



These courses are about Universal Analytics, which will stop processing data on July 1, 2023. Learn about Google Analytics 4, our next-generation measurement solution, with [these free courses on Skillshop](#).

Google Analytics for Beginners

1 Introducing Google Analytics

2 The Google Analytics Interface

3 Basic Reports

✓ 3.1 Audience reports

3.2 Acquisition reports

3.3 Behavior reports

✓ **Assessment 3**

4 Basic Campaign and Conversion Tracking

Analytics Academy Q&A with Krista Seiden

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Assessment 3

1. What setting must be enabled to view data in Demographics and Interests Reports?

Correct!

- ☐ Content Grouping
- ☒ Advertising features
- ☐ User permissions on the view
- ☐ In-Page Analytics

2. What report would best help identify potential browser issues with website traffic?

Correct!

- ☐ The Active Users report
- ☐ The New vs Returning report
- ☒ The Browser & OS report
- ☐ The Source/Medium report

3. What report shows what mobile devices were used to view a website?

Correct!

- ☐ The Exit Pages report under "Site Content"
- ☐ The Landing Page report under "Site Content"
- ☐ The Engagement report under "Behavior"
- ☒ The Devices report under "Mobile"

4. Which Traffic Source dimensions does Google Analytics automatically capture for each user who comes to your site?

Correct!

- ☐ Source, Keyword, Campaign name
- ☐ Source, Medium, Keyword
- ☒ Source, Medium, Campaign name
- ☐ Medium, Keyword, Campaign name

5. Which "sources" are available in Google Analytics?

(select all answers that apply)

Correct!



googlemerchandisestore.com



Email



Google



(direct)

6. Which "mediums" are available in Google Analytics?

(select all answers that apply)

Correct!



organic



cpc



mail.google.com



referral

7. Which "channels" are available in the default Channels report?

(select all answers that apply)

Correct!



Organic Search



Device



Display



Direct

8. What report can show how particular sections of website

content performed?

Correct!

- ☐ Location
- ☒ Content Drilldown
- ☐ Frequency and Recency
- ☐ Top Events

9. What report lists the website pages where users first arrived?

Correct!

- ☐ Events > Pages
- ☐ All Pages
- ☐ Exit Pages
- ☒ Landing Pages

10. What report should be used to check if users are leaving from important pages on your website?

Correct!

- ☐ Landing Pages report
- ☐ All Pages report
- ☒ Exit Pages report
- ☐ Pages report under Events

Your score: 10/10 (100%)

SUBMIT

RESET

< LESSON 3.3

LESSON 4.1 >

Congratulations, you have passed all assessments for this course! To view your certificate of completion, please complete the end-of-course survey.

Overall Score: 98%

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