Google Analytics Academy

Google Analytics for Beginners

1 Introducing Google Analytics

2 The Google Analytics Interface

✓ 2.1 Navigating Google Analytics

2.2 Understanding overview reports

2.3 Understanding full reports

2.4 How to share reports

✓ 2.5 How to set up dashboards and shortcuts

✓ **Assessment 2**

3 Basic Reports

4 Basic Campaign and Conversion Tracking

Analytics Academy Q&A with Krista Seiden

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Assessment 2

1. What feature would be used to compare two date ranges in a report?

Correct!

○ Hourly, Day, Week, Month views in the time graph

○ Real-time reports

◉ Date range comparison

○ Account selector

2. What does the "Users" metric measure?

Correct!

○ The total number of visits to your website

◉ Users that had at least one session on your site in the given date range

○ Users that landed on the homepage of your website

○ Users who have signed up to an email newsletter on your website

3. What is the "Bounce Rate" in Google Analytics?

Correct!

◯ The number of times unique users returned to your website in a given time period

◯ The percentage of sessions in which a user exits from your homepage

◯ The percentage of total site exits

⦿ The percentage of visits when a user landed on your website and exited without any interactions

4. What is a "dimension" in Google Analytics?

Correct!

◯ The total amount of revenue a business has made in a given date range.

⦿ An attribute of a data set that can be organized for better analysis.

◯ A comparison of data between two date ranges.

◯ A report that offers information about your audience.

5. What is a "metric" in Google

Analytics?

Correct!

○ A dimension that can help you analyze site performance.

○ The dates in your date range.

○ A segment of data separated out in a report for comparison.

◉ The numbers in a data set often paired with dimensions.

6. What is a "secondary dimension" in Google Analytics?

Correct!

○ An additional widget you can add to a dashboard for more specific analysis.

○ An additional metric you can add to a report for more specific analysis.

◉ An additional dimension you can add to a report for more specific analysis.

○ A visualization that allows you to understand the impact of your data.

7. Which Google Analytics visualization compares report

data to the website average?

○ Pivot view

◉ Comparison view

○ Performance view

○ Percentage view

8. How can the amount of data in a sampled Google Analytics report be increased?

○ Apply additional filters

○ Remove the Secondary Dimension

○ Choose "Faster response" in the sampling pulldown menu

◉ Choose "Greater precision" in the sampling pulldown menu

9. When selecting "Share Template Link" in the dashboard, what will be shared?

◉ Dashboard only

○ Data only

○ Dashboard and data

○ Neither dashboard nor data

10. When a dashboard is shared with a user, that user can edit the dashboard configuration as they see it.

Correct!

◉ True

○ False

Your score: 10/10 (100%)

SUBMIT   RESET

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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