

Chapter 5 - Knowledge Test & Account Setup

Instructions

1. Answer the below question in the boxes provided.
2. Please submit the assignment through TalentLabs Learning System.

Part 1– Knowledge test

Question 1:

Describe **one** example of how digital analytics can be used to help a business. (1 mark)

With digital analytics, the business can analyse the medium and source of visitor traffic, and this would help the business to assess the most effective marketing approach (such as paid advertisements, organic search, or organic social) and the preferred platforms (like Facebook, Telegram, Instagram, Twitter, or TikTok) for acquiring new users for the product. This analysis will enable the business to gauge the efficiency of each channel and pursue strategies for their further growth.

Question 2:

Describe **one** challenge of implementing digital analytics. (1 mark)

When user frequently switched devices (i.e., phone, laptop) when browsing the website. This make it harder to track customer journeys accurately.

Fortunately, GA4 address this issue with cross device tracking feature, which we could link website, android, and iOS in one GA4 property, instead of separating them in 3 different Google Analytics property.

Question 3:

Google is set to make Google Analytics 4 (GA4) the only accessible Google Analytics platform from July 1st 2023. Why might you want to start collecting data on a GA4 account before that date? (1 mark)

The older version of Google Analytics, known as Universal Analytics, is scheduled to be discontinued in July 2023, and its data processing will gradually cease over the following six months:
<https://searchengineland.com/google-universal-analytics-processing-data-after-sunset-429240>.

Unfortunately, data from Universal Analytics cannot be transferred to GA4, and businesses will lose

access to this data within six months from July 2023. Therefore, it is recommended to transition to GA4 sooner to preserve historical website traffic data in this new system.

Question 4:

Is this statement **True** or **False**:

Metrics describe qualitative data, while **dimensions** describe quantitative data. (1 mark)

False. Dimensions describe qualitative data, while metrics describe quantitative data,

Question 5:

GA4 operates via **events**. One example of an event is a page view. Give **three** more examples of what Google considers an event. (2 marks)

1. page_view
2. session_start
3. video_start

Question 6:

There are multiple ways to set up Google Analytics on your website. One way is to use the MonsterInsights plugin on WordPress. Provide **two** more possible methods. (1 mark)

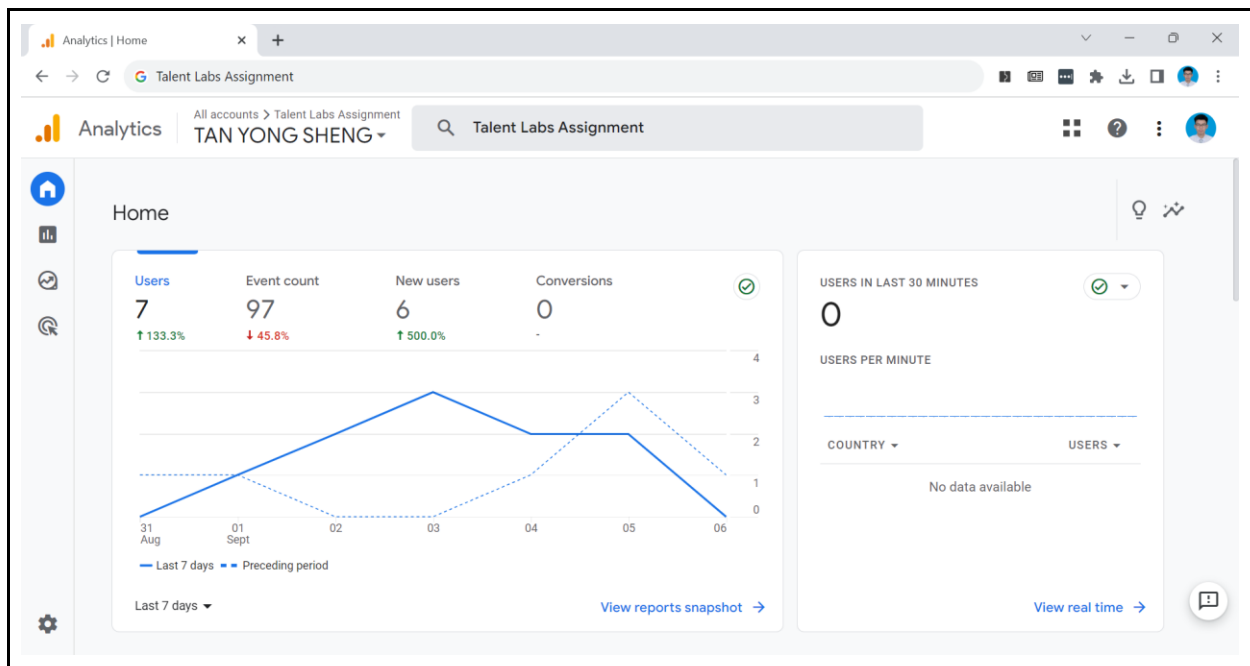
1. Google tag manager
2. Pasting javascript code of GA4 into every html page.

Part 2 – Setting up your accounts

The objective of this part of the assignment is to ensure you followed the key steps in the lessons to set up several accounts, including:

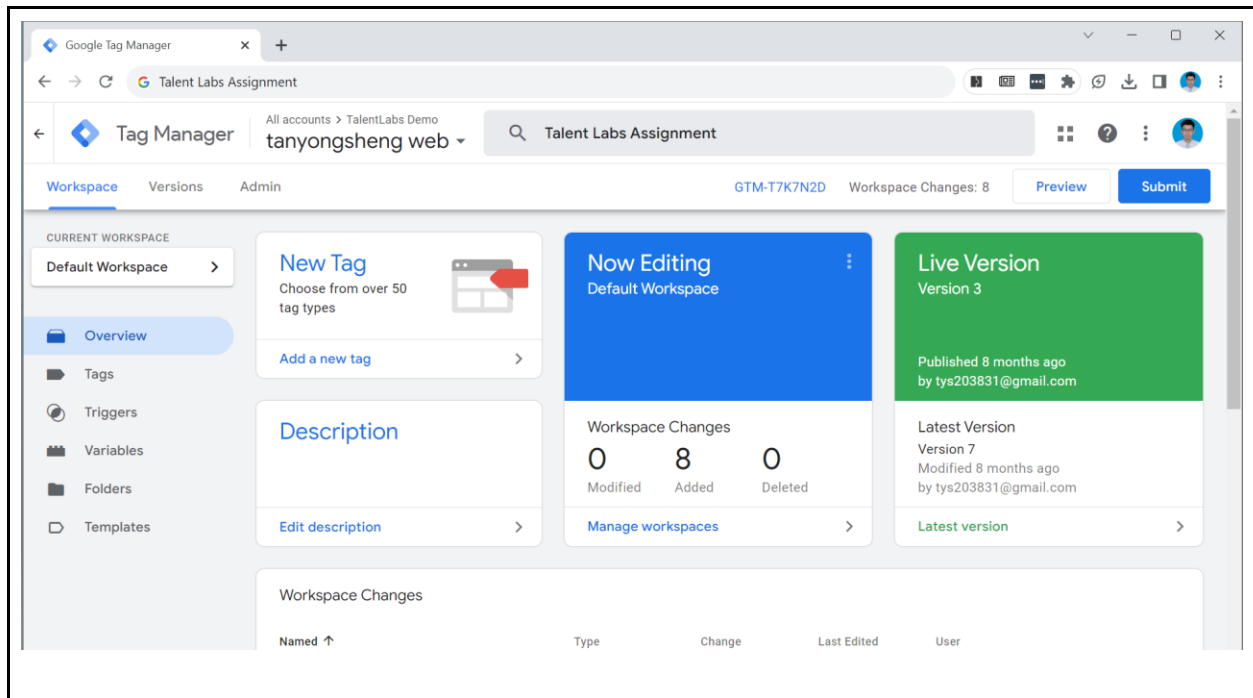
- Google Analytics 4
- Google Tag Manager
- Personal website

In the box below, please provide a screenshot of your **Google Analytics 4** account with the words 'Talent Labs Assignment' visible in your browser's search bar: (3 marks)



</talentlabs>

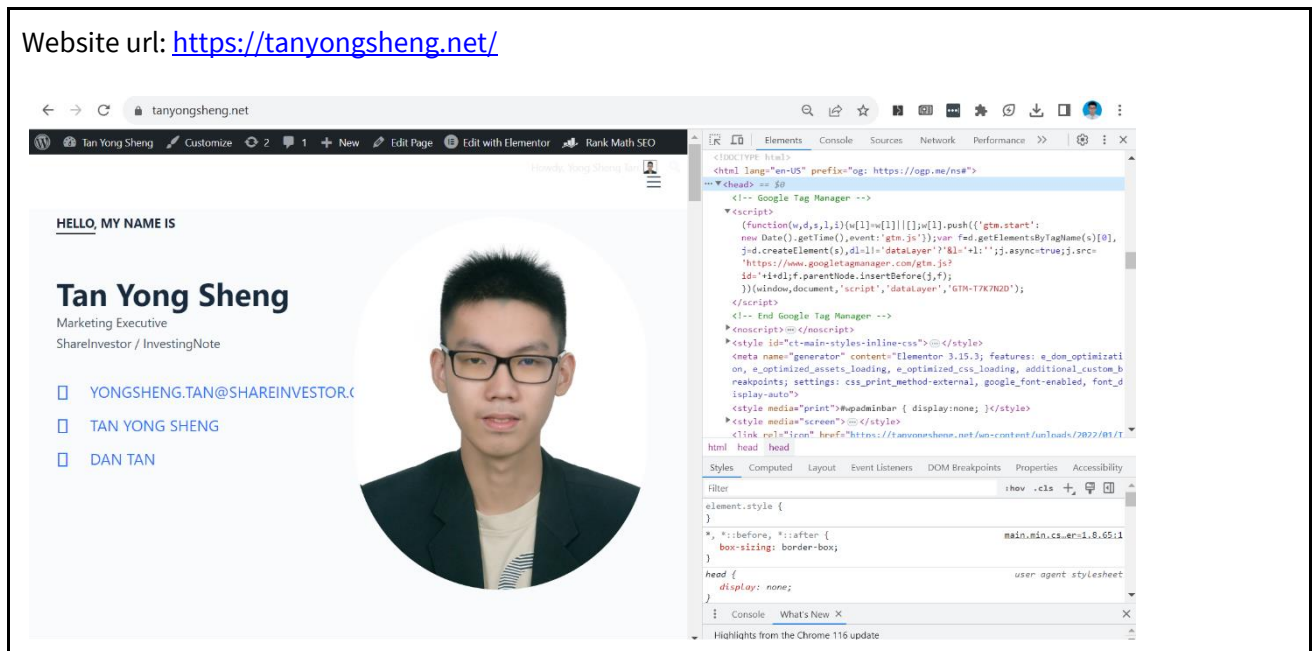
In the box below, please provide a screenshot of your **Google Tag Manager** account with the words 'Talent Labs Assignment' visible in your browser's search bar: (3 marks)



In the box below, please provide a screenshot of your **Personal Website**. Using the Inspect tool, have the website HTML code visible next to the site in the image, with the following in the code: (3 marks)

- 'Talent Labs Assignment' in the <title> (**this step is explained in the summary lesson**)
- Google Tag Manager script in the head

Website url: <https://tanyongsheng.net/>



In the box below, please provide a screenshot of your **Google Analytics 4 Demo** account with the words ‘Talent Labs Assignment’ visible in your browser’s search bar: (3 marks)

