

Chapter 5 - Knowledge Test & Account Setup

Instructions

1. Answer the below question in the boxes provided.
2. Please submit the assignment through TalentLabs Learning System.

Part 1– Knowledge test

Question 1:

Describe **one** example of how digital analytics can be used to help a business. (1 mark)

Analyse campaign performance

Question 2:

Describe **one** challenge of implementing digital analytics. (1 mark)

Online sales could be driven by offline advertising

Question 3:

Google is set to make Google Analytics 4 (GA4) the only accessible Google Analytics platform from July 1st 2023. Why might you want to start collecting data on a GA4 account before that date? (1 mark)

To make our data migration process smoother if we are using Universal Analytics beforehand.

Question 4:

Is this statement **True** or **False**:

Metrics describe qualitative data, while **dimensions** describe quantitative data. (1 mark)

False, it is the other way around, metrics is quantitative, and dimensions is qualitative.

Question 5:

GA4 operates via **events**. One example of an event is a page view. Give **three** more examples of what Google considers an event. (2 marks)

1. page scrolling
2. clicking on elements
3. visits another page

Question 6:

There are multiple ways to set up Google Analytics on your website. One way is to use the MonsterInsights plugin on WordPress. Provide **two** more possible methods. (1 mark)

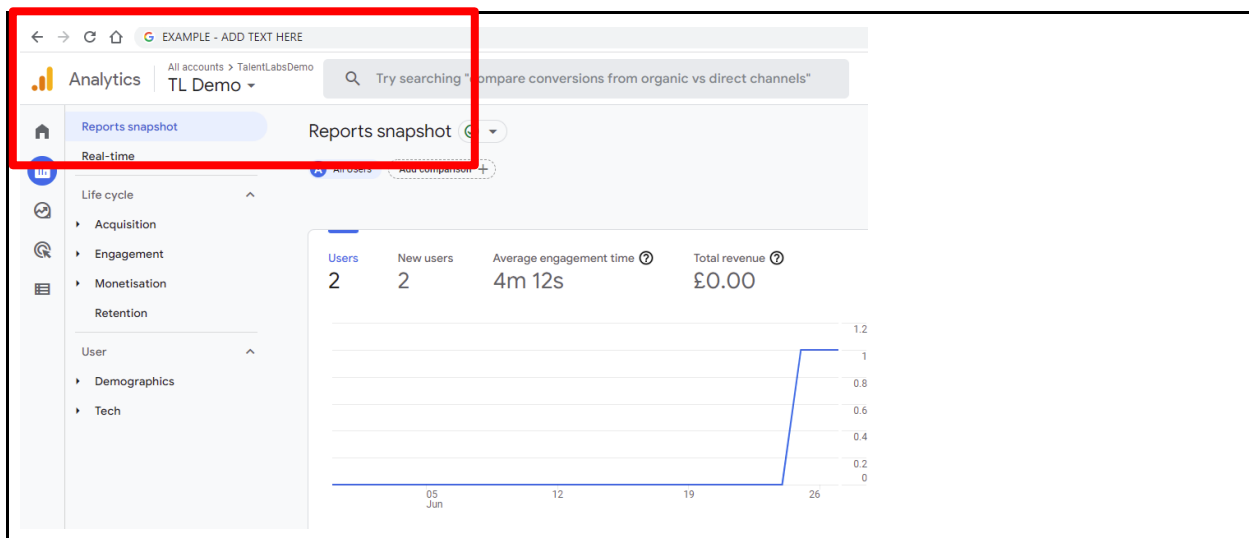
1. Manual installation
2. Installation via Tag Manager

Part 2 – Setting up your accounts

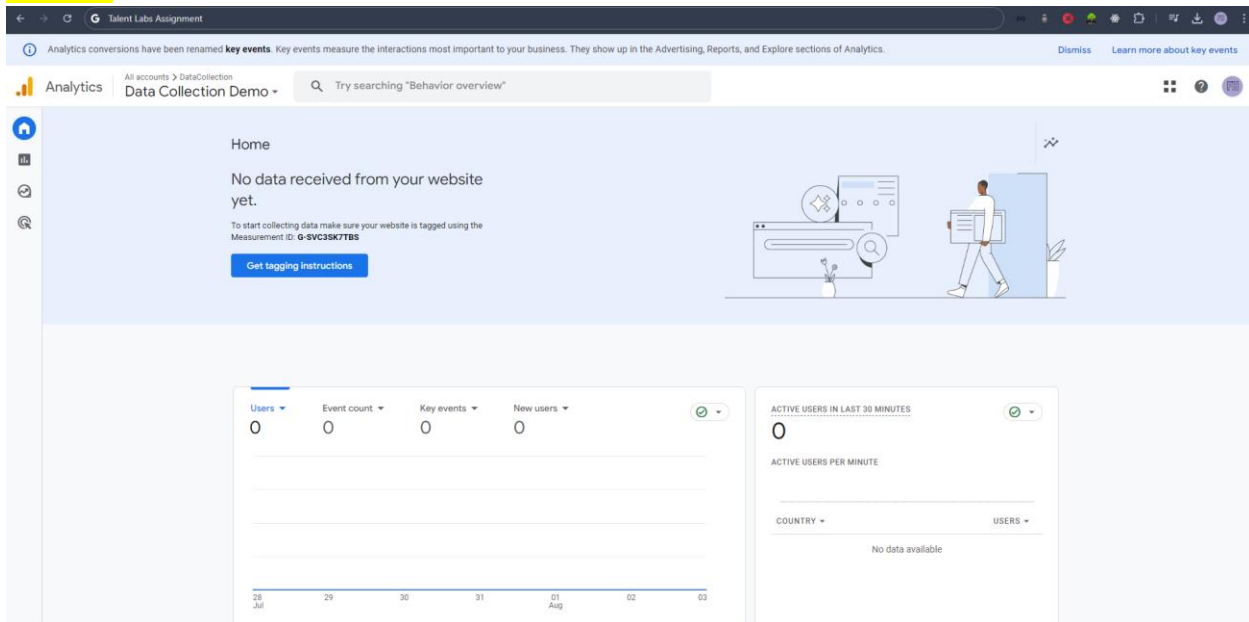
The objective of this part of the assignment is to ensure you followed the key steps in the lessons to set up several accounts, including:

- Google Analytics 4
- Google Tag Manager
- Personal website

In the box below, please provide a screenshot of your **Google Analytics 4** account with the words 'Talent Labs Assignment' visible in your browser's search bar: (3 marks)

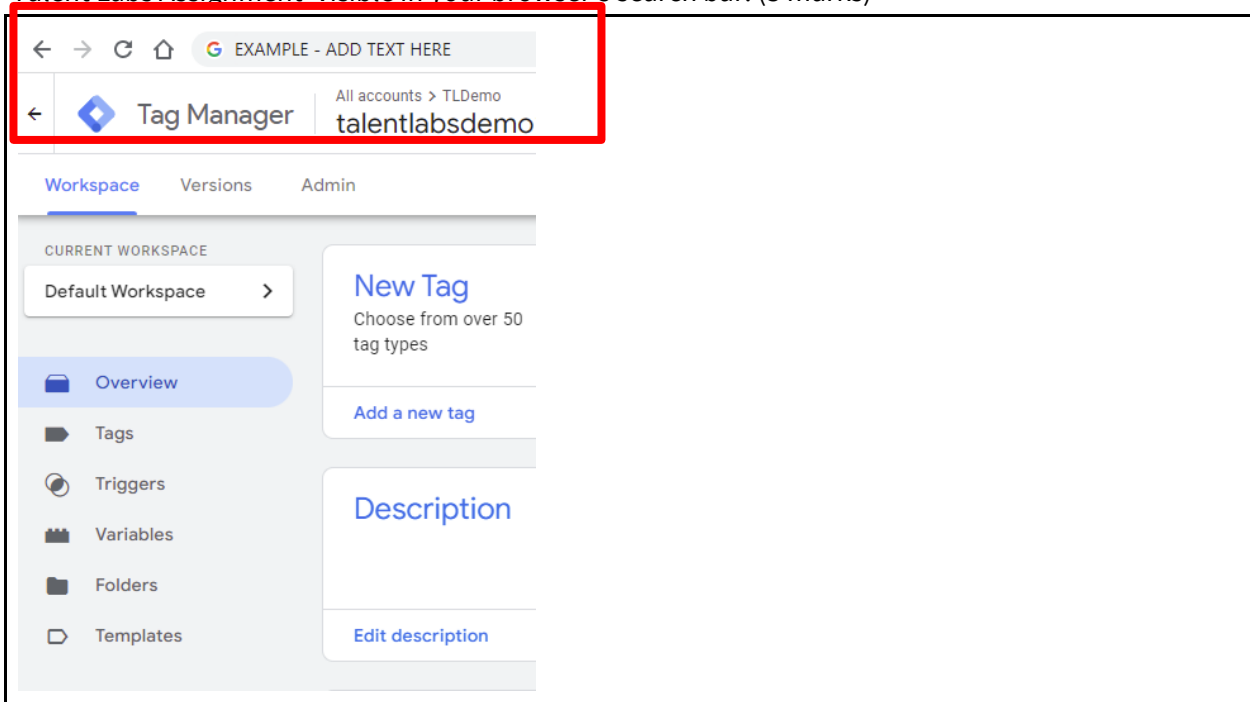


Answer:

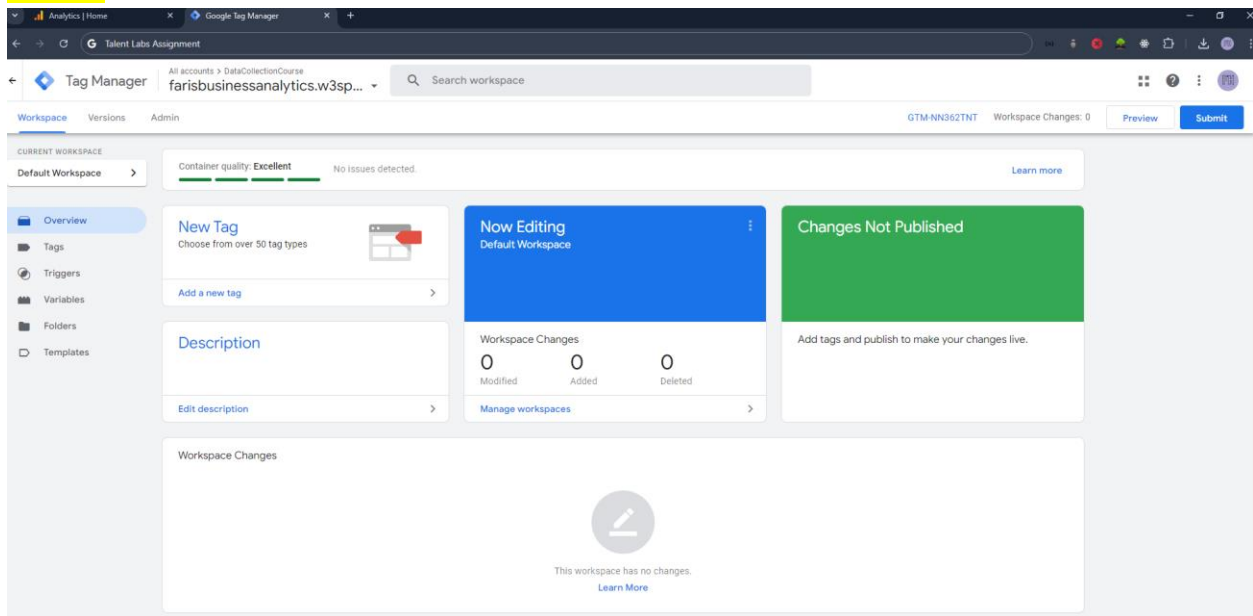


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In the box below, please provide a screenshot of your **Google Tag Manager** account with the words 'Talent Labs Assignment' visible in your browser's search bar: (3 marks)



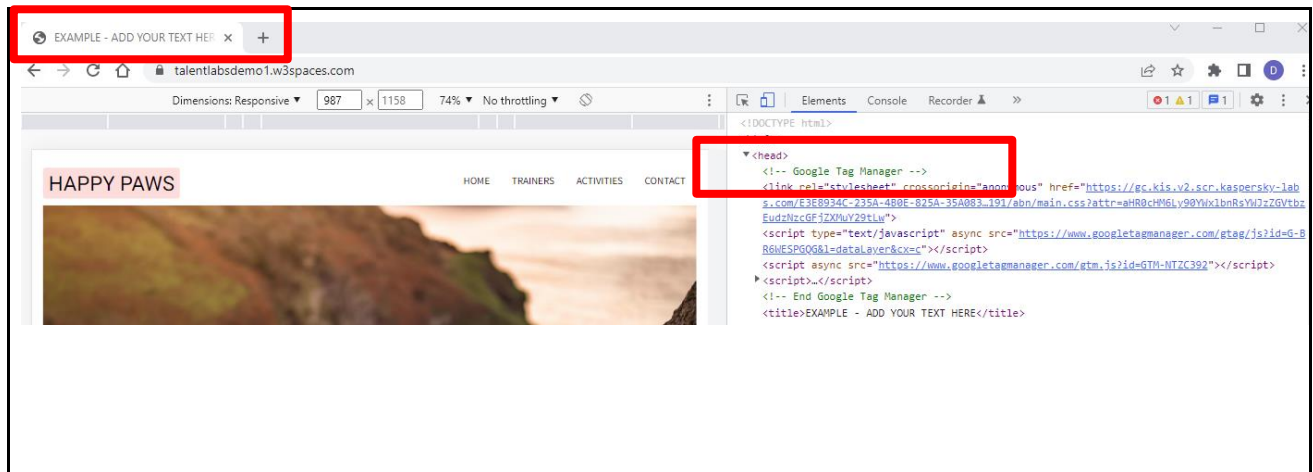
Answer:



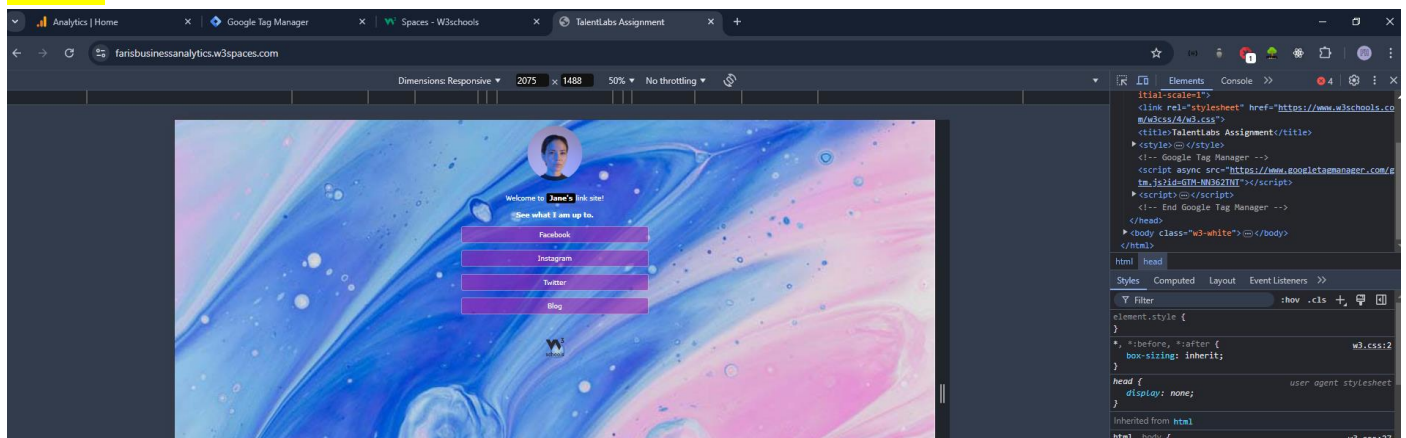
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In the box below, please provide a screenshot of your **Personal Website**. Using the Inspect tool, have the website HTML code visible next to the site in the image, with the following in the code: (3 marks)

- 'Talent Labs Assignment' in the <title> (**this step is explained in the summary lesson**)
- Google Tag Manager script in the head

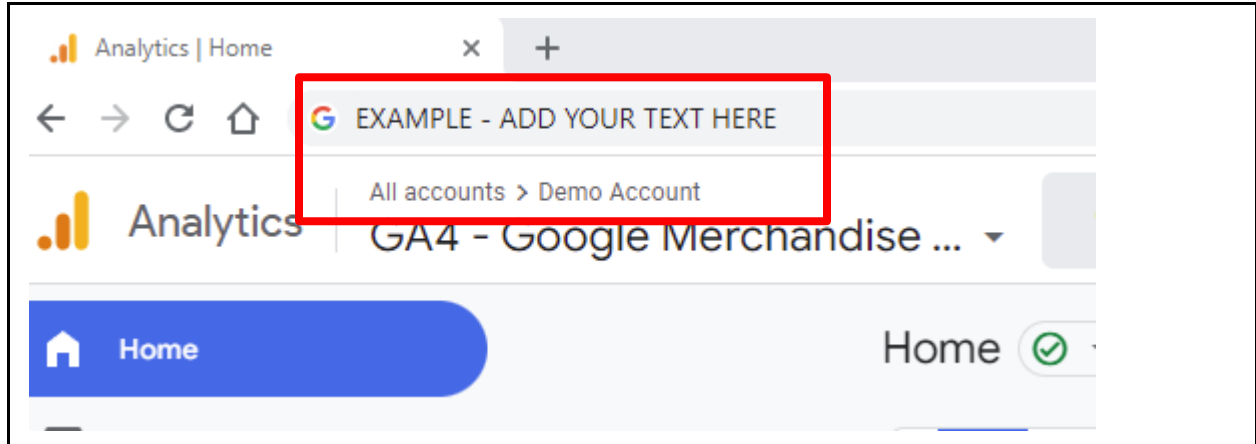


Answer:



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In the box below, please provide a screenshot of your **Google Analytics 4 Demo** account with the words 'Talent Labs Assignment' visible in your browser's search bar: (3 marks)



Answer:

