Google Analytics Academy





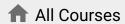
These courses are about Universal Analytics, which will stop processing data on July 1, 2023. Learn about Google Analytics 4, our next-generation measurement solution, with these free courses on Skillshop.

Google Analytics for Beginners

- Introducing Google Analytics
- 2 The Google Analytics Interface
- **3** Basic Reports
- Basic Campaign and Conversion Tracking
 - ✓ 4.1 How to measure Custom Campaigns
 - 4.2 Tracking campaigns with the URL Builder
 - 4.3 Use Goals to measure business objectives
 - 4.4 How to measure Google Ads campaigns
 - 4.5 Course review and next steps

✓ Assessment 4

Analytics Academy Q&A with Krista Seiden



Assessment 4

Which three tags does
 Google Analytics require for accurate campaign tracking?

Correct!

- Medium, Source, and Content
- Medium, Source, and Campaign
- Campaign, Content, and Term
- Source, Content, and Term
- 2. Which tags are standard Google Analytics campaign parameters?

(select all answers that apply)

Correct!

- utm_adgroup
- ✓ utm_source
- ✓ utm_medium

Academy Announcements	Jutm_content3. To quickly generate campaign tags, what tool should be used?Correct!	
Course Community Course FAQs		
Profile	The Measurement Protocol	
	The Segment Builder	
	The URL Builder	
	The Goal Selector	
	4. Which formats may be used to add a custom campaign parameter to a URL? (select all answers that apply) Correct! www.googlemerchandisestore.com/? utm campaign = fallsale www.googlemerchandisestore.com/? utm_campaign=fallsale	
	www.googlemerchandisestore.com/? utm_campaign=fall_sale	
	www.googlemerchandisestore.com/? utm_campaign = fall sale	
	5. Which are examples of	

Goals in Google Analytics?
(select all answers that
apply)
Correct!
✓ Making a purchase
Signing up for a newsletter
Completing a successful
Google search
Submitting a contact
information form
6. When creating a Goal in
Google Analytics, which are required?
(select all answers that apply)
Correct!
✓ Goal Name
✓ Goal Type
✓ Goal Slot ID
Goal Funnel Visualization
7 If the Coogle Merchandine
If the Google MerchandiseStore sets up a URL goal of
"/thankyou" and a Match Type
of "Begins with", which of the
following pages on
www.googlemerchandisestore.com will count as goals?
Correct!
/thankyou.html

/thankyou.php
/thankyou/receipt.php
All of the above
8. Google Ads lets users advertise on which properties? (select all answers that apply) Correct! Google Search
Google Display Network
Campaign Manager
☐ Google AdSense
9. Enabling auto-tagging does what?
Correct! Adds Analytics tags to campaign URLs
Adds Google Ads tags to campaign URLs
Adds campaign hyperlinks to website pages
 Adds Analytics tracking code to website pages
10. What Google Ads report in Google Analytics can show which bid adjustments resulted in higher conversions? Correct!

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