



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

- ✓ 1.1 Why digital analytics?
- 1.2 How Google Analytics works
- 1.3 Google Analytics setup
- 1.4 How to set up views with filters

✓ Assessment 1


2 The Google Analytics Interface


3 Basic Reports

4 Basic Campaign and Conversion Tracking

Analytics Academy Q&A with Krista Seiden

 All Courses

 Academy Announcements

 Course Community

Assessment 1

1. Using tracking code, Google Analytics can report on data from which systems?

(select all answers that apply)

Correct!


- ☒ E-commerce platforms
- ☒ Mobile Applications
- ☒ Online point-of-sales systems
- ☐ Systems not connected to the Internet


2. To collect data using Google Analytics, which steps must be completed?

(select all answers that apply)

Correct!

- ☐ Install Google Analytics desktop software
- ☒ Create an Analytics account

 Course FAQs

 Profile

☒ Add Analytics tracking code to each webpage

☐ Download the Analytics app

3. The Analytics tracking code can collect which of the following?

(select all answers that apply)

Correct!

☒ Language the browser is set to

☒ Type of browser

☐ User's favorite website

☒ Device and operating system

4. When will Google Analytics end a session by default?

Correct!

☐ After 30 minutes, regardless of user activity on your website

☐ Once the user opens another browser window

☒ When a user is inactive on your site for 30 minutes or more or closes a browser window

☐ At noon every day

5. Once Google Analytics processes data, it's stored in a database where it can't be modified.

Correct!

- ☒ True
- ☐ False

6. Which represents the hierarchical structure of a Google Analytics account from top to bottom?

Correct!

- ☐ View > Account > Property
- ☐ Property > Account > View
- ☐ Account > View > Property
- ☒ Account > Property > View

7. A user with "edit" permissions at the Account level will automatically have "edit" permissions at which other levels?

(select all answers that apply)

Correct!

- ☐ User
- ☒ Property

☒ View

☐ Product

8. To locate a property's Analytics tracking code, which sequence of steps should be followed?

Correct!

☐ Admin > Tracking Code > Tracking Info

☒ Admin > Tracking Info > Tracking Code

☐ Reports > Audience > Tracking Code

☐ Audience Reports > Settings > Tracking Code

9. To use Analytics to collect website data, what must be added to the website page HTML?

Incorrect - review **Unit 1, Lesson 3**

☐ Google campaign parameters

☒ Google Analytics terms and conditions

☐ Google Analytics tracking code

☐ A permissions button

10. Where should the

Analytics tracking code be placed in the HTML of a webpage to collect data?

Correct!

- ☒ Immediately after the opening <head> tag of your website
- ☐ Immediately before the closing </head> tag of your website
- ☐ Immediately after the opening <body> tag of your website
- ☐ Immediately before the closing </body> tag of your website

11. When a new view is created, what data will be included?

Correct!

- ☐ Data from before the view was created
- ☒ Data from after the view was created
- ☐ Data from before and after the view was created
- ☐ No data

12. A deleted view can be recovered by account administrators within how many days?

Correct!

- ☒ 35
- ☐ 65
- ☐ 95
- ☐ 125

13. What are the options for filtering data in Google Analytics?

Correct!

- ☐ Exclude data from a view
- ☐ Include data in a view
- ☐ Modify how data appears in your reports
- ☒ All of the above

14. Why is it important to keep one unfiltered view when using filters with Google Analytics?

Correct!

- ☒ To ensure you can always access the original data
- ☐ In order to configure Goals
- ☐ In order to use a filter for multiple views
- ☐ There is no reason to have an unfiltered view

15. In which order does Google Analytics filter data?

Correct!

- ☐ Alphabetical order by filter name
- ☐ The order in which the filters were last edited
- ☒ The order in which the filters are applied
- ☐ Randomized order

16. When a filter is applied to a view, what data is affected?

Correct!

- ☐ Data from before the filter was created
- ☒ Data from after the filter was created
- ☐ All the data available in a view
- ☐ None of the data available in a view

Your score: 15/16 (93%)

SUBMIT

RESET

< LESSON 1.4

LESSON 2.1 >

Congratulations, you have

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for this course! To view
your certificate of
completion, please
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course survey.**

Overall Score: 98%

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