## Google Analytics for Beginners

🏠 All Courses

💬 Academy Announcements

💬 Course Community

ⓘ Course FAQs

# 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

**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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