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

4 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

🏠 All Courses

Assessment 4

1. 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

✓ utm_content

3. To quickly generate campaign tags, what tool should be used?

Correct!

○ 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?

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?

Correct!

☑ Goal Name

☑ Goal Type

☑ Goal Slot ID

☐ Goal Funnel Visualization

7. If the Google Merchandise Store 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!

○ Campaigns

○ Keywords

● Bid Adjustments

○ Destination URLs

Your score: 10/10 (100%)

SUBMIT   RESET

‹ LESSON 4.5

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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