GOOGLE ANALYTICS INDIVIDUAL QUALIFICATION (GAIQ) EXAM PREPARATION.

BY HIMANSHU SHARMA

Optimize Smart

Google Analytics Individual Qualification (GAIQ) Exam Preparation

Written by Himanshu Sharma, Founder of Optimize Smart

About the author

- Founder, OptimizeSmart.com

- Over 15 years of experience in digital analytics and marketing

- Author of four best-selling books on digital analytics and conversion optimization

- Nominated for Digital Analytics Association Awards for Excellence

- Runs one of the most popular blogs in the world on digital analytics

- Consultant to countless small and big businesses over the decade

Website: www.optimizesmart.com

Linkedin: https://www.linkedin.com/in/analyticsnerd

Facebook: https://www.facebook.com/optimizesmart

Optimize Smart
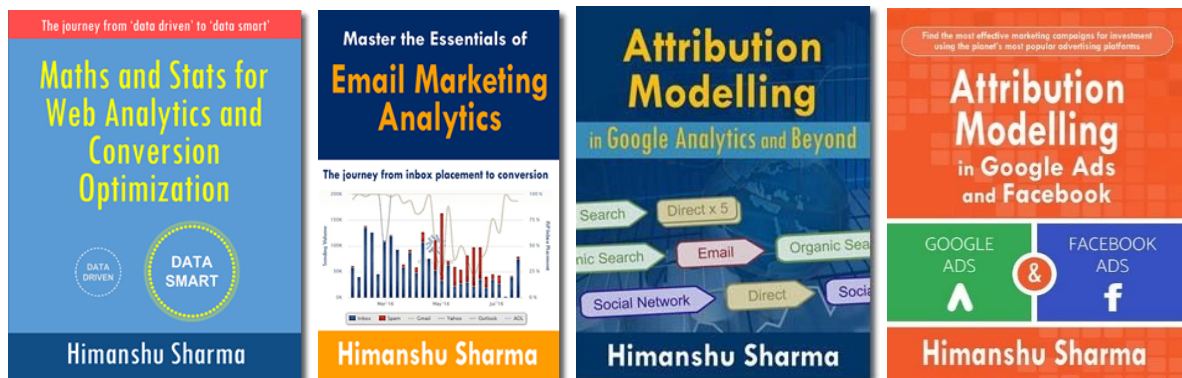
Following are our most downloaded ebooks for career advancement:

#1 62 Points Google Analytics Setup Checklist (50 pages)

WHAT'S INSIDE: Learn to set up your Google Analytics account correctly and fast using this 62 point checklist. This is no ordinary checklist - it is a result of more than a decade of experience in the analytics industry.

#2 Google Tag Manager Data Layers (100+ pages)

WHAT'S INSIDE: My step-by-step blueprint for getting started with data layers. Get the only ebook on GTM data layers ever published. Learn the JavaScript behind it.

#3 Learn to Read E-Commerce Reports in Google Analytics (100+ pages)

WHAT'S INSIDE: My step-by-step guide to reading both standard and enhanced e-commerce reports in Google Analytics. E-commerce reports are the most valuable reports in Google Analytics.

Optimize Smart

Table of contents

Optimize Smart

Introduction to GAIQ

Google Analytics Individual Qualification (or **Google Analytics IQ** or **GAIQ**) is an exam conducted by Google to test your knowledge of Google Analytics platform.

Once you pass this exam, you get a certificate from Google through which you can demonstrate your proficiency in Google Analytics to your client/employer.

This certificate is valid for 12 months from the date you passed this exam. You need to retake this exam every 12 months to keep the certificate valid. There are no fees to take this exam.

You can get the GAIQ certification through **Google Skill Shop**: Google Analytics Individual Qualification

How to Prepare for the Google Analytics IQ Exam

Google recommends that you take the following two courses at Google Analytics Academy in order to prepare for GAIQ:

#1 Google Analytics for Beginners

Google Analytics for Beginners course covers (but not limited to):

- How to create an account

Optimize Smart

- How to implement tracking code

- How to set up data filters.

- How to navigate the Google Analytics interface and reports

- How to set up goals

- How to set up [campaign tracking](#)

#2 [Advanced Google Analytics](#)

The Advanced Google Analytics Course covers (but not limited to):

- How Google Analytics Collect and process data.

- How to use [Custom Dimensions, Custom Metrics](#), and [Event Tracking](#)

- Brief Overview of Segmentation, [Remarketing](#) and [Dynamic Remarketing](#).

Each course is made up of several units. Each unit covers one or more topics. Each topic has got a video, transcript, additional resources to read and multiple-choice questions (called **Assessments**):

Advanced Google Analytics

1 Data Collection and Processing

✓ 1.1 Google Analytics data collection

1.2 Categorizing into users and sessions

1.3 Applying configuration settings

1.4 Storing data and generating reports

1.5 Creating a measurement plan

Assessment 1

Watch every video, take notes and complete various assessments. It is important that you go through the additional resources and take notes.

Even if you have already passed the GAIQ test several times before, it is important that you go through the study material and familiarize yourself with any new topic. You will almost always find something new added to the course material.

Watch videos but don't waste time taking notes from them. Instead, use the '*Text Transcript*' at the bottom of each video to take notes.

This is because the majority of these video tutorials rush through the study material and you will have a hard time taking notes from them directly. In just 2 to 3 hours you can complete these two courses.

My recommendations for GAIQ preparation

Optimize Smart

The two courses recommended by Google are not enough to prepare you for GAIQ. You need a lot more preparation than that. Go through following additional study material:

#1 **Take the [Google Analytics for Power Users](#) course**

This course covers the following topics:

- Unit 1: Understand users
- Unit 2: Attract high-value traffic
- Unit 3: Improve site engagement
- Unit 4: Improve product performance

#2 **Read the following articles on Google Analytics one by one**:

#1 [Difference between Google Analytics and Universal Analytics](#)

#2 [Google Analytics Account Structure and Governance](#)

#3 [Understanding Sessions in Google Analytics](#)

#4 [Google Analytics Dimensions and Metrics explained in great detail](#)

#5 [Google Analytics Channels, Source, and Medium explained in great detail](#)

#6 [Beginners Guide to Google Analytics Attribution Modeling](#)

#7 [Guide to Google and Universal Analytics Cookies](#)

#3 **Read the following articles on Google Tag Manager one by one**:

#1 Google Tag Manager Tutorial for Beginners

#2 Understanding Triggers and Variables in Google Tag Manager

#3 Regular Expressions Guide for Google Analytics & Google Tag Manager

You are likely to get a few high-level questions on Google Tag Manager. So be prepared for that.

#4 Download and read the following two e-books:

#1 62 Points Google Analytics Setup Checklist (50 pages)

#2 Learn to Read E-Commerce Reports in Google Analytics (100+ pages)

#5 **Join the Google Analytics Help Community and ask your questions there.**

#6 **Practice what you learn.** Practical knowledge is very important in order to pass this test. The majority of questions you get in your exam are based on your understanding of the Google Analytics topics and this understanding can be developed **only** through practicals.

Google Analytics IQ Exam Format

#1 GAIQ exam consists of **70 questions** that you need to complete within 90 minutes. That means you have slightly less than **1 and ½ minute** to answer each question.

#2 <u>The passing Score for this exam is 80%</u>. What that means you need to correctly answer at least **56 questions**.

#3 You can **retake this exam as many times as you wish.** But you need to wait for one day before you can retake this test. However, you may never know which answers were incorrect and what are the correct answers. So even if you retake the exam just to improve your score, it won't make much difference, as you can make the same mistake twice. But fear not, this ebook can help you here.

#4 The exam comprises multiple choice and true and false questions.

#5 **<u>You cannot pause the test.</u>** Once you start the test, the exam timer will continue to run until 90 minutes have elapsed or you choose to finish the test. If in the middle of the test, you close your web browser or your computer shut down, the timer will immediately expire. You will then have to wait for one day before taking the assessment again.

#6 You cannot mark questions and revisit them later during the test.

#7 Over the last couple of years, Google has moved away a lot from the factual straightforward questions to **logical reasoning based questions**.

So if you think you can read the question, quickly search the internet and get the answer, then my friend it is not going to work. You may be able to answer a few questions with this tactic but it is highly unlikely that you will pass the test which is full of logical reasoning based questions.

If you wish to pass this test, then you must **develop a good practical understanding** of various reports, metrics, and features of Google Analytics.

For example, just knowing the basic facts about filters through the course material is not enough. You must have practical knowledge of implementing filters.

Google is unlikely to ask you questions like 'what is a filter' or 'what are the different types of filters'. It is more likely to ask you, which of the following filters is the best solution to solve the problem or whether a particular filter is correct?

To answer such questions, not only you must have good knowledge of **regular expressions** but you must also know how filters are actually created and processed and which filter type is the best solution for a particular problem.

#8 Google does not ask all of the questions from the prescribed syllabus.

#9 Google does not charge any fees to take this exam. It is available for free.

How To Take the Google Analytics IQ Exam

Once you are ready to take the exam, follow the steps below:

Step-1: Navigate to:

https://skillshop.exceedlms.com/student/path/2938?use_local=true

Step-2: Click on the 'Get Started' button:

Step-3: Click on the 'Login to Launch' button:
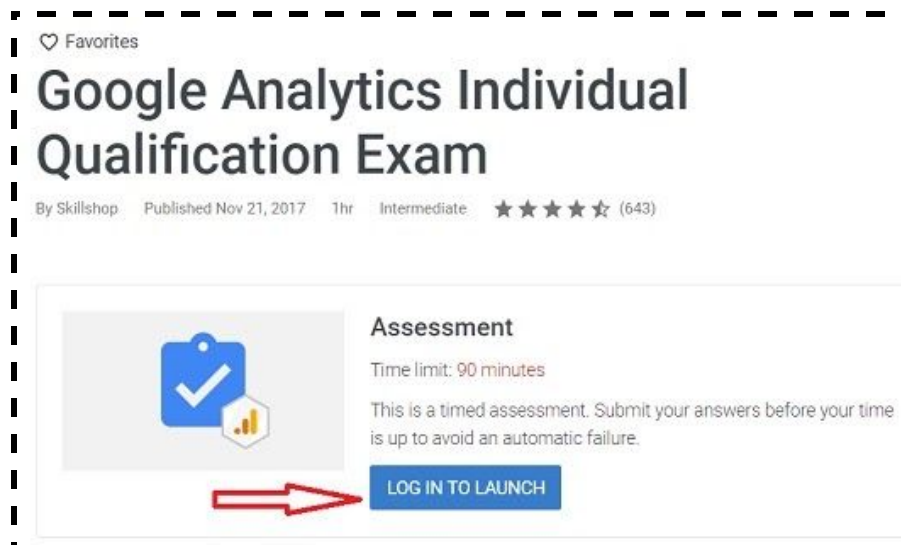
Step-4: Login with your Google email and password.

Step-5: Read and accept 'Terms of Service Agreement' by checking the box '*I accept the terms of Service*' and then clicking on the '*Submit*' button:

Terms of Service Agreement

Share user data with Skillshop

Allow Google LLC and Intellum ExceedLMS to collect, use and disclose the personal data you submitted in this form, for the purpose of providing the marketing material you agreed to receive, in accordance with our data protection policy. To learn more, click here.

If you want to delete this data at anytime, you have the ability to do so in **My Profile.**

Please check the relevant box below if you agree.

☑ I accept the Terms of Service

SUBMIT

Step-6: Click on the 'Yes' button (to associate your certifications and achievements with your company) and then click on 'Save & Continue' button:

Welcome!

Update your Skillshop account by filling in the below information.

Share my Skillshop account information with my company:
Allow my name, profile, activity progress, enrolment information, valid exams, achievements and certifications to be shared with my associated company in my Skillshop profile, and companies I'm affiliated with in Google Partners.
This sharing agreement will be replaced by the Google Ads account association options by end of June 2020. The new badge preview is based on the Google Ads account association below. We recommend checking your Google Partners account to ensure you are sharing information correctly.

◉ Yes
○ No

By opting in to sharing your information, you agree to give your company visibility into your profile, enrolment, achievement or certification details for your Skillshop account. You can update your associated company and sharing preferences any time in your profile.

SAVE & CONTINUE   Cancel & Log out

Note: This is an important step. If you selected 'No' then any certification you get will not be associated with your company. Then you won't be able to share your certifications and achievements with others.

Step-7: Click on the 'Launch' button to start your test:
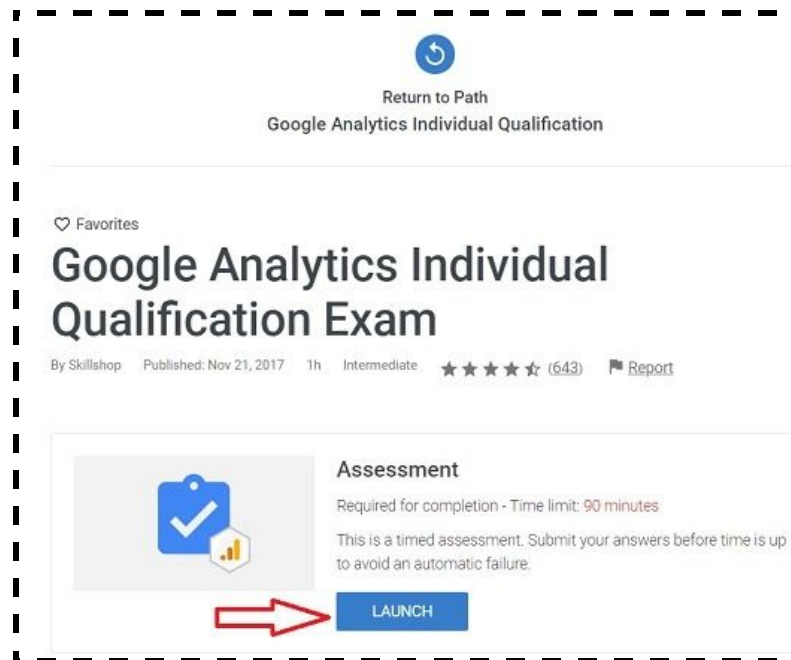
Note: Before you start the test, read the instructions carefully. Make sure you answer all the questions and do not spend more than **1 and 1/2 minutes** on any question. Remember the clock is ticking and you have got 70 questions to answer.

GAIQ Questions with correct answers (highlighted in bold text)

#1 What is the "Bounce Rate" in Google Analytics?

- Number of times users returned to a website in a given time period
- Percentage of total site exits
- **Percentage of visits when a user landed on a website and exited without any interactions**
- Percentage of sessions in which a user exits from a homepage

#2 What features can join offline business systems data with online data collected by Google Analytics?

- Goal tracking
- Google Ads Linking
- User ID
- **Data import**

#3 What data is Google Analytics Goals unable to track?

- Watching a video
- Signing up for a newsletter
- Making a purchase
- **Customer's lifetime value**

#4 What is a "secondary dimension" in Google Analytics?

- An additional report metric for more specific analysis
- A visualization to understand the impact of data
- **An additional report dimension for more specific analysis**

- A dashboard widget that offers more specific analysis

#5 Google Analytics cannot collect data from which systems by default?

- Mobile devices
- **Offline inventory database**
- Websites
- Online point-of-sale systems

#6 What report indicates the pages of a website where users first arrived?

- Location report
- Pages report
- **Landing Pages report**
- All Pages report

#7 To increase the speed at which Google Analytics compiles reports, what action could be taken?

- Apply an advanced filter to the report
- **Choose "Faster response" in the sampling pulldown menu**
- Choose "Greater precision" in the sampling pulldown menu
- Remove any filters on the view

#8 What scope would be set for a Custom Dimension that reports membership status for a customer rewards program?

- Session
- Hit
- Product
- **User**

#9 What report identifies browsers that may have had problems with a website?

- The New vs Returning report
- The Source/Medium report
- **The Browser & OS report**
- The Active Users report

#10 How would a view filter be configured to include only users from Brazil and Argentina?

- Filter 1: include Brazil > Filter 2: include Argentina
- **Filter 1: include Brazil or Argentina**
- Filter 1: include Argentina > Filter 2: include Brazil
- Filter 1: exclude all countries except Brazil and Argentina

#11 When does a default Analytics session expire?

- At noon every day
- After 30 minutes, regardless of user activity on a web page
- When a user opens a new browser window
- **When a user is inactive on a web page for more than 30 minutes**

#12 In views that don't have data import enabled, Custom Dimensions values may be viewed for dates before the Custom Dimension was created.

- **FALSE**
- TRUE

#13 View filters may be applied retroactively to any data that has been processed.

- **False**
- True

#14 What feature collects company-specific data such as Member Status?

- Event Tracking
- Custom Filter
- **Custom Dimension**
- Custom Metric

#15 When linking a Google Ads account to Google Analytics, what is not possible?

- View Google Ads click and cost data next to site engagement data in Analytics
- Create remarketing lists in Analytics to use in Google Ads campaigns
- Import Analytics Goals and transactions into Google Ads as conversions
- **Adjust keyword bids in Google Ads from Google Analytics**

#16 When will Google Analytics be unable to identify sessions from the same user by default?

- When the sessions happen in the same browser on the same day
- When the sessions share the same browser cookie
- When the sessions happen in the same browser on the same device
- **When the sessions happen in different browsers on the same device**

#17 What metric-dimension combination is not valid?

- Total Events / User Type
- Avg. Time on Page / Device Category
- Sessions / Source
- **Sessions / Bounce rate**

#18 What model represents the hierarchical structure of a Google Analytics account?

- Account > View > Property
- **Account > Property > View**
- View > Account > Property
- Property > Account > View

#19 What is not considered a "source" in Google Analytics by default?

- google
- **email**
- googlemerchandisestore.com
- (direct)

#20 Segments will not allow you to do what?

- Isolate and analyze data
- Create subsets of sessions or users
- **Permanently alter data**
- Build custom Remarketing lists

#21 What channel is not included in the default Channels report?

- **Device**
- Organic Search
- Display
- Direct

#22 What scope levels are available for dimensions and metrics?

- **Hit-level, session-level, product-level, or user-level scope**
- Event-level, session-level, transaction-level, or user-level scope
- Location-level, duration-level, product-level, or user-level scope
- Event-level, duration-level, transaction-level, or user-level scope

#23 What feature is required to track customer search terms on a website?

- **Site Search**
- Enhanced Ecommerce
- Data Import
- Search filters

#24 To view accurate data in a Custom Report, what action should be avoided?

- Use a Custom Dimension as a primary dimension
- Create a report with Custom Metrics
- **Pair metrics and dimensions of different scopes**
- Use multiple dimensions together in the same report

#25 If a user visits a web page with an embedded video, leaves without clicking on anything, and the session times out, how will Google Analytics report the session?

- As a click
- As an interaction
- **As a bounce**
- As an event

#26 What criteria cannot be used to create a Custom Segment?

- **Ad type**
- Dimensions
- Metrics
- Sequences of user actions

#27 Which metric reports on how often a channel contributes to a conversion prior to last-click attribution?

- Second-to-last-click attribution
- Secondary conversion
- Primary conversion
- **Assisted conversion**

#28 What data does Google Analytics prohibit collecting?

- **Personally identifiable information**
- Product SKU(s)
- Billing city
- Purchase amount

#29 Once filters have been applied, what is the option to recover filtered data?

- **Filtered data is not recoverable**
- Data may be recovered within 30 days
- Data may be recovered within 10 days
- Data may be recovered within 5 days

#30 What criteria could not be used to create a Dynamic Remarketing audience?

- Users who viewed product-detail pages
- Users who viewed a homepage
- Users who viewed a search result page on a website
- **Users who returned an item they purchased**

#31 What campaigns require manual tags on destination URLs for tracking?

- Autotagged campaigns
- Google Ads campaigns
- **Email campaigns**

- None of the above

#32 What is a "metric" in Google Analytics?

- A dimension that can help analyze site performance
- A segment of data separated out in a report for comparison
- The dates in a date range
- **The numbers in a data set often paired with dimensions**

#33 What is not a benefit of using segments to analyze data?

- Isolate and analyze specific conversion paths using conversion segments
- **Permanently modify the data in a view**
- Compare behavior metrics for groups of users like Converters vs non Converters
- Analyze users by single or multi-session conditions

#34 The default session timeout duration in Google Analytics is how many minutes?

- 20
- 5
- **30**
- 10

#35 What data table display compares report metrics to the website average?

- Pivot
- Performance
- Percentage
- **Comparison**

#36 What feature is required to send data from a web-connected device (like a point-of-sale system) to Google Analytics?

- The Networking Protocol
- **The Measurement Protocol**
- Data Import
- Browser cookies

#37 What feature is required to collect the number of comments users posted to a web page?

- Calculated Metric
- Custom Dimension
- **Custom Metric**
- Custom Channel Groupings

#38 Which user characteristic may NOT be used to change keyword bids in Google Ads?:

- location
- **ad preference**
- time of day
- device

#39 Which default traffic source dimensions does Google Analytics report for each website visitor?

- Source and Campaign
- Campaign and Ad Content
- **Source and Medium**
- Campaign and Medium

#40 Where should the Analytics tracking code be placed in the HTML of a webpage for data collection?

- Just after the opening <body> tag
- Just before the closing </body> tag
- **Just after the opening <head> tag**
- Just before the closing </head> tag

#41 For autotagging, what parameter does Google Ads include in the destination URL?

- adid=
- urlid=
- utm=

- **gclid=**

#42 What report shows the percent of site traffic that visited previously?

- Frequency & Recency report
- Referrals report
- Sales Performance report
- **New vs Returning report**

#43 What feature must be enabled to use Multi-Channel Funnels?

- In-page Analytics
- Custom Dimensions
- Advertising Features
- **Goals or Ecommerce**

#44 What filter would only include data from a campaign titled "Back to School" in Campaign reports?

- Predefined Include filter with "traffic to the hostname" "that are equal to" "back to school"
- Custom Search and Replace filter with field "Campaign Name", string "back to school", and pattern "include"
- Custom Include filter with field "Page Title" and pattern "back to school"
- **Custom Include filter with field "Campaign Name" and pattern "back to school"**

#45 A new Custom Channel Group may be applied retroactively to organize data that has been previously collected.

- **True**
- False

#46 When the same default tracking code is installed on pages with different domains, what will result?

- Analytics will send an alert about duplicate data collection
- **Analytics will associate users and sessions with their respective domains**
- Analytics will associate users and sessions with a single domain
- Analytics will not associate users and sessions with any domain

#47 Filters cannot perform what action on collected data?

- Exclude traffic from particular IP addresses
- Include data from specific subdomains
- **Include shopping preferences**
- Convert dynamic page URLs to readable text strings

#48 If a web page visitor clears the Analytics cookie from their browser, what will occur?

- Analytics will set a new unique ID the next time a browser loads a tracked page

- Analytics will not be able to associate user behavior data with past data collected
- **All of the above**
- Analytics will set a new browser cookie the next time a browser loads a tracked page

#49 Sharing a Custom Report will share the report configuration and data included in the report.

- **FALSE**
- TRUE

#50 What Remarketing audiences cannot be defined by default?

- **Users who visited a physical store**
- Users who speak a particular language
- Users who visited a specific page on a website
- Users who played a video on a website

#51 In Multi-Channel Funnel Reports, what channel would not be credited with a conversion?

- Website referrals
- Paid and organic search
- Social network
- **Television commercials**

#52 To recognize users across different devices, what feature must be enabled?

- **User ID**
- Attribution Models
- Audience Definitions
- Google Ads Linking

#53 Views can include website data collected before the view was created.

- **FALSE**
- TRUE

#54 Which reports indicate how website referrals, organic search, and ad campaigns assisted in conversions?

- **Multi-Channel Funnel reports**
- Goals reports
- Ecommerce reports
- Acquisition reports

#55 Which Goals are available in Google Analytics?

- Destination, Event, Pageview, Social
- Pageview, Event, Transaction, Social
- **Destination, Event, Duration, Pages/Screens per Session**

- Location, Event, Time, Users per Session

#56 What report indicates where users start or exit the conversion funnel?

- User Timings
- Cohort Analysis
- **Goal Flow**
- Treemaps

#57 What report shows a visual representation of user interactions on a website?

- Landing Pages report
- Treemaps report
- Content Drilldown report
- **Behavior Flow report**

#58 Which kinds of hits does Google Analytics track?

- Pageview
- **All of the above**
- Transaction
- Event

#59 Which three campaign parameters are recommended to manually track campaigns?

- **Medium, Source, and Campaign**
- Medium, Source, and Content
- Campaign, Content, and Term

- Source, Content, and Term

#60 What scope applies to Custom Metrics?

- User
- Customer
- Session
- **Hit**

#61 Using a standard Google Analytics configuration, which characteristics cannot be used to create a custom segment?

- Users who engaged in a social media or email campaign
- Users 25 to 34 years old who have their browser set to Spanish
- Users who viewed a page on a website, then watched a video
- **Users who are female and have children**

#62 What report shows which web pages get the most traffic and highest engagement?

- **All Pages report**
- Engagement report
- Frequency and Recency report
- Active Users report

#63 What would prevent data from appearing in a Custom Report?

- Custom Report isn't shared with users in the same view

- Too many metrics in a Custom Report
- **A filter that removes all the data**
- Too many dimensions in a Custom Report

#64 What report shows which types of mobile devices visited a website?

- **Mobile > Devices report**
- All Traffic > Source/Medium report
- Technology > Network report
- Site Content > Landing Page report

#65 What is not a filter setting for data in views?

- Exclude
- **Restore**
- Include
- Modify

#66 Which assets cannot be shared in the Solutions Gallery?

- **Custom Dimensions**
- Segments
- Custom reports
- Goals

#67 What report shows the percentage of traffic that previously visited a website?

- Behavior > Frequency and Recency report
- Interests > Affinity categories report

- **Behavior > New vs returning report**
- All traffic > Referrals report

#68 When does the tracking code send an event hit to Google Analytics?

- Every time a user makes a reservation
- Every time a user adds an event to their calendar
- **Every time a user performs an action with event tracking implemented**
- Every time a user performs an action with pageview tracking implemented

#69 When does the Analytics tracking code send a pageview hit to Google Analytics?

- Every time a user searches on a website
- Every time a user clicks a video on a website
- Every time a user adds an item to an online shopping cart
- **Every time a user loads a webpage with embedded tracking code**

#70 To recognize users across different devices, what is required for User ID?

- A new Analytics account for reporting
- **Sign-in that generates and sets unique IDs**
- All of the above
- Google Tag Manager

#71 You notice that the goal conversion rate in your site search terms report is different from the Goals menu report, what is the likely reason for this discrepancy?

- This is a bug, the figures should match
- **Not all visits include a site search, only those which did are included in the conversion rate calculation in the site search terms report.**
- The site search terms report is only able to show goal conversion rates for one of our goals.
- Of those who perform a search during their visits, fewer are likely to convert

#72 You manage a website that sells household appliances. Your website assigns the product id 17 (pid=17) to all pages related to refrigerators. You would like to have a view where your data includes only pages on your site related to refrigerators. Which of the following would accomplish this?

- **Filter-1: Type: Custom Search and Replace; Field: Request URI ; Search for "pid=17" and replace with "/refrigerator"**

Filter-2 Type: Custom include; Field: Request URI ; Pattern: "/refrigerator"

- Filter-1: Type: Custom include; Field: Request URI ; Pattern: "/refrigerator"

Filter-2 Type: Custom Search and Replace; Field: Request URI ; Search for "pid=17" and replace with "/refrigerator"

- Either of these would work

#73 Why might your reports show sessions coming from a paused or discontinued campaign?

- Because users originally referred by that campaign are now returning via another Adwords campaign.
- Because users originally referred by that campaign are now returning as direct visitors
- Because users originally referred by that campaign are now returning via organic search.
- **Because users originally referred by that campaign will always be reported as coming from that campaign.**

#74 Does Google Analytics track sessions to cached pages?

- **Yes**
- No

#75 You define a goal using regular expression match and the following regex:
^products/show\.[a-zA-z]+

Which pages will count as conversions? Select all that apply

- https://www.abc.com/shop/products/show/?prodid=1012
- **https://www.abc.com/sales/products/show.aspx**
- **https://music.abc.com/shop/products/show.php?id=167012**
- https://www.abc.com/show/products?prodid=7012

#76 Assigning a value to a Google Analytics Goal allows you to do which of the following?

- Track real-time revenue for your business
- Track actual revenue from your conversions
- Analyze the conversion funnel on your website.
- **Compare goal conversions and measure changes and improvements to your site**

#77 Smart Goals are created automatically by Google's machine-learning algorithms.

- False
- **True**

#78 Auto-tagging is used to collect data from which kinds of traffic?

- Website referral traffic
- Social media traffic
- **AdWords Campaign traffic**
- Search engine traffic other than Google

#79 By default, which of these is NOT considered a "medium" in Google Analytics?

- organic
- **google**
- cpc

- referral

#80 By default, which of these traffic source dimensions does Google Analytics capture for each user that visits your website?

- Source, Medium, Campaign, and Ad Content
- **Source and Medium**
- Campaign and Ad Content
- Campaign and Medium

#81 Which kind of hits does Google Analytics track?

- **All of the above**
- Event-tracking hit
- Page-tracking hit
- Ecommerce-tracking hit

#82 Which campaign parameter is NOT standard in Google Analytics?

- **utm_adgroup**
- utm_medium
- utm_content
- utm_source

#83 To collect how many times users downloaded a product catalog, what would you set up?

- Custom Dimension
- Calculated Metrics
- Custom Report
- **Event Tracking**

#84 Which of the following represents a macro conversion for an ecommerce site?

- **A completed sale transaction**
- Receiving a product inquiry
- A click on a "buy" button
- Collecting a lead
- All of these are macro conversions for an e commerce site.

#85 Which of the following technologies or features can be used to add data to Google Analytics?

- **Data import, measurement protocol**
- Data import, intelligence
- Real-time, intelligence
- Data import, Real-Time

#86 Person A and person B each visit your ecommerce site once. During her visit, Person A buys one of your products. She makes another purchase. Person B buys nothing. What is your ecommerce conversion rate for these two visits?

- 200%

- 33%
- 50%
- 0%
- **100%**

#87 Your business objective is to maximize the number of sales through your website. Which of the following metrics would most directly help you measure performance against this objective?

- Pages / Visit
- Page Value
- **Ecommerce conversion rate**
- Bounce rate

#88 Which of the following would be most useful for optimizing landing pages?

- Pageviews
- Unique Pageviews
- Visits
- Unique Visits
- **Bounce Rate**

#89 Which of the following metrics would be most useful in measuring how many conversions were initiated by paid search?

- **First Interaction (Click) Conversions**

- Conversion Rate
- Assisted Conversion Value
- None of these metrics

#90 You want to evaluate the landing pages you are using for Adwords Ads. Which of the following dimensions would be most useful?

- Ad group
- Placements
- Keywords
- **Destination URL**
- Campaign

#91 Which of the following reports allow you to identify the terms visitors use to conduct searches within your site?

- Search Engine Optimization Report
- Keyword Report
- **Site Search Report**
- Affinity Categories

#92 Which of the following would you use to send data from a web connected point-of-sale system to Google Analytics?

- javaScript tracking code
- Campaign Tracking parameter
- Google Analytics mobile SDK

- **Measurement protocol**
- Any of these would be appropriate

#93 What is the hierarchy of Google Analytics data model?

- **Users>Sessions>Interactions**
- Sessions>Visitors>Interactions
- Interactions>Users>Sessions
- Sessions>Users>Interactions

#94 When configuring a goal, why is it useful to assign a goal value?

- To calculate ecommerce metrics
- **To attribute monetary value to non-ecommerce conversions**
- To determine the conversion rate
- To determine the number of visits to each of your page

#95 A macro conversion:

- **Occurs when someone completes an action that's important to your business**
- Is a large revenue sales that is directly attributable to a display campaign
- Always occurs prior to a micro conversion
- Is your highest converting campaign
- Occurs when over 50% of visitors buy an item

#96 Which two metrics below would be the best KPIs for measuring the performance of an ecommerce business?

- Bounce rate and average session duration
- Pageviews and revenue
- Pageviews and bounce rate
- **Revenue and average order value**

#97 Which of the following Behavior metrics shows the number of sessions that included a view of pages?

- Bounce Rate
- Unique Visits
- **Unique Pageviews**
- Pageviews
- Visits

#98 Which of the following would help you to determine the conversion value of a paid keyword?

- **Multi-Channel Funnels**
- Real-Time
- CPM
- CTR
- None of these answers

#99 You have noticed that many users visit your site several times before converting and you want to understand in more detail how they arrive at your site. Which of the following metrics would be more helpful in showing you whether a keyword is part of a conversion path?

- Bounce Rate
- Impressions
- Visits
- **Assisted Conversions**
- Clicks

#100 A visitor comes to your site but stops looking at pages and generating events. Which of the following will occur by default?

- The visitor's session expires after 5 minutes of inactivity
- **The visitor's session expires after 30 minutes of inactivity**
- Google Analytics does not keep track of session by default
- The visitor's session expires once the visitor has exited your site

#101 Why is it important that you maintain one unfiltered view when using filters with your Analytics account?

- **An unfiltered view ensures that the original data can always be accessed**
- You will need to configure your goal in the unfiltered view
- Without one unfiltered view. You will not be able to use a filter for multiple views
- There is no reason to maintain an unfiltered view

#102 In which of the following circumstances would you want to increase the default session timeout length in Google Analytics?

- **The average length of video on your site is 35 minutes.**
- The default session timeout length is set dynamically by Google Analytics and you cannot change it.
- You need to start collecting real-time data
- Users typically spend less than 2 minutes on each page of your site.

#103 You want to see the percentage of sessions in which a specific button was clicked. Which of the following would be most useful?

- **Set up a custom report**
- Set up an event goal
- Set up a dashboard
- Set up Real-Time reporting
- The Correct Answer is:

#104 Which of the following would be a valid segment to consider using to analyze traffic patterns in your data?

- Traffic by marketing channel
- Traffic by geography
- Traffic by time of day
- Traffic by device category
- **All of these answers are correct**

#105 You need to immediately need to find out whether people are viewing the new content that you just added today. Which of the following would be most useful?

- Annotations
- **Real-Time**
- Intelligence Alert
- Secondary Dimensions

#106 Which of these does Google Analytics use to distinguish new and returning users?

- Facial recognition technology
- Artificial intelligence
- **A randomly-assigned unique identifier and browser cookie**
- A sequentially-assigned unique identifier and browser cookie

#107 Filters let you include, exclude, or modify the data you collect in a view.

- **True**
- False

#108 Which reports show websites that send traffic to your pages?

- Behavior
- Demographics
- **All Traffic**
- Geo

#109 You have defined goal X such that a particular PDF download qualifies as a goal conversion. A user comes to

your site once and downloads this PDF 5 times. How many goal conversions will be recorded?

- **1**
- 5
- 2
- 0

#110 Within how many days can a deleted view be restored?

- 25
- 15
- 5
- **35**

#111 What report indicates the last page users viewed before leaving your website?

- **Exit Pages report**
- Pages report
- All Pages report
- Landing Pages report

#112 You can only apply a Custom Dimension to data that was collected after you created the dimension.

- True
- **False**

#113 If a user watches a video with event tracking three times in a single session, Analytics will count how many Unique Events?

- 0
- **1**
- 2
- 3

#114 If the Google Merchandise Store sets up a URL goal of "/ordercomplete" and a Match Type of "Begins with", which of the following pages on www.googlemerchandisestore.com will NOT count as a goal?

- /ordercomplete/index.html
- /ordercomplete.php
- /ordercomplete/thank_you.html
- **/order/complete.php**

#115 If you define a Destination Goal for a newsletter sign-up, and a user completes the newsletter sign-up three times in three separate sessions, how many Goal conversions will Google Analytics count?

- 0
- 1
- 2
- **3**

#116 What is a "dimension" in Google Analytics?

- A comparison of data between two date ranges.
- **An attribute of a data set that can be organized for better analysis.**
- The total amount of revenue a business has made in a given date range.
- A report that offers information about your audience.

#117 What type of Custom Report shows a static sortable table with rows of data?

- **Flat Table**
- Map Overlay
- Pivot Table
- Explorer

#118 Sampling is applied to reports before segmentation.

- True
- **False**

#119 View filters are applied in what order?

- Alphabetical order
- **Sequential order**
- Random order
- Creation date

#120 Which reports require the activation of Advertising Features?

- Cohort Analysis reports
- Real-time reports
- Geo reports
- **Demographics and Interests reports**

#121 To track users and sessions across multiple domains, what first must be set up?

- AdWords Linking
- Data Import
- Ad Exchange Linking
- **Cross-domain tracking**

#122 In Custom Reports, what must metrics and dimensions share in order to report accurately?

- **Same scope**
- Same index
- Same Custom Report
- Same view

#123 What is the set of rules that determines how sales and conversions get credited based on touch-points in the conversion path?

- Channel Groupings

- Multi-Channel Funnels
- Conversion tracking
- **Attribution modeling**

#124 What report shows users who initiated sessions over 1-day, 7-day, 14-day, and 30-day periods?

- **Active Users report**
- Users Flow report
- Cohort Analysis report
- User Explorer report

#125 What report compares metrics based on user acquisition date over a series of weeks?

- Users Flow report
- Active Users report
- **Cohort Analysis report**
- User Explorer report

#126 What is used to create Smart Goals?

- Analytics Goals
- Remarketing audience
- **Machine-learning algorithms**
- Custom Reports

#127 What asset is used to build a remarketing list?

- Custom Metric
- Custom Report
- Custom Dimension
- **Custom Segment**

#128 Which parameters can be included with an event hit for reporting?

- Category, Action, Label, Unique Events
- Category, Action, Label, Total Events
- **Category, Action, Label, Value**
- Event, Category, Action, Label

#129 The Solutions Gallery allows you to import or share which of the following reporting tools or assets?

- Goals
- Segments
- Custom reports
- Segments and Custom reports only
- **Goals, Segments and Custom reports**

#130 True or False: If a user views one page of a website, completes an Event on this page, and then leaves the site, this session will be counted as a bounce in Google Analytics.

- True: A session is considered a "bounce" if the user views one page of the site and then leaves.

- **False: Because there was more than one interaction hit in the session (pageview hit and event hit) this session would not be considered a bounce.**

#131 The Measurement Protocol is a standard set of rules for collecting and sending hits to Google Analytics. Using the Measurement Protocol you can

- send data to Google Analytics from any web-connected device
- send data to Google Analytics from a kiosk or a point of sale system
- upload aggregated data tables to Google Analytics
- **A and B only**
- A, B, and C

#132 Which of the following would prevent destination goal conversions from being recorded?

- There was a misspelling in the URL of the goal definition.
- The tracking code is missing from the conversion page.
- No URL destination goals have been defined
- The match type in the goal definition is incorrect.
- **All of these would prevent a destination goal from recording.**

#133 Which of the following attribution models would be useful for evaluating ads and campaigns that are designed to create initial awareness about a brand?

- Last Interaction model
- **First Interaction model**

- Linear model
- Last Non-Direct Click model

#134 You can combine a metric X with a dimension Y in Google Analytics

- **If X and Y have the same scope**
- If X and Y have been precalculated together in an aggregate table
- If X and Y are in the same channel grouping
- If X and Y have the same campaign
- as long as sampling is not required

#135 Which Analytics API allows you to access your Google Analytics account configuration data?

- Core Reporting API
- Embed API
- **Management API**
- You cannot access this data with an API

#136 What report provides data on how specific sections of a website performed?

- Frequency and Recency report
- **Content Drilldown report**
- Top Events report
- Location report

#137 What does the Time Lag report indicate?

- Time lag between goal completions
- Lag on the load time of the site
- **Time lag between the original session and a goal completion**
- Time lag between page views in the goal funnel

#138 Which dimension is not included in the Adwords reporting section of Google Analytics?

- Bid adjustment
- Keyword
- **Invalid click**
- Destination URL
- TrueView Video ad

#139 You define a Destination URL goal by

- creating a new dashboard to report only on the goal page
- adding the conversion ID to the tracking code on the goal page
- **editing the view Goals and specifying the request URL of the conversion page**
- adding the ecommerce code to the goal page

#140 In the Multi-Channel funnel reports, which of the following metrics would be most useful in measuring how many conversions were initiated by Paid Search?

- Assisted Conversion Value
- Conversion Rate
- **First Interaction (Click) Conversions**

- none of these metrics

#141 Which reporting or data collection feature(s) do you get access to by activating Advertising Features in Google Analytics?

- Remarketing
- Interest Categories
- Demographic reporting
- B and C only
- **A, B, and C**

#142 Your company runs a holiday email campaign for the month of December to drive newsletter signups. Which of the following metrics would be the best indicator of the campaign's success?

- bounce rate
- session duration
- pageviews
- **conversion rate**

#143 True or False: Once a view is deleted it cannot be restored.

- True: Deleted views cannot be restored at any time.
- **False: You have 35 days to restore a view after it is deleted.**

#144 The User ID feature is commonly used with which of the following website layouts?

- **Users can create an account on your website and log in on all types of devices**
- Users can navigate between your website and multiple subdomains within one session
- Users must navigate to a 3rd party shopping cart domain to complete a purchase
- You have content that displays on another domain through an iFrame

#145 How would you determine the mobile ecommerce conversion rate for paid traffic (CPC)?

- Go to Audience > Mobile > Overview. Add a secondary dimension showing Traffic type in order to see the traffic coming from paid search
- Go to Acquisition > All traffic > Channels. Add a secondary dimension showing device category in order to see the paid search traffic coming from mobile
- **Both A and B are correct steps for determining the mobile ecommerce conversion rate for paid traffic**
- In Analytics you can only see traffic coming from desktop or from Mobile/tablet together. There is no way you can see mobile traffic only

#146 The User ID feature lets you associate engagement data from multiple devices and different sessions with unique IDs. In order to use the User ID feature in Analytics you must

- use Google Tag Manager for your Analytics tracking
- **be able to generate your own unique IDs**
- create a new Analytics account for User ID reporting

- all of the above

#147 The Google Analytics SDK or tracking code sends campaign and traffic source data through a number of different fields. Which of the following is one of the fields used to send campaign or traffic source data?

- Location
- **Campaign medium**
- Device category
- Interest category

#148 What analysis tool would you use to analyze the behavior of new customers vs. returning customers on your website?

- Real Time reporting
- **Segmentation**
- View filters
- Multi-channel funnels

#149 Which of the following is a benefit of using segments in your data analysis?

- You can compare behavior metrics for groups of users like Converters vs non Converters.
- You can analyze your users and/or their sessions according to single or multi-session conditions.

- You can isolate and analyze specific conversion paths using conversion segments.
- You can permanently modify the data in your view, for example excluding internal or bot traffic.
- **A,B, and C only**
- A,B,C & D

#150 What is the best analysis tool to use in order to see a traffic comparison of Converters vs. Non Converters?

- View filters
- **Advanced Segments**
- Report filters
- Custom Dimensions

#151 Which of the following is an advantage of implementing Google Tag Manager?

- You can add Google Analytics tags to your site without editing site code.
- You can add AdWords tags to your site without editing site code.
- You can add non-Google tags to your site without editing site code.
- You can change configuration values in your mobile app without rebuilding a new binary.
- **All of these answers are correct.**

#152 True or False: If you have updated your tracking code to analytics.js, then no additional configuration is required to track subdomains.

- **True: With analytics.js you can track across your domain and subdomains with no additional configuration.**
- False: You must always set up cross domain tracking in order to track subdomains.

#153 When analyzing the goal flow report, you see that many users are dropping off after the second step in the funnel. With this information you can infer that:

- You are possibly targeting the wrong audience who is not as interested in your product
- The navigation between the second and third steps of the purchase process could be improved
- You should consider directing traffic through a different entrance point of your goal
- **All of the above**

#154 What is the main purpose of the Multi-Channel funnel report?

- To show which goals are bringing in the most revenue
- **To evaluate the interaction and contribution of multiple channels in the conversion/purchase cycle for your site**
- To analyze the funnel steps for multiple goals
- To see which channels resulted in the highest number of pageviews

You are most likely doing Google Analytics all wrong. Here is why...

I have dealt with hundreds of Google Analytics accounts in my career.

I have seen a lot of issues from incorrect tracking code, selecting the wrong KPIs to analyzing data without using custom reports or advanced segments.

But do you know the biggest issue of all in Google analytics?....

It is the "misinterpretation of analytics data."

Many marketers make the mistake of crediting conversions to the wrong marketing channel.

And they seem to be making this mistake over and over again.

They give the credit for conversions to the last touchpoint (campaign, ad, search term...).

They can't help themselves because they believe that Google Analytics reports are 'what you see is what you get.'

But they are actually 'what you interpret is what you get.'

This has resulted in marketers making wrong business decisions and losing money.

All the data you see in Google Analytics reports today lies to you unless you know exactly how to interpret it correctly.

For example, let's talk about direct traffic.

Source / Medium	Sessions	Revenue	Transactions
	1,474,819 % of Total: 100.00% (1,474,819)	$398,675.16 % of Total: 100.00% ($398,675.16)	3,101 % of Total: 100.00% (3,101)
1. (direct) / (none)	618,199 (41.92%)	$175,003.30 (43.90%)	1,376 (44.37%)
2. google / organic	419,422 (28.44%)	$125,953.11 (31.59%)	976 (31.47%)
3. google.com / referral	69,410 (4.71%)	$9,265.40 (2.32%)	65 (2.10%)
4. facebook.com / referral	37,142 (2.52%)	$4,450.74 (1.12%)	40 (1.29%)

The majority of marketers looking at this standard 'All Traffic' report in Google Analytics for the last three months will draw the following conclusions:

- Organic traffic is playing a secondary role to direct traffic.
- The majority of traffic and revenue are coming through direct traffic.
- We need to speed up content development and link building to increase organic traffic to the website.

>> **All untagged or incorrectly tagged marketing campaigns from display ads to emails could be reported as direct traffic by Google.**

>> **Whenever a referrer is not passed, the traffic is reported as direct traffic by Google.**

>> **Mobile applications don't send a referrer. Word/PDF documents don't send a referrer.**

>> **'302 redirects' sometimes cause the referrer to be dropped. Sometimes browsers don't pass the referrer.**

>> **During an https to http redirect (or vice versa) the referrer is not passed because of security reasons.**

All such traffic is reported as direct traffic by Google.

So on the surface it may look like that most people are visiting your website directly but this is not usually the case.

But this analysis does not end here, because you are still not looking at the complete picture.

Conversion Paths					Visits	Revenue	Transactions
Social Network	Organic Search	Referral	Organic Search	Direct Traffic	2000	$2500	300
Referral	Social Network	Organic Search	Organic Search	Direct Traffic	1000	$5000	450
.	.	.	.	Direct Traffic	.	.	.
.	.	.	.	Direct Traffic	.	.	.
.	.	.	.	Direct Traffic	.	.	.
Organic Search	Social Network	Social Network	Organic Search	Direct Traffic	1500	$450	57

Source Medium	Visits ↓	Revenue	Transactions
(direct) / (none)	618,199 (41.92%)	$175,003.30 (43.90%)	1,376 (44.37%)

You see only this part in Google Analytics by default

People do not always access your website directly and then make a purchase straight away.

They are generally exposed to multiple marketing channels (display ads, social media, paid search, organic search, referral websites, email etc) before they access your website directly.
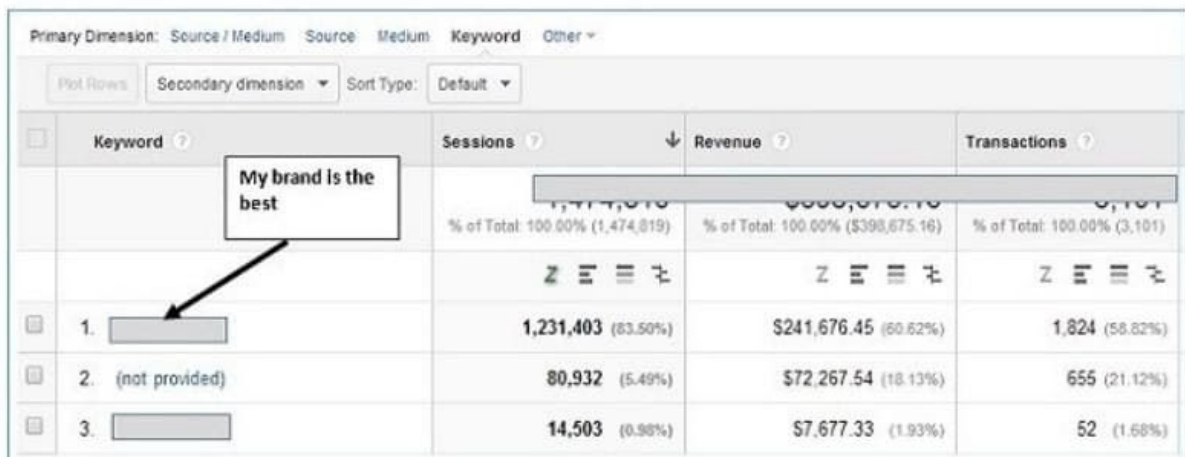
Before they make a purchase.

So if you are unaware of the role played by prior marketing channels, you will credit conversions to the wrong marketing channels.

Like in the present case to direct traffic.

To get this type of understanding you need to understand and implement web analytics.

People do not always search for your brand name and then make a purchase straight away.

They generally start their search with a non branded and generic search term then they refine their search queries as they get a better understanding of what exactly they are looking for.

Sometimes they make a purchase right after making a search but often they come back later to your site via a branded search term.

Since a website or brand name is easiest to remember among all branded search terms, it often ends up being attributed a lot of conversions and transactions by Google Analytics.

You learn data analysis and data interpretation from web analytics and not from Google Analytics.

The direction in which your analysis will move will determine the direction in which your marketing campaigns will move.

You get that direction from 'web analytics' and not from 'Google Analytics.'

Web/digital analytics is not about Google Analytics (GA) or Google Tag Manager (GTM). It is about analyzing and interpreting data, setting up goals, strategies and KPIs.

It's about creating a strategic roadmap for your business.

That's why the knowledge of web/digital analytics is so important.

What is the number one skill to have? The skill of all skills?

Some people would say 'marketing'. Some would say 'conversion optimization'. Some would say 'copywriting'. Some would say 'public speaking'...

But here is the thing. None of these skills really matter if you don't have that one skill, the number one skill, the skill of all skills.

That skill is 'analytics'. That's your foundation.

Without adequate knowledge of analytics:

1. Your marketing won't work because you won't know what is working and not working in your marketing and where to spend time and money.

2. Your conversion optimization won't work because, without the knowledge of maths and stats, all your tests will fail.

3. Your copywriting and/or public speaking skills will fail you because you won't know the desires and pain points of your target audience. So you won't be able to address them.

So if you are not ready to learn and master analytics, why you are even doing all these other things. What is the point?

The moment you try to scale your marketing, you are going to fail.

That's why the knowledge of web/digital analytics is so important.

So what I have done is, I have put together a completely free training for you.

This training will teach you what digital analytics really is and how I have been able to leverage it to generate floods of news sales and customers. And how you can literally copy what I have done to get similar results.

Reserve My Seat Now