# 09 Analytics Quiz

- Due Mar 17 at 11:59pm
- Points 25
- · Questions 25
- Time Limit None
- Allowed Attempts Unlimited

Take the Quiz Again

## **Attempt History**

	Attempt	Time	Score		
KEPT	Attempt 2	15 minutes	23.75 out of 25		
LATEST	Attempt 2	15 minutes	23.75 out of 25		
	Attempt 1	33 minutes	22.67 out of 25		

(!) Correct answers are hidden.

Score for this attempt: 23.75 out of 25

Submitted Mar 27 at 9:53pm This attempt took 15 minutes.

Question 1

1 / 1 pts

Which of the following would link to the PDF "application.pdf" if the PDF was in a sub folder called "PDFs" on your website?

- <a href = "../application.pdf> Download the Application </a>
- <a href = "root/PDF/application.pdf"> Download the Application </a>
- <a href = "PDFs/application.pdf">Download the Application</a>
- <a href = "pdf/application.pdf"> Download the Application </a>

#### Correct.

Question 2

1 / 1 pts

Please complete the CSS below to remove the border spacing from the table.



table.books {		
collapse		
: collapse		
;		

#### Answer 1:

border

#### Answer 2:

collapse

#### Answer 3:

collapse

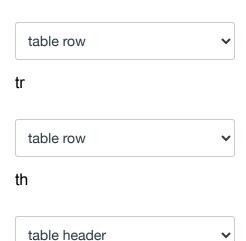
Correct.

PartialQuestion 3

0.67 / 1 pts

Match the following table element with its definition:

td



## Question 4

### 1 / 1 pts

Which of the following would link to the music file "mysong.mp3" if the html and mp3 files were in the same folder on your website?

- <object = "mysong.mp3">Play my song</object>
- <embed = "mysong.mp3">Play my song</embed>



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<a href="mus&lt;/p&gt;&lt;/th&gt;&lt;th&gt;sic/mys&lt;/th&gt;&lt;th&gt;ong.mp3">Pla</a>	ay my so	ong			
<a href="mys&lt;/p&gt;&lt;/th&gt;&lt;th&gt;song.m&lt;/th&gt;&lt;th&gt;p3">Play my s</a>	song <th>&gt;</th> <th></th>	>			
Correct.  iii  Question 5 1 / 1 pts					
The code below	v will c	olor every of	ther ro	w of the table greer	n; Please complete the code.
table.schedule	tr		:nth-	child	(even) {
background-	color	: green;			
}					
Answer 1: tr Answer 2: child Answer 3: background-col iii Question 6 1 / 1 pts Please match the inline frame use	he follo	_		r definition ad another HTML o	document inside it
iFrame		~			
audio file saved	l in a c	ompressed	audio 1	format developed b	y the Moving Picture Experts Group
mp3		•			
compressed au	dio file	that uses fr	ee, un	patented Ogg Vorb	is audio compression
ogg		•			
iii Question 7					

T

1 / 1 pts

Please complete the following CSS to include the "curve.gif' image which is inside the "images" folder AND change the font color to 2323DD.

a {			
	backgro	und	
	ge: url(	images/cur	ve.gif
);	color		
: #2: }	323DD;		

#### Answer 1:

background

#### Answer 2:

images/curve.gif

#### **Answer 3:**

color

Correct.

**Question 8** 

1 / 1 pts

Tables should be used for which of the following?

- Page design.
- Navigation structures.
- Arranging data in rows and columns.

Correct.

Multicolumn layouts.

Question 9

1 / 1 pts

Using CSS how would you remove the border between table cells?

- border-collapse: collapse;
- borders: none;
- table-borders: 0px;
- margin: 0px;
- padding: 0px;

#### Correct.



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#### Question 10

#### 1 / 1 pts

Which of the following would cause a link to "MySamplePDF.pdf" to break once you upload your site to a server?

- Having the href="MySamplePDF.PDF"
- Putting the file in a different folder on the server.
- Failing to upload the "MySamplePDF.pdf" file.
- Having a slow connection to the file server.

Correct.

Question 11

1 / 1 pts

Which of the following were books published by Ron Hammond?

- World Sociology
- Sociology for Today
- Introduction to Sociology
- Sociology of the Family

Question 12

1 / 1 pts

Over a three year period, the mobile traffic increased...

- 0 1000%
- 400%
- 900%
- 200%

Question 13

1 / 1 pts

Please match the following terms from the Acquisition Overview of Google Analytics.

Someone who clicks a link on a search engine site



Someone who enters the url directly in the browser bar or uses a bookmark on the computer





## Someone who clicks a link on another website

Referral		
A link from Facebook or Pinter	rest	
Social		
Question 14		
1 / 1 pts		
From Jan 2015 to Dec 2020, the	he textbook had almost n	ew users.
600,000		
800,000		
500,000		
0 700,000		
400,000		
Question 15		
1 / 1 pts		
Why did Ron Hammond write I	his own textbook?	
To help students afford college.		
O To get tenure at UVU.		
To make some extra money.		
To correct bad information on S	Sociology.	
Question 16		
1 / 1 pts		
Please match the following dat	tes and events	
Textbooks launched		
August 1, 2011 🗸		
Had 1604 visitors in a single da	ay	

T

December 14, 2014

::

#### Question 17

1 / 1 pts

By	default,	google	analytics	sets the	date	range	to	show
,	,	9	,					

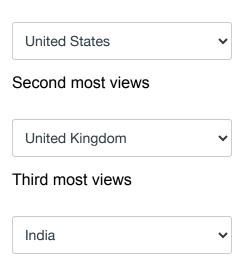
- the previous 60 days
- the previous 30 days
- the previous 90 days
- the previous 3 months

#### Question 18

1 / 1 pts

Please rank the top four countries to view the textbook between January 2015 and Dec 2020.

Most views



#### Fourth most views



#### PartialQuestion 19

0.33 / 1 pts

A bounce on your site can be caused by which of the following?

- clicking on a link to one of your social media sites
- viewing another age on your site
- directly typing in a different site's URL
- filling out a form on your site
- closing the browser

#### PartialQuestion 20

0.75 / 1 pts



Using web analytics allows us to...

☑ collect
✓ analyze
☐ lose weight
✓ report
✓ measure
eat better
exercise
Question 21
1 / 1 pts
On the Fall of 2011, the state with the highest traffic was?
○ Florida
<ul><li>Utah</li></ul>
California
○ Texas
Question 22
1 / 1 pts What can content developers learn from Coagle analytics?
What can content developers learn from Google analytics?
The device you were using.
How long you spent on a site.
Your physical location
What color your car is
What you name is
What internet browser you are using.
iii Question 23
1 / 1 pts
What is the cost of Google Analytics?
Ranges from \$1.00 to \$4:00 per month
\$2.00 per month
\$5.99 a year
Free for small sites
Question 24
1 / 1 pts
In the year 2020, after being online for 9 years, the state with the most views was?



Utah

Texas

Florida

California

Question 25

1 / 1 pts

Which mobile device had the most sessions in the Fall of 2011?

Apple iPhone

not set

Apple iPad

LG LS670

Quiz Score: 23.75 out of 25

