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Google Analytics IQ (GAIQ) Exam Prep

Practice Questions and Answers

7/31/21

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Google Analytics Individual Qualification Certification Exam Prep eBook

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DRAFT DOCUMENT

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The Google Analytics exam is available here at this link.

https://skillshop.exceedlms.com/student/catalog

It is Free and you can take it as many times as needed to pass the online exam.

The Google Analytics Individual Qualification covers basic and advanced Google Analytics concepts.

The focus is on planning and principles; implementation and data collection; configuration and administration; conversion and attribution; and reports, metrics, and dimensions.

The overall coverage from my experience of objectives is listed below.
(Note: These are not official domains but an assembly to break down the subject more clearly for studiers and students)

Domain – GA Fundamentals

- Google Analytics Metrics
- Google Analytics Terminology
- Measurement plans and reports
- Analysis and optimization
- Differences between UA and GA4

Domain - Reports
- Understand your audience, including who is visiting your website, the devices they're using, and how to report on demographics.
- Identify inbound marketing channels using the Acquisition reports.

- Understand how people are engaging with your website and applications.

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Domain - GA Campaigns
- Learn how to apply best practice tracking for all of your marketing activities.
- Analyze the performance of organic and paid marketing campaigns.
- Link Google Ads with Google Analytics.

Domain - GA Customization
- Create custom segments to analyze your audience.
- Create custom dashboards and custom reports.
- Understand how metrics and dimensions work together.

Domain - Conversion Tracking
- Identify the goals you should be tracking for your business.
- Set up specific goals to measure conversions
- Understand impacts on conversions and conversion rate.
- How does attribution work in Google Analytics?
- Use ecommerce tracking to report and analyze purchases.

Domain - Advanced GA Concepts
- Best practices of Google Analytics.
- Use filters to clean up and customize your data.
- Track custom actions using events.
- How to use Regular Expressions (Regex).
- Use Google Tag Manager to streamline your implementation.
- Upload custom data to Google Analytics.
- How to link Google BigQuery to analytics account.

Google provides several resources to study for the exam.

Google's Analytics Academy which is home to free courses that you can take in your own time.

The two recommended courses before taking the exam are:

● Google Analytics for Beginners
● Advanced Google Analytics

What is Google Analytics?

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Google Analytics is a powerful web analytics service(toolset) offered by Google. The main purpose of Google Analytics is to track and reports your website traffic. Google Analytics is part of the Google Marketing Platform brand.

From a historical perspective Google launched the service in November 2005 after buying a software developer called Urchin. There are two versions of Universal Analytics which are

- Universal Google Analytics (Free)
- Google Analytics 360 (Paid)

The latest version of Google Analytics is called Google Analytics 4 (GA4). GA4

When trying to understand how your web or application traffic is finding your service GA can help you answer about your audience.

- Where exactly are my website visitors located?
- What type of devices do our users use to visit my website or application?
- What are my user interests for visiting our website or application?

Universal Analytics tracks data based on pageviews. For example, users' actions that don't request a new page to load would not be tracked.

Also, it is important to note that Universal Analytics needs the help of Google Tag Manager for tracking events. In GA4, we should be aware it tracks events by default so no additional work and confusion.

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Figure 1 – Data Types Collected with Universal Analytics (UA)
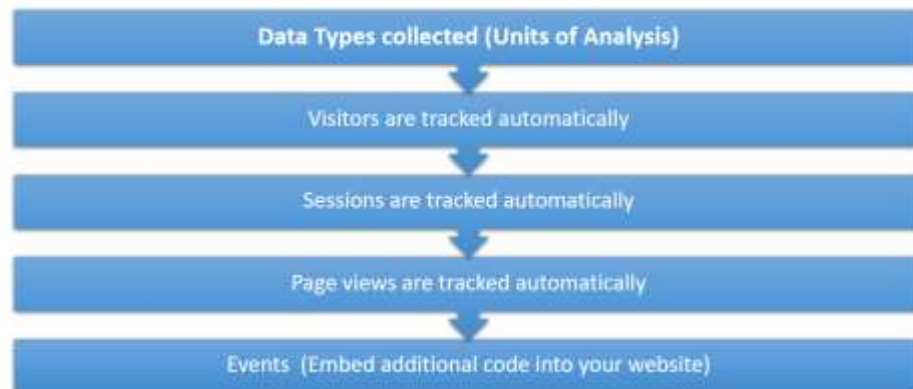
In Universal Analytics (UA) you can create up to 4 Segments at a time. There are two different types of segments we can create in UA which are User segments and Session segments.

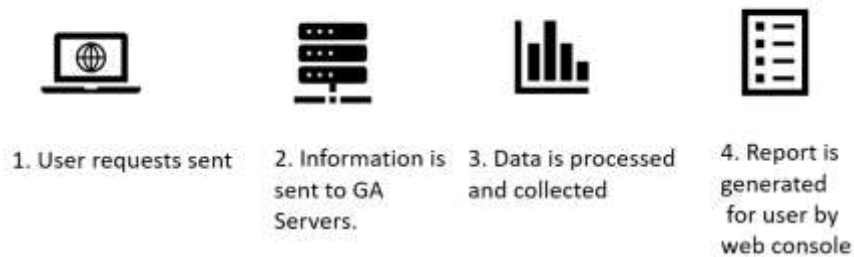In Google Analytics 4 (GA4) you can create 4 Segments at a time.

There are 3 different types of segments we can create in GA4 which are:

- User segments
- Session segments
- Event segments

It is important to note that the process for creating and managing segments has changed. We now would use "Explorations" in GA4.

So how does Google Analytics Work from a high-level process? Let's review Figure 2 and discuss.

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Figure 2 – How Does GA work?

1. User requests sent   2. Information is sent to GA Servers.   3. Data is processed and collected   4. Report is generated for user by web console

Google Analytics uses a snippet of code called a "cookie". When a user visits your website, GA will effectively add a cookie in the user's browser.

That information is effectively going to be tracked by GA and is processed by the GA services. Using these cookies, Google Analytics will know how a user behaves on your website and then collects this information to show you different reports.

 This information is effectively added to your GA account for you to view. (Reports)

Cookies are small files that contain information about what the actions the user performs on your website.

REPORT TYPES IN GA

Reports with Google Analytics (UA) are broadly divided into two types which are Standard and Custom.

These standard reports are the preset reports listed down the left-hand side of your dashboard, divided into the segments Real-Time, Audience, Acquisition, Behavior and Conversions.

Custom reports are exactly as they sound.
You completely create them about data you want to gather.

The data selected could be together in a single view, or created based on a standard report, with additional segments or filters added to tailor the report to your needs

Reports with Google Analytics 4 (GA4) are somewhat different than what your use to in Universal Analytics (UA) and organized as.

- Reports snapshot
- Realtime
- Report collections and topics
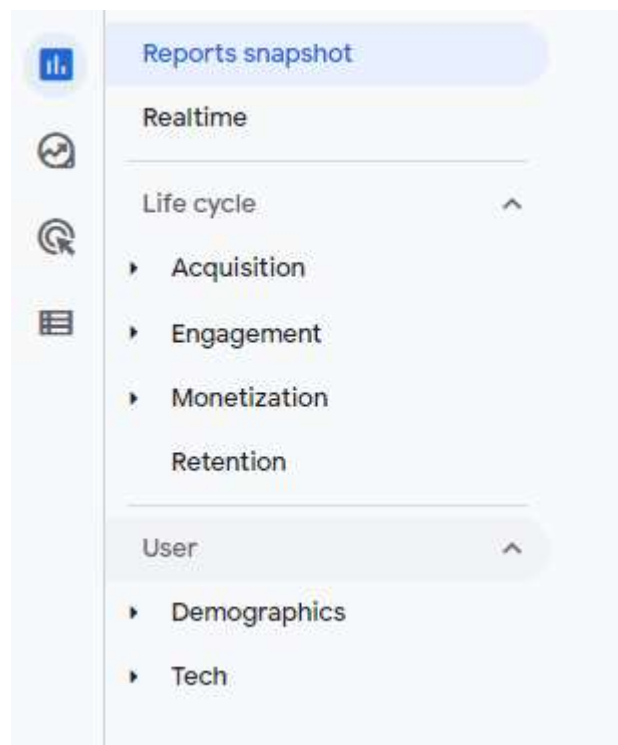
By default, the Lifecycle collection contains the following topics:

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- Acquisition: These are the sources, mediums, and campaigns through which you acquire users
- Engagement: This provides insight into user engagement by events, pages, and screens
- Monetization: Provides insight into buyer volume, and revenue by items, promotions, and coupons
- Retention: Shows retention by new and returning users, cohorts, and lifetime value

You create a new custom metric in GA4 by creating a new custom event parameter and by specifying the unit of measurement.

In GA3 then you can set/change the scope of your custom metric to 'Hit' or 'Product

In GA4 there is a new section called the library where collections of reports are stored.

Figure 3. Library in GA4
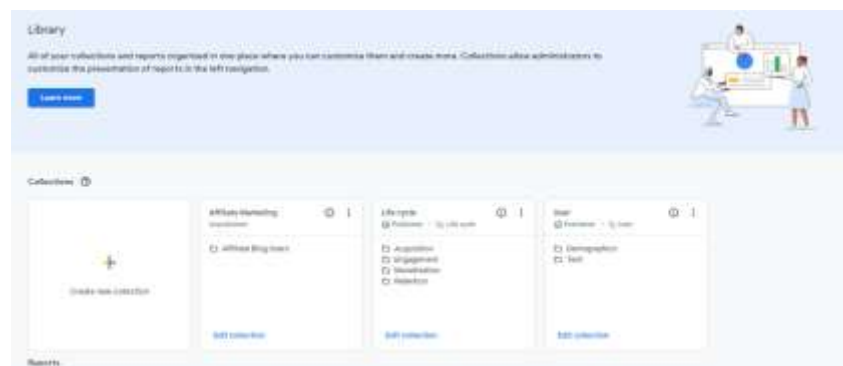
By default, the User collection contains the following topics:

- Demographics: user volume by demographic dimension

- Tech: user adoption of app releases and the technologies used to engage your content

You create a new custom metric in GA4 by creating a new custom event parameter and by specifying the unit of measurement.

In UA then you can set/change the scope of your custom metric to 'Hit' or 'Product

Reporting View

In GA3, you can create up to 25 reporting views per property.
In GA4, you can use only one reporting view.

Currently, there is no option to create additional views in GA4.
Possible workarounds available.
You can create new 'Audiences' or 'Data Streams' and use them in place of filtered views to provide some insight close to what you could get in UA.

Reports are generated on demand for example when you want to view specific activity.

After you login to GA your brought to the home page.

The home page gives an overview of the following views.
- Users: Show you how many visitors came to your website (7 days)
- Sessions: Provides an overview of how many interactions a visitor makes with your website in a time frame (30 minutes).
- Bounce Rate: Provides insight into how many visitors hit the back button or closed your website without performing a single interaction.

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- Session Duration: Provides insight into how much average time a visitor spends on the website
- Active Users right now: Provides insight into how many active users are currently active on your website

Figure 4. Home in Google Analytics
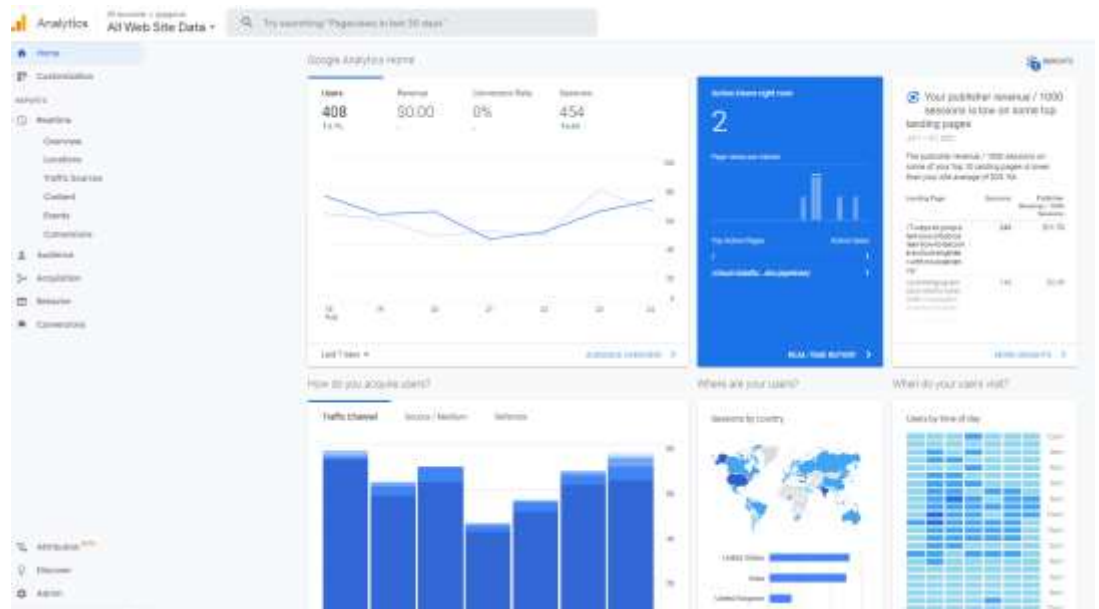
Currently, there are five main reporting options in Google Analytics (UA).

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- Realtime
- Audience
- Acquisition
- Behavior
- Conversions

Realtime Report

The Realtime report shows almost immediately the number of users on your website currently.

Figure 5 – Realtime Overview
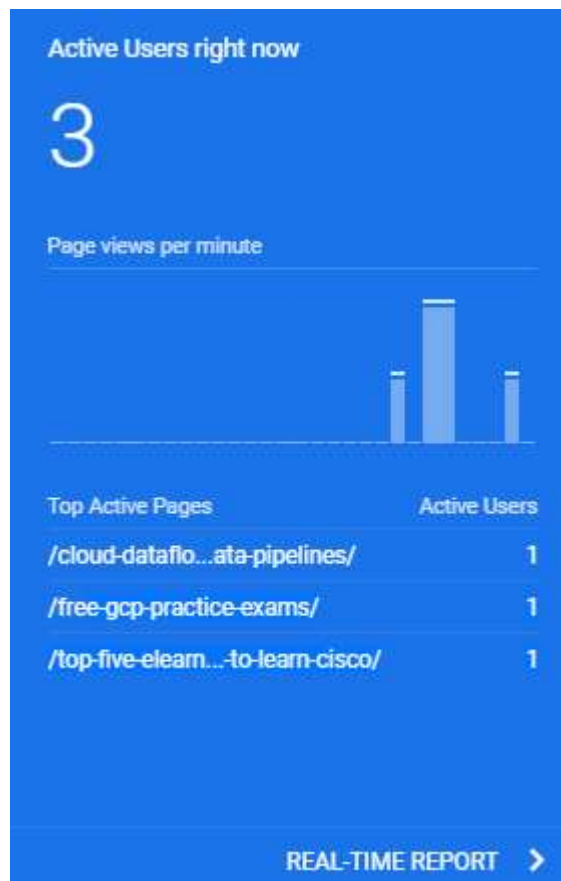
Under **Overview**, you can see the top active pages of your website, how many visitors are on these pages in real-time, and the country they are from.

Audience Report

Audience report in Google Analytics effectively breaks down your website traffic into easy-to-understand views.

Figure 6 -Audience Report

You can really get to know your audience such as the age or country of your visitors or the device they are using to view your website.

Acquisition Report

As you are getting started with Google Analytics, Acquisition reports are extremely useful. It'll tell you how the traffic reaches your website.

With this information, you will know where to invest your time and money. For instance, if you're lacking organic traffic, you need to focus more on search engine optimization (SEO)

In this section you can add Google Ads account with Google Analytics and Search Console.

Figure 7 : Web Traffic

Google Analytics (UA) will divide your web traffic into four categories in this report:

- Organic Search: it's the traffic that comes from search engines like Google or Bing
- Direct: this is the traffic that arrives when someone types in your website's URL, opens your website through a bookmark or when Google cannot recognize the traffic source
- Referral: it's the traffic that comes from any source other than search engines, such as a link on another website or a YouTube video

- Social: this is the traffic that arrives from social media platforms.
- Paid Search: this is effectively traffic that you're paying for with CPC such as Google Ads.

Behavior Report

The Behavior report in Google Analytics provides insight into you're your users activities.

Figure 8 – Behavior Reports Menu
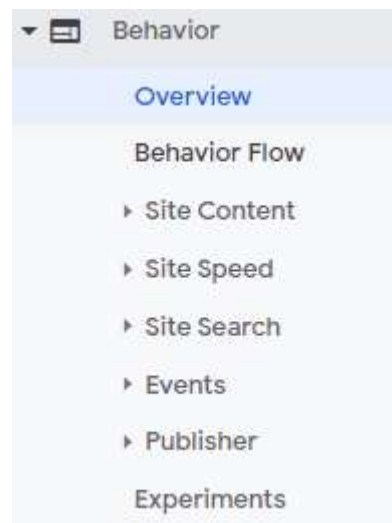
In its Overview, it will show you a quick snapshot of your visitors' behavior as follows.

Pageviews: Shows the total number of pages viewed by your visitors

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Unique pageviews: This provides insight when an individual user has viewed a certain page at least once on your website

Average Time on Page: This is the average amount of time a visitor spends viewing a web page on your website

Bounce Rate: This is the percentage of visitors that only view a single page and leave with interacting with it

Percentage Exit: it tells you how often visitors exit your website's page (or set of pages)

Figure 9 - Behavior Overview
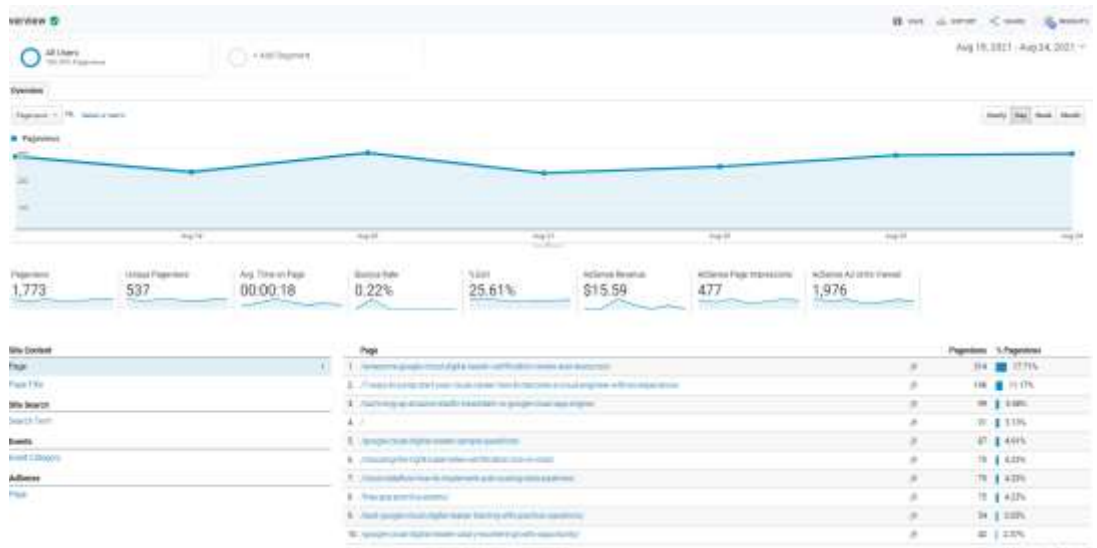
Conversion Report

The conversion report provides details on how your website's conversion rate is performing.

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The conversion rate is simply any activity completed by a visitor to your site or application. (Subscribing to newsletter, purchase an eBook, order a product, downloads, etc)

Figure 10 – Conversions Reports Menu

Goals and Ecommerce.

Under Goals, you can go to Overview and see the total goal completions on your website, like visitors purchasing a hat. It also shows you the location where goals are completed the most.

The Ecommerce section is important since it shows individual product performance, sales performance, order size, and time of purchase for example. These metrics can help you improve you're your digital product sales and application downloads.

Google Marketing Platform

Google Marketing Platform is a unified advertising and analytics platform for smarter marketing and better results

Google Ad's is Google's online advertising program.

The Ads program allows you to create online ads to reach audiences that are interested in the products and services you offer.

The Google Ads platform runs on pay-per-click (PPC) advertising

You need to connect your GA4 Property to Google Ads.

You can add up to 20 Google Ads accounts to your GA4 property.

Step 1: Go to Admin to configure or verify Ads Linking.

Step 2: Select under Property the Google Ads Linking

Figure 11 – Link Google Ads to Google Analytics

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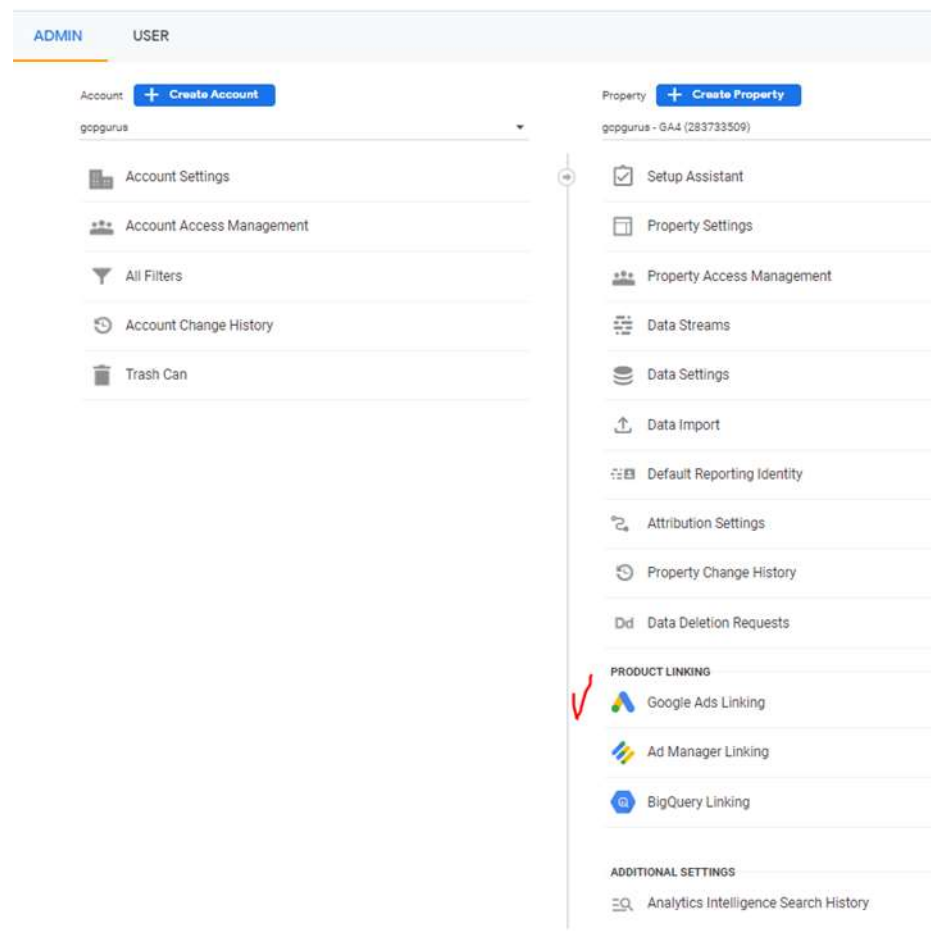
Google Signals is an advertising reporting feature through which GA4 can collect cross-device data from those website users who have signed in to one of their Google accounts (Gmail, YT, etc) and have turned on ad personalization .

You Need to activate the GA4 Property

Why Use and Activate?

1. You can more accurately track users across different devices and platforms.

2. Remarket to more website users across devices.

3. Analyze users' data by age, gender, and interest.

How to Activate Signals.

Activating takes only a few minutes and will take about 24 hours to start populating data.

Figure 12 – What shows without activating Google Signals

Step-1: Navigate to the 'Admin' section of your GA4 property.

Step-2: Click on 'Data Settings' under the Property column

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Step 3: Click Data Collection

Step 4: Click on the ' Google Advertising Features Policy ' link and then go through the policy.

Step 5: Select Get Started

Step 6: Click on the ' Continue" button

Step 7: Click Activate

Complete. Data will start populating into the Demographics.

Google Tag Manager

Google Tag Manager is a tool for creating tags and code snippets (scripts) to track and measure any milestones that occur on a web page without the need for a developer.

Tagging focuses on creating an executable code and manually inserting it into each page.

Tags are essential to measure the interaction of users with the functions of your website.

Google Tag Manager includes some pre-programmed tags that provide integration into other Google services and 3rd party solutions.

- Google Analytics
- Tracking code
- Google Ads (conversion/remarketing)

- Facebook Pixel

So why should you use Tag Manager with Google Analytics?

- Acts as a container for all your tags.
- Extremely Flexible and scalable.
- Flexible as well provide full control of your website.
- Collaborative for marketing team.
- Speeds up your website. (Code efficiency)
- Works as a crawler to monitor marketing strategies
- Track results
- Perform A/B tests
- Check how the conversion rate is going
- Validate the sales funnel results

Google BigQuery

BigQuery is a Data Warehouse that can store multiple types of data from multiple sources. (GA, FB Ads, etc). Allows you to export from Google Analytics and even stream data to BigQuery where you can Query the data.

In UA you needed a 3rd party connector to send data from GA UA to BigQuery unless you had GA 360.

Perhaps one the biggest changes and important updates is that in GA4 that BigQuery connector is now Free. (Note you would need to sign up for a Google Cloud Account and set up permissions)

The BigQuery Data Transfer Service is Google's native intra-product data pipeline service. It automates the loading of data into BigQuery.

The BigQuery Data Transfer API allows users to transfer data from partner SaaS applications(GA) to Google BigQuery on a scheduled, managed basis.

Figure 13 - Linking BigQuery to Google Analytics.
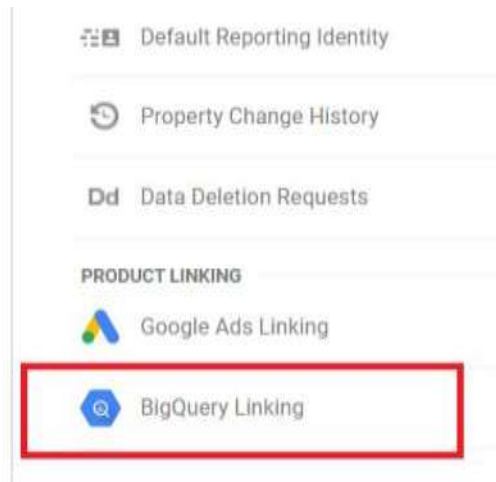
BEFORE YOU BEGIN

The main objective of these mock exam questions is to validate you have understood the objectives for the exam.

If you do well on these exam questions(Over 75%) you should feel confident to sit for and pass the Google Analytics Individual Qualification (GAIQ) Exam immediately!

Additional FREE and Membership Practice Questions are available online at

https://TechCommanders.com

GOOGLE ANALYTICS INDIVIDUAL QUALIFICATION EXAM

PRACTICE EXAM

What instance could you send Personally Identifiable Information (PII) to Google Analytics? (Select One)

   A. When it's hashed or encrypted
   B. When it's from a Google Ads campaign
   C. Never

Answer: C. Never

When a new view is created it will show historical data from when the first view was created for the property. (Select One)

   A. True
   B. False

Answer: True

What should be the first step in creating your Measurement Plan for your digital marketing strategy? (Select One)

    A. Create the implementation plan
    B. Document the technical infrastructure
    C. Implement Google Analytics
    D. Define the business objectives

Answer: D. Define the business objectives.

Which of the following campaign tags is required for accurate tracking in GA? (Select Three)

    A. Term
    B. Medium
    C. Source
    D. Campaign
    E. Content
    F. All of these are required

Answer: B, C, D. Medium, Source and Campaign

How would you track users coming from an email campaign? (Select One)

    A. They will be tracked automatically
    B. Enabling auto-tagging
    C. Create trackable URLS manually
    D. It's not possible to track email campaigns

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Answer: C. Create trackable URLS manually. (Use Campaign URL Builder)

Which of the following is not a standard campaign tag parameter? (Select One)

    A. utm_group
    B. utm_medium
    C. utm_campaign
    D. utm_content

Answer: A Utm_group

In Google Analytics, what is an attribution model? (Select One)

    A. A way to assign credit for conversions to different touchpoints
    B. Rules to assign sessions to new and returning users
    C. A way to assign credit for conversions to each ad from Google Ads
    D. Rules to assign interest categories to sessions

Answer: C. A way to assign credit for conversions to each ad from Google Ads

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In the Multi-Channel funnels report, which metric would be useful in measuring how many conversions were helped by social media? (Select One)

    A. Conversions
    B. Assisted Conversions
    C. Last Click or Direct Conversions
    D. None of these metrics

Answers: A. Conversions

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In the Position Based attribution model which of the following is true. (Select One)

A. Each touchpoint receives equal credit
B. Credit is assigned to touchpoints on a sliding scale
C. The last touchpoint receives 100% of the credit
D. First and last touchpoints receive more credit than those in the middle

Answer. B. Credit is assigned on a sliding scale.

Which of the following metrics would most likely indicate a website that is performing well?

A. % New Users < 50%
B. Avg. Session Duration < 1 minute
C. Bounce Rate > 90%
D. Bounce Rate < 30%

Answers: C. Bounce Rate > 90%

What are the two main types of data that are collected in UA. (Select Two)

A. User Acquisition
B. User Behaviour
C. User Email
D. User Laptop Info

Answers: A, B. User Acquisition and User Behaviour

Google Analytics 4 is built on what analytics platform?

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(Select One)

    A. Google Data Studio
    B. Google BigQuery
    C. Google Firebase
    D. Google Android

Answer. C. Google Firebase

The Data Model for Universal Google Analytics consists of which of the following? (Select Three)

    A. Users
    B. Sessions
    C. Interactions
    D. Clicks
    E. Events

Answers. A,B,C. Users, Sessions, and Interactions

There are 3 different types of segments we can create in GA4. What are they? (Select Three)

    A. Users
    B. Sessions
    C. Interactions
    D. Clicks
    E. Events

Answers. A, B, E. Users, Sessions and Events

There are several new features that are now available in GA4. What are some of these benefits? (Select Three)

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A. Deeper integration with Google Datastore
B. Cross-device measurement capabilities
C. Granular data controls (better)
D. ML/AI enhanced insights

Answers: A, B, C.

BigQuery is a Data Warehouse that can store multiple types of data from multiple sources. Which of the following is true about BigQuery with Google Analytics? (Select Two)

A. In UA you needed a 3rd party connector to send data from GA UA to BigQuery unless you had GA 360.
B. In GA4 the BigQuery connector is now Free.
C. In GA4 the BigQuery connector is not Free
D. In UA you did not need a BigQuery connector since it was integrated into UA and 360.

Answers. and B. In UA you needed a 3rd party connector to send data from GA UA to BigQuery unless you had GA 360. In GA4 the BigQuery connector is now Free.

In Google Analytics 4 there are how many reporting views?

(Select One)

A. 25
B. 20
C. 1
D. 10

Answer C. 1

In Google Analytics 4 you can add how many Google Ad accounts to your GA4 property? (Select One)

A. 25
B. 20
C. 1
D. 10

Answer B. 20

Which of the following statements would be true when choosing to use a Dual Setup with Google Analytics? (Select Two)

A. Use a new GA account to set up with a dual property approach
B. Use Existing GA account where you add a GA4 property
C. Use a separate GA account to set up with Google Tag Manager
D. Use a new GA account with a new email to setup dual properties

Answers: A and B. Use a new GA account to set up with a dual property approach & Use Existing GA account where you add a GA4 property

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You have just setup GA4 and want to validate if GA4 is connected to your website. How could you validate that you GA4 property are set up correctly and see your property ID. (Select One)

A. Account > Property Settings
B. Property > GA4 Setup Assistant
C. Property > Property Settings

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D. Account > Account Access Management

Answer B. Property > GA4 Setup Assistant

Which of the following is known as categories in Google Analytics? (Select One)

A. Dimensions
B. Campaigns
C. Reports
D. Tags

Answer: A. Dimensions

What of the following is considered the best metric for measuring the quality of traffic to your website? (Select One)

A. Conversion Rate
B. Bounce Rate
C. Hit Rate
D. Repeat Visitors

Answer: A. Conversion Rate

When you link (connect) AdWords with Google Analytics this allows for what benefit? (Select One)

A. Filtering of AdWords campaigns by profitability
B. Your cost data to be imported into Analytics
C. Filtering of Analytics campaigns by search term
D. ROI to be calculated in AdWords directly

Answer: B. Your cost data to be imported into Analytics

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You should always consider manually tagging your AdWords campaigns with specific campaign tracking variables. (True or False)

A. True
B. False

Answer: A. False

You would like to quickly generate campaign tags quickly. What tool should be used? (Select One)

A. Google Trends
B. Google Ads
C. URL Builder
D. Goal Selector

Answer: C. URL Builder

Your getting ready to setup goals in Google Analytics. Which of the following would be considered goals in GA? (Select Two)

A. Customer Purchase
B. Customer Downloading eBook
C. View you Contact Us Page
D. Customer saving your page as a bookmark

Answers: A, B. Customer Purchase and Customer Downloading eBook

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Google AdSense lets you as a business owner advertise on what two properties? (Select Two)

    A. Google Display Network
    B. Google Search
    C. Google Optimize
    D. Facebook Ads
    E. LinkedIn Ads
    F. Google Signal

Answers: A, B. Google Display Network and Google Search

When you enable auto tagging it can provide some benefits. Which of the following is considered a benefit of using auto tagging? (Select One)

    A. Adds Analytics tags to campaign URLs

    B. Adds Google Ads tags to campaign URLs

    C. Adds campaign hyperlinks to website pages

    D. Adds Analytics tracking code to website pages

Answer: B. Adds Google Ads tags to Campaign URLs

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