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Top 45 Most Asked Google Analytics Interview Questions and Answers

1) What is Google Analytics, and why is it used?

Google Analytics is a web analytics tool or service offered by Google used to track and report the data related to the traffic on a website. It provides actionable insights in the form of tables and graphs. Google Analytics is very helpful and enhances the user experience by optimizing a website.

Google launched the Google Analytics service in November 2005 after acquiring **Urchin**. It is currently working as a platform inside the Google Marketing Platform brand. As of 2019, Google Analytics is the most widely used web analytics tool on the web. Google has provided many versions of Google Analytics since its introduction. Currently, it is running on its 4th iteration of the platform called GA4.

Google Analytics is mainly used to track the website's activity, such as daily users, user locations, session duration, pages per session, bounce rate, etc., of visitors using your website. It also informs about the source of the traffic. You can easily integrate Google Analytics with Google Ads, facilitating users to create and review online campaigns by tracking landing page quality and conversions and goals such as sales, lead generation, viewing a specific page, downloading a particular file, etc.

2) What do you understand by session?

When a user visits a website, a session gets started. By default, a session lasts for 30 minutes, though it can be changed. We can define a session as the number of interactions a user takes within a time frame on the website. It represents one of those visits to your website. It is different from users who come to your site. For example, if a person comes once or many times on your site within a specific period, it would not increase the user count, but the number of sessions would increase.

3) What are the key advantages of using Google Analytics?

The key advantages of using Google Analytics are:

- Google Analytics helps website owners to understand where their visitors are arriving from.
- It focuses on consumer behavior analysis and provides necessary information.
- It is used to analyze what works best for us.
- It also enhances our marketing channels according to the data it gets.
- By using Google Analytics, we can improve and enhance our conversion rate.

4) What do you understand by KPI in Google Analytics?

KPI is an acronym that stands for Key Performance Indicator. It is a measurable performance indicator that helps webmasters or website managers track and analyze the websites' performances based on defined business objectives. Website owners or digital marketers use it to track whether or not they are achieving their objectives. It mainly focuses on objectives like increasing revenue or website referral traffics to achieve the goals and activities.

The main function of KPI is to track all the important performance metrics regarding business. Some of the important examples of KPIs are as follows:

- Sessions
- Users
- First-time Visitors
- Returning Users
- Number of Visits
- Number of Clicks
- Exit Rate
- Bounce Rate
- Average Time
- Conversion Rate
- Pages/Sessions
- Pageviews etc.

5) What are the ways to enhance traffic on a website?

Various methods and strategies are available for increasing traffic on a website. Some basic methods are good content writing, search engine optimization, a powerful method to increase traffic for all website owners. Let's see the best possible ways to enhance traffic on a website:

- Banner advertisements on other websites to attract more traffic.
- Frequent content posting on the website.
- Content about newly introduced products or news.
- Use social media channels to promote your content.
- Write Guest Posts.
- Write Attractive and Irresistible Headlines.
- Keep Social Media Pages Active and Updated.
- Send Email Newsletters.
- Post Press Releases to Influential Publications.
- Exchange Backlinks.
- Focus Your Attention on On-Page SEO.
- Target Long-Tail Keywords.
- Invite Others to Write Guest Posts or Blogs on Your Website.
- Post Content to Social Media to get Referral Traffic.
- Put Internal Links on Every Pages.
- Ensure that your website is responsive.
- Focus on email marketing.
- Make your website fast.
- Submit Your Content to Aggregator Sites like Reddit and other similar sites.
- Research the Competition and use competitive keywords etc.

Above are some most popular methods and strategies that you can use to increase your traffic.

6) What do you understand by the bounce rate of a website? What is considered a good bounce rate?

Bounce rate is a term of Internet marketing used in web traffic analysis or Google Analytics. It is used to represent the percentage of visitors who come to the website and then leave or bounce rather than continuing to view other pages on the same website. Bounce rate is calculated by counting the number of single-page visits after dividing by the total page visits by the visitors. It is then represented as a percentage of total visits. It is represented in percentage form.

Bounce rate (%) = Visit session that accesses only a single page (x 100) ÷ Total visit session of the website.

Bounce rate is nothing than the measurement of the stickiness of the users on the website. A good and effective website must engage visitors and force them to visit more and more pages. A good website always has a lower bounce rate.

A bounce rate in the range of 26 to 40 percent is considered excellent. 41 to 55 percent is called average. 56 to 70 percent is higher than average, but it is not a very alarming condition for a website. Anything more than 70 percent is disappointing for any website or blog.

7) What is the future scope of web analytics for a business?

Web analytics is a powerful strategy that provides multiple benefits for a business. We can use it to tackle the business's competition challenges in the present scenario. Besides, we can also use it to help businesses ensure reliable and profitable working environments. Web analytics is a great tool that can benefit us in many aspects of a business.

8) What are the main goals of Google Analytics?

The Google Analytics goals completely depend on the genre of a website. It can be anything, such as submitting a form for a marketing site, making a purchase for an e-commerce site, completing a game level for a gaming site, etc.

Following are the main four types of goals in Google Analytics:

- **Destination goals:** These goals focus on measuring screen views considered a conversion.
- **Duration goals:** These goals focus on measuring the average time spent by the users on a page as a conversion.
- **Event goals:** These goals specify when you consider clicking on a link, video, form submission, or a download as a conversion.
- **Pages or screen per session:** These goals come in a scenario when you count the number of page views per session as a conversion.

9) What is a Funnel in Google Analytics?

In Google Analytics, a funnel is a series of web pages (a navigation path) that you expect your website users to follow to meet the goals of your website. It consists of one goal: a web page and one or more funnel pages. Generally, the websites have a series of steps that they want their users to take from start to finish. A funnel can be used to identify where users start and end their buying process. By using this, we can remove the blockages in the conversion process. There is a limit of 20 funnel pages in Google Analytics.

10) Can we track Google AdSense campaigns with the help of Google Analytics?

Yes, we can track Google AdSense campaigns with the help of Google Analytics. Google Analytics provides some features to measure the accomplishment of the Google AdSense campaigns. Using Google Analytics, the website managers or web admins can get a point-to-point report of site pages that perform best to enhance AdSense income.

11) What is an acquisition report in Google Analytics?

In Google Analytics, acquisition reports analyze and record how the users enter your website. They can come directly or through a search engine, social media site, etc. There are different reports to analyze everything from the traffic source, which means where the users have arrived on your site. It is also beneficial in measuring how successful a particular ad campaign might have been in attracting users and generating leads.

12) What do you understand by "not provided" data in keyword reports?

The "not provided" data in keyword reports are the keywords data blocked by Google and will not show in Analytics reports. It makes most websites unable to find the exact keywords for which conversion has happened.

13) What is a cohort in Google Analytics? What do you understand by cohort analysis?

A cohort is a group of customers or users who share a common characteristic. They possess similar characteristics. For example, if they are customers, they bought the same kind of products and have the same purchase date, etc. In Google Analytics, we can examine the behavior and performance of groups of users related by common attributes by cohort analysis. It helps the organization to analyze group-wise behavior by their metrics and revenue.

Cohort analysis is a subset of behavioral analytics of the users. It is a part of segmentation, although both cohort analysis and segmentation are often used interchangeably. A larger group is divided into smaller related groups according to the different types of attributes for analysis in the cohort analysis.

Cohort analysis is mainly used for two purposes:

- To find out the success of a one-time campaign.
- For benchmarking user engagement.

14) What is the difference between cohort and segment?

A cohort is a group of users who share a common characteristic and are observed over a period of time. Although cohort analysis and segmentation are used interchangeably, it is not right to call cohort and segment the same. On the other hand, a segment is not time or event-based.

15) What is the difference between clicks and visits of a website on Google Analytics?

When we open Google Analytics of a website, we can see clicks and visits there separately. Clicks specify an action performed on a website. For example, clicking on a link, going to a new webpage, downloading a piece of information, etc. On the other hand, a visit specifies the user's time on the website.

16) What are the top channels that Google Analytics uses to track a website's traffic sources?

Following are the top channels that Google Analytics uses to track traffic sources of a website:

- **Organic Traffic:** People who search information on the search engines such as Google, Bing, Yahoo, etc., and click search engine organic visit to land on the website come into this category.
- **Direct Traffic:** People who bookmark your website or come to your website by writing down your website domain on the URL bar on the browser to visit your website come into this category.
- **Paid Traffic:** People who click on PPC ads in SERP come into this category.
- **Referral Traffic:** People who come to your website from other sites where you have submitted your articles' link like Quora.com, Facebook.com, Reddit.com, etc., come into this category.
- **Social Channels Traffic:** People who visit your website using social media pages such as Facebook, Twitter or Instagram, etc., come into this category.

17) What do you understand by behavior in Google Analytics?

In Google Analytics, behavior means what a user does on your website. It specifies the path the users take or how they navigate through your website. Behavior is very important to know about your users' interests and understand what kind of content a user is engaging. By getting all the information, you can make improvisations accordingly.

18) What are the dimensions and metrics in Google Analytics?

As Google Analytics shows, dimensions are the attributes of your data. It is not a quantitative variable but a qualitative one.

The dimension page specifies the URL of a page that the users viewed. For example, Device, Source, Campaign, City, Goals, Page are dimensions. Here, a dimension city indicates the city, for example, "Noida" or "Bangalore", from which a session originates.

Metrics are the numbers you see in the dimensions. In metrics, you see what a user did in numerical value. So, it is a quantitative measurement.

19) What are the website's exit page and exit rate in Google Analytics?

An exit page is the last page that a visitor of your website viewed and left the website from that particular page. The exit rate specifies the number of times the user left the website from a particular page.

To calculate the exit rate, we divide the total number of exits by the total page views of the website. The exit rate is represented in percentage. Normally the thank-you pages and complete blog pages have a higher exit rate.

20) How can you identify the most popular pages on your website in Google Analytics?

To find out the top pages of your website, first go to Google Analytics of your website and then visit the behavior section of Google analytics. Here, you will find the most popular pages of your website in a tabular form with metrics.

21) What is event tracking, and why is it used for?

In Google Analytics, event tracking is used for tracking the events a user undertakes while on a website. It is very useful because you can see and identify the visitor behavior for your website and business by tracking events. It allows us to measure traffic flow for specific goals accurately.

Event tracking is used to get information about how users interact with a website's content and which types of content generate a specifically high level of engagement of the users. You must have a Google Analytics account for event tracking, and the events you want to track need to be disclosed with labeling.

22) What are the 3 main elements of event tracking in Google Analytics?

Following are the 3 main elements of event tracking in Google Analytics:

- **Category:** This is the most important element of event tracking in Google Analytics. A category is a similar group of objects you want to track on your website. Generally, it includes videos, web pages, etc. You can track it by downloading a PDF report with the names of the titles of videos, web pages, etc.
- **Action:** This is another name for Google event tracking.
- **Label:** It specifies the name of the web page elements such as the video title, web page title tag, etc.

23) What are the three types of custom reports in Google Analytics?

Following are the three types of custom reports in Google Analytics:

- **Explorer:** The explorer is a basic report that includes a line graph and data table.
- **Map Overlay:** The Map Overlay report is represented by a colorful global map that specifies traffic, engagement, etc.
- **Flat Table:** The flat table is the most common report, and it includes a sortable data table in rows.

24) How can you increase e-commerce sales through Google Analytics?

We can use some tricks and set up to increase e-commerce sales through Google Analytics. Some popular ways of boosting e-commerce sales using Google Analytics are:

- Find out the pages that lead to conversions.
- Conversion funnels.

- Use custom URLs to track data.
- Identify a list of the top referral sites and follow them aggressively.
- Find the keywords that can help to increase conversions.
- Using search engine optimization (SEO), you can increase traffic on your website by finding out what works for you SEO-wise and replicating it.

25) What is the average search depth?

The average search depth is a metric in Google Analytics that specifies the average number of pages people viewed after performing a search. You can calculate it as a sum of all search_depth across all searches / (search_transitions + 1)

26) What is the site speed in Google Analytics?

In Google Analytics, site speed is used to specify how quickly your site loads for visitors to interact with. If your website's site speed is slow, it can affect your search engine ranking as well. Google Analytics is one of the most important tools for websites as it can help you identify the key areas of improvement on your website to increase site speed. You can find the site speed data in reports. First, select behaviors, and then you can check the site speed.

Google recommends that an ideal site speed is under 3 seconds. The site speed of a website measures 3 aspects:

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

27) Is it possible to set up tracking for mobile phones? How is it beneficial for your business?

Yes, we can easily set up tracking for mobile phones by providing a mobile number on our website and tracking it using Google's phone call conversion tracking option. It is beneficial for our business because it helps us understand how effective our ad campaigns have been at driving calls from our website.

Note: By setting up tracking for mobile phones, we can only track the number of people who clicked on the "Call" button and not the number of people who actually called.

28) What are events in Google Analytics, and how are they useful?

Events are a very powerful feature provided by Google Analytics. They help us understand our past visitors' interest or traffic on a website. We can easily use events to get accurate information based on the activities that happened on a website earlier.

29) What do you understand by benchmarking in Google Analytics?

Benchmarking is a very useful tool in Google Analytics. This tool is used to compare your website's performance to the past performance and also with the industry average. This tool is very important and insightful as it shows information related to the industry trends and helps you compare with industry competitors.

30) Is it possible to stop using Google Analytics at any stage? Can you temporarily disable it?

Yes, it is possible to stop using Google Analytics at any stage, and we can easily disable it temporarily.

31) What do you understand by conversions, and how can you track them through Google Analytics?

Conversion is the process of becoming your website visitor to a prominent customer. When a user performs an action you were aiming for and 'converts' into a user, this process is called a conversion. This is a kind of return on investment to the website and is similar to goal tracking.

In Google Analytics, goals are used to track conversions. You can track any predetermined goal such as submitting a form, purchases, high level of engagement, etc. It is very important to set up goal tracking in Google Analytics properly. There are two types of goals in goal tracking, macro,

and micro goals. Macro goals are the goals with monetary value such as leads or purchase, while the micro goals are important for site health and traffic, such as time spent on site, engagement, scroll depth, etc.

We can also use Google conversion path reports that show how a user converted to track conversion. It shows the point at which the user is converted and can strategize it better.

32) What are the limits of an overall number of websites for analytics traffic with Google Analytics?

There is no such limit for an overall number of websites for analytics traffic with Google Analytics. Users can use as many as they want.

33) What is RPC in Google Analytics?

RPC is an acronym that stands for Revenue Per Click. E-commerce sites mostly use it to calculate the value of every click. RPC is important to identify which keywords are doing well for the campaign and bringing in conversions. RPC is calculated by dividing the total revenue by the total number of clicks.

Formula:

$$\text{RPC} = \text{Total Revenue} / \text{Total Clicks}.$$

34) What is RPM in Google Analytics?

RPM is an acronym that stands for **Revenue Per Mille**. It is also called revenue per thousand impressions. It is a metric that specifies how much money you have earned per 1,000 page views on your website. You can calculate it by dividing your estimated earnings by the number of page views on your website and then multiplying by 1000.

$$\text{Page RPM} = (\text{Estimated earnings} / \text{Number of page views}) * 1000$$

For example, if you have earned an estimated \$0.75 from 250 page views, your page RPM would be equal to $(\$0.75 / 250) * 1000$, or \$3.00.

35) What are the normal channels that can be added to the changes without waiting for anything in Google Analytics?

In Google Analytics, the following are the normal channels that we can add to the changes without waiting for anything:

- Referral
- E-mails
- Natural hunt
- Informal ones

Note: We can also add other channels depending on the other factors and situations.

36) What do you understand by cookies in Google Analytics?

In Google Analytics, cookies are the text files stored on the user's browsers when a user visits the website. Here, you must remember that cookies are browser-specific so that users can have different cookies stored on the browser of their office's work laptop compared to their browser of home or personal computer.

37) What is a conversation in Google Analytics?

A conversation is an approach used in Google Analytics. Sometimes there is a need to refine the predefined objectives, so; we have to characterize the URL so that Google Analytics can understand it well. This is not always an easy approach because the changes need to be made familiar with Google Analytics. This process is called conversations.

38) What is UA, and how can you find the UA tracking code?

UA is an acronym that stands for Universal Analytics. You can find the Universal Analytics tracking code in the admin section of the web property.

39) What do you understand by the terms organization, property, views, and account in Google Analytics?

In Google Analytics, a hierarchical method is used, which includes organizations, accounts, property, and views.

Organization: It means the company which you use in Google Analytics. You can handle multiple accounts for different companies or organizations.

Accounts: It specifies the account you assign for a client. Usually, one account is assigned to a client.

Property: In Google Analytics, property means a website, mobile app, or device that you want to track on Google Analytics. One account on Google Analytics can have multiple properties. Each property uses a separate code or unique ID for tracking.

Views: It specifies a custom set of filters and configurations that you can set up for your reports. You can change the data settings for it to show only relevant data to you and hide all the data that is not important.

40) How can you create your goal in Google Analytics?

It is very important to define goals in Google Analytics. Defining goals by configuring Google Analytics can provide you with very important information, such as the number of conversions.

You must follow the steps given below to create a goal in Goggle Analytics:

- First, go to Admin and click "Admin" in the navigation bar.
- After that, click "Goals" under View.
- Go to View > Goals
- After that, click "+New Goal" to add New Goal.
- Create your goal by following the wizard.

41) Is it possible to delete goals in Google Analytics?

No, it is not possible to delete goals in Google Analytics. You can stop recording the goal by disabling it.

42) How can you change the session time in Google Analytics?

We can change the session time in Google Analytics by clicking on the session settings in the admin section. Here, you can change the session time according to your requirement.

43) What is the formula for ROI in Google Analytics?

ROI stands for **Return On Investments**. A proper monetized website must meet goals such as purchase, engagement, leads, etc. The ROI analysis report provides us with data related to the multi-channel funnels.

The formula for calculating ROI is deducting the cost from revenue and dividing it by cost.

$$\text{ROI} = (\text{Revenue} - \text{Cost}) / \text{Cost}$$

44) What do you understand by the Average Load Time of a website?

The Average Load Time of a website is the average amount of time the website takes to load it in the browser.

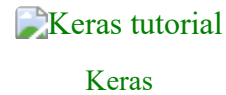
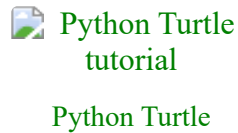
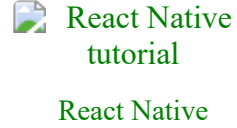
45) Which type of traffic uses auto-tagging in Google Analytics?

In Google Analytics, the Google ads traffic uses an auto-tagging feature.

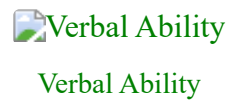
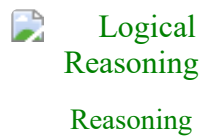
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