

## Google Analytics Certification Test Questions & Answers

1. Which user characteristic may NOT be used to change keyword bids in AdWords?:

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

Correct answer is:

- **ad preference**

2. By default, Google Analytics can only collect behavioral data from web-connected systems.

- **True**
- False

Correct answer is:

- **True**

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

- **True**
- False

Correct answer is:

- **True**

4. Which reports show websites that send traffic to your pages?

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

Correct answer is:

- **All Traffic**

5. Which of these is NOT a benefit of Remarketing in Google Analytics?

- Show customized ads to customers who have previously visited your site
- **Allow customers to reorder an item they have previously purchased**
- Create remarketing lists based on custom segments and targets
- Create remarketing lists without making changes to your existing Analytics snippet

Correct answer is:

- **Allow customers to reorder an item they have previously purchased**

6. 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

Correct answer is:

- **A randomly-assigned unique identifier and browser cookie**

7. Which of these criteria CANNOT be used to create a Custom Segment?

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

Correct answer is:

- **Ad type**

8. Once you have deleted a view, you have a limited number of days to restore that view.

- **True**
- False

Correct answer is:

- **True**

9. Which filter would you apply if you only wanted to include data from a campaign titled "Back to School" in Campaign reports?

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

Correct answer is:

- **Custom Include filter with field "Campaign Name" and pattern "back to school"**

10. Which report indicates the pages of your website where users first arrived?

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

Correct answer is:

- **Landing Pages report**

11. Metrics cannot be paired with dimensions of the same scope.

- **True**

- **False**

Correct answer is:

- **False**

12. What feature would you set up to collect company-specific data such as Member Status?

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

Correct answer is:

- **Custom Dimension**

13. Which reports can show you how website referrals, organic search, and ad campaigns assisted in the conversion process?

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

Correct answer is:

- **Multi-Channel Funnel reports**

14. By default, which of these is NOT considered a “medium” in Google Analytics?

- **Google**
- Organic
- Referral
- CPC

Correct answer is:

- **Google**

15. Which of these is NOT a valid metric-dimension combination?

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

Correct answer is:

- **Sessions / Bounce rate**

16. What is required for User ID to track users across different devices?

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

- All of the above

Correct answer is:

- **Sign-in that generates and sets unique IDs**

17. What scope would you apply for a Custom Dimension that collects data for users who log in to your website?changeqwe

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

Correct answer is:

- **User**

18. Which of these can join offline business systems data with online data collected by Google Analytics?

- AdWords Linking
- **Data import**
- User ID
- Goal tracking

Correct answer is:

- **Data import**

19. Which report helps identify which browsers may have had problems with your website?

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

Correct answer is:

- **The Browser & OS report**

20. When will the Analytics tracking code send an event hit to Google Analytics?

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

Correct answer is:

- **Every time a user performs an action with event tracking implemented**

21. How does Google Analytics credit a channel that contributes to a conversion prior to a transaction?

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

Correct answer is:

- **Assisted conversion**

22. In Multi-Channel Funnel Reports, conversions and ecommerce transactions are attributed to the last campaign, search, or ad that referred the user.

- True
- **False**

Correct answer is:

- **False**

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

- **True**
- False

Correct answer is:

- **True**

24. You may apply a new Custom Channel Group retroactively to organize data that has been previously collected.

- **True**
- False

Correct answer is:

- **True**

25. When will the Analytics tracking code send a pageview hit to Google Analytics?

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

Correct answer is:

- **Every time a user loads a webpage with embedded tracking code**

26. Which of these is a scope for Custom Metrics?

- User
- Session
- **Hit**
- Event

Correct answer is:

- **Hit**

27. Auto-tagging is used to collect data from which kinds of traffic?

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

Correct answer is:

- **AdWords Campaign traffic**

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

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

Correct answer is:

- **Event Tracking**

29. What is a “secondary dimension” in Google Analytics?

- An additional widget you can add to a dashboard for more specific analysis.
- **An additional dimension you can add to a report for more specific analysis.**
- An additional metric you can add to a report for more specific analysis.
- A visualization that allows you to understand the impact of your data.

Correct answer is:

- **An additional dimension you can add to a report for more specific analysis.**

30. Once Google Analytics has processed the data it collects, you can still recover any data that was filtered out.

- True
- **False**

Correct answer is:

- **False**

31. Which reports require you to activate Advertising Features?correcqwe

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

Correct answer is:

- **Demographics and Interests reports**

32. Custom Reports will NOT let you do what?

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

Correct answer is:

- **Pair metrics and dimensions of different scopes**

33. Custom Dimensions can be used as which of the following?

- Secondary dimensions in Standard reports
- Primary dimensions in Custom Reports
- Secondary dimensions in Custom Reports
- **All of the above**

Correct answer is:

- **All of the above**

34. Which campaigns require you to add manual tags to destination URLs for tracking?

- AdWords campaigns
- **Email campaigns**
- AdWords and email campaigns
- None of the above

Correct answer is:

- **Email campaigns**

35. Which tags does Google Analytics recommend to accurately track campaigns?

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

Correct answer is:

- **Medium, Source, and Campaign**

36. If you wanted to track what search terms customers used to find products on your website, what would you set up?

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

Correct answer is:

- **Site Search**

37. What URL tag does AdWords add to the destination URL using autotagging?

- utm=
- urlid=
- adid=
- **gclid=**

Correct answer is:

- **gclid=**

38. 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.

Correct answer is:

- **An attribute of a data set that can be organized for better analysis.**

39. Which of the following criteria could NOT be used for a Dynamic Remarketing audience?

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

Correct answer is:

- **Users who returned an item they purchased**

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

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

Correct answer is:

- **Source and Medium**

41. Which of these CANNOT be collected by the default Analytics tracking code?

- Device and operating system
- Browser language setting
- **User’s favorite website**
- Page visits

Correct answer is:

- **User’s favorite website**



42. Which kinds of hits does Google Analytics track?

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

Correct answer is:

- **All of the above**

43. Which report would you use to determine where users start or exit the conversion funnel?

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

Correct answer is:

- **Goal Flow report**

44. Which of these is NOT possible when you link your AdWords account to Google Analytics?

- **Adjust keyword bids inside Google Analytics**
- View AdWords click and cost data alongside your site engagement data in Google Analytics
- Create remarketing lists in Analytics to use in AdWords campaigns
- Import Analytics goals and transactions into AdWords as conversions

Correct answer is:

- **Adjust keyword bids inside Google Analytics**

45. To send data from a web-connected device like a point-of-sale system to Google Analytics, what would you use?

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

Correct answer is:

- **The Measurement Protocol**

46. Which report shows which pages on your site get the most traffic and highest engagement?

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

Correct answer is:

- **All Pages report**

47. Which type of Custom Report shows a static sortable table with rows of data?

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

Correct answer is:

- **Flat Table**

48. What would you set up to collect how many comments users posted to a webpage on your site?

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

Correct answer is:

- **Custom Metric**

49. Assigning a value to a Google Analytics Goal allows you to do which of the following?

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

Correct answer is:

- **Compare goal conversions and measure changes and improvements to your site**

50. Sharing a Custom Report will share the data in that report.

- True
- **False**

Correct answer is:

- **False**

51. Views can include website data from before the view was created.

- True
- **False**

Correct answer is:

- **False**

52. What is the "Bounce Rate" in Google Analytics?

- The number of times unique users returned to your website in a given time period
- **The percentage of visits when a user landed on your website and exited without any interactions**
- The percentage of total site exits

- The percentage of sessions in which a user exits from your homepage

Correct answer is:

- **The percentage of visits when a user landed on your website and exited without any interactions**

53. What four parameters can you include with an event hit for reporting?

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

Correct answer is:

- **Category, Action, Label, Value**

54. Which report demonstrates how well specific parts of your website performed?

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

Correct answer is:

- **Content Drilldown report**

55. Where in the HTML of your webpage should you place your Analytics tracking code?

- Just before the closing `</body>` tag of your website
- Just after the opening `<body>` tag of your website
- **Just before the closing `</head>` tag of your website**
- Just after the opening `<head>` tag of your website

Correct answer is:

- **Just before the closing `</head>` tag of your website**

56. You cannot change the default session timeout duration in Google Analytics.

- True
- **False**

Correct answer is:

- **False**

57. How would you reduce the time it takes to compile reports in Google Analytics?

- Remove any filters you have added to the view
- **Choose "Faster response" in the sampling pulldown menu**
- Choose "Greater precision" in the sampling pulldown menu
- Remove any Secondary Dimensions you have added to the report

Correct answer is:

- **Choose “Faster response” in the sampling pulldown menu**

58. Filters may be applied retroactively to any data that has been processed.

- True
- **False**

Correct answer is:

- **False**

59. Which of these channels is NOT included in the default Channels report?

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

Correct answer is:

- **Device**

60. Which report helps you determine the percent of your site traffic that has visited previously?

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

Correct answer is:

- **New vs Returning report**

61. Which report indicates the last page users viewed before leaving your website?

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

Correct answer is:

- **Exit Pages report**

62. What type of data does Google Analytics prohibit you from collecting?

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

Correct answer is:

- **Personally identifiable information**

63. By default, when will Google Analytics NOT be able to identify sessions from the same user?

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

Correct answer is:

- **When the sessions happen in different browsers on the same device**

64. By default, which of these is NOT considered a “source” in Google Analytics?

- **Email**
- Google
- (direct)
- googlemerchandisestore.com

Correct answer is:

- **Email**

65. What are the four scope levels available for dimensions and metrics in Google Analytics?

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

Correct answer is:

- **Hit-level, session-level, product-level, or user-level scope**

66. By default, when does an Analytics session expire?

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

Correct answer is:

- **When a user is inactive on your website for more than 30 minutes**

67. What is a “metric” in Google Analytics?

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

Correct answer is:

- **The numbers in a data set often paired with dimensions.**

68. Which view filter(s) would you apply if you wanted to include only users from Brazil or Argentina?

- Filter 1: include Brazil > Filter 2: include Argentina
- Filter 1: exclude Peru or Bolivia
- **Filter 1: include Brazil or Argentina**
- Filter 1: include Argentina > Filter 2: include Brazil

Correct answer is:

- **Filter 1: include Brazil or Argentina**

69. Which of these would prevent data from appearing in a Custom Report?

- You've applied too many metrics to the Custom Report
- **You haven't shared that Custom report with users in the same view**
- You've applied a filter that filters out all of your data
- You've applied too many dimensions to the Custom Report

Correct answer is:

- **You haven't shared that Custom report with users in the same view**

70. Which campaign parameter is NOT standard in Google Analytics ?

- utm\_content
- utm\_source
- **utm\_adgroup**
- utm\_campaign

Correct answer is:

- **utm\_adgroup**

71. If a filter excludes data from a view, that data can never be recovered for that view.

- **True**
- False

Correct answer is:

- **True**

72. Which of these can be imported to define a remarketing audience?

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

Correct answer is:

- **Custom Segment**

73. If a user visits the home page of a website with a video embedded and leaves without clicking on anything, Google Analytics will count this session as a bounce.

- **True**
- False

Correct answer is:

- **True**

74. 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

Correct answer is:

- **1**

75. Which data table display compares report metrics to the website average?

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

Correct answer is:

- **Comparison**

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

- True
- **False**

Correct answer is:

- **False**

77. Which of these could NOT be tracked using Goals in Google Analytics?

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

Correct answer is:

- **Customer's lifetime value**

78. Which report shows the percentage of traffic that has visited your site before?

- **Behavior > New vs returning report**
- Behavior > Frequency and Recency report
- All traffic > Referrals report

- Interests > Affinity categories report

Correct answer is:

- **Behavior > New vs returning report**

79. Which of these user characteristics CANNOT be used to create a Custom Segment?

- Users that viewed a page on your website and then watched a video
- **Users who have children**
- Users 25 to 34 years of age who have their browser set to Spanish
- Users that engaged in your social media or email campaigns

Correct answer is:

- **Users who have children**

80. Which of the following statements about segments is incorrect?

- **Segments are filters that permanently alter your data**
- You can use segments to build custom Remarketing lists
- Segments are either subsets of sessions or subsets of users
- Segments let you isolate and analyze your data

Correct answer is:

- **Segments are filters that permanently alter your data**

81. Which of these can you NOT share using The Solutions Gallery?

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

Correct answer is:

- **Custom Dimensions**

82. If you want to track users and sessions across multiple domains, what must you set up?

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

Correct answer is:

- **Cross-domain tracking**

83. Google Analytics filters are applied in the order in which they are set in your view.

- **True**
- False

Correct answer is:

- **True**



84. Which report shows a visual representation of user interactions on your website?

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

Correct answer is:

- **Behavior Flow report**

85. What four types of Goals are available in Google Analytics?

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

Correct answer is:

- **Destination, Event, Duration, Pages/Screens per Session**

86. Segments are applied before sampling in reports.

- True
- **False**

Correct answer is:

- **False**

87. By default, which of these are NOT Remarketing audiences that you can define?

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

Correct answer is:

- **Users who visited your physical store**

88. What is the set of rules that determines how sales and conversions get attributed based on touch-points in the conversion path?

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

Correct answer is:

- **Attribution modeling**

89. 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**

Correct answer is:

- **/order/complete.php**

90. In Multi-Channel Funnel Reports, which channel could NOT be credited with a conversion?

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

Correct answer is:

- **Television commercials**

91. What will happen if a user clears the Analytics cookie from their browser?

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

Correct answer is:

- **All of the above**

92. What will happen if you install the same default tracking code on pages with different domains?

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

Correct answer is:

- **Analytics will associate these users and sessions with a single domain**

93. 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**

Correct answer is:

- **3**

94. Which 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

Correct answer is:

- **Active Users report**

95. Which report can compare metrics based on user acquisition date over a series of weeks?

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

Correct answer is:

- **Cohort Analysis report**

96. Which of these is NOT a benefit of using segments in your data analysis?

- You can isolate and analyze specific conversion paths using conversion segments
- You can compare behavior metrics for groups of users like Converters vs non Converters
- **You can permanently modify the data in your view**
- You can analyze users by single or multi-session conditions

Correct answer is:

- **You can permanently modify the data in your view**

97. To recognize users across different devices, what feature must you enable?

- Attribution Models
- **User ID**
- Audience Definitions
- AdWords Linking

Correct answer is:

- **User ID**

98. Which of these represents the hierarchical structure of a Google Analytics account?

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

Correct answer is:

- **Account > Property > View**

99. Which report helps you understand which kinds of mobile devices were used to visit your website?

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

Correct answer is:

- **Mobile > Devices report**

100. Which of these are required for Multi-Channel Funnels?

- Advertising features
- In-page Analytics
- Custom dimensions
- **Goals or Ecommerce**

Correct answer is:

- **Goals or Ecommerce**

101. Which report show websites that send traffic to your pages?

- Behavior
- Demographics
- **All traffic**
- Geo

Correct answer is:

- **All traffic**