analytics quickly?

All of the above Google Analytics interview questions and answers will go beyond your understanding if you don't have a professional certification stating that you know the tool properly.

IIDE offers a Certificate Course in Google Analytics wherein industry experts teach everything in Google Analytics in just 5 hours. This is what you learn

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- Behaviour Analysis and Conversion Tracking
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Learn the tool before you sit to prepare Google Analytics interview questions and answers.

To Conclude

We highly recommend making a dummy account and going through the dashboard before the interview.

Also, for all those who want to expand their horizon and not just specialize in Google Analytics, we have an intensive Online Digital Marketing Training where all digital marketing skills are taught with practical application. This course also offers 100% placement assistance so you need to look no further.

If you found this blog on the google analytics interview questions insightful, let us know in the comments below.

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He has over 19 years of experience in the Digital Marketing and Design space. He is someone who understands all the elements of the Digital gamut ranging from User Experience, Graphics Design, SEO, SEM, Analytics, Media Planning.....[Read full bio]

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