**INSWA sample question with answer for preparation**

1. **How Does Web Analytics Work?**

Most web analytics tools use “[tags](https://digitalready.co/blog/the-most-important-googles-ranking-factors)” in their javascript of the web pages code. With the help of these tags, the analytic tools measure the number of visitors visited your site or the number of clicks on a particular link. These tags also help in measuring the device from which the visitor visited, the location(through [IP address](https://whatismyipaddress.com/ip-address)). You might wonder that web analytic tools also use cookies to track individual sessions and the number of visitors who visited your site again. These days browsers have put restrictions around adding code snippets to the web pages and users also delete cookies hence getting accurate web analytics is little difficult.

1. **Define Session, Pageviews, Users &  Goals?**

**Session** – Whenever a user visits your site or the page the session starts. A single web page session can last till 30 minutes. A [session](https://support.google.com/analytics/answer/2731565?hl=en) is counted as a new session when a user lands on the webpage from a different source. So here the user can be the same the user or a different user. A single session can include multiple pages.

**Page Views** – the number of times a page is viewed or opened by a visitor is tracked by analytic tools.

**Users** – are the visitors who have completed 1 single session in a specific time period.

**Goals** – these are defined as the completed user actions or activities. [Goals](https://www.monsterinsights.com/how-to-create-a-goal-in-google-analytics-to-track-conversions/) are also called as conversions as they add up to the success rate of the business. We can only have 20 goals per web property.

1. **What do You Understand by Bounce Rate & Exit Rate? Which is More Important?**

[Bounce rate](https://digitalready.co/blog/google-analytics-top-10-reports-you-should-be-checking) is calculated by the number of visitors landing on your web page but do not stay on that page or do not visit any other page as either they don’t find relevant information or may be the information isn’t interesting.  Accepted bounce rate is 30%.

Exit Rate is defined by the percentage of users seen in the last of a particular session of a web page. These are the ones who left last from a particular page.

Both are equally important to understand the site performance but you need to check why and from where users are leaving more.

1. **What all can You Analyze through Web Analytics?**

With the help of Web analytics you can analyze the following:

* Target Audience
* Source of the web traffic
* Number of visits and visitors
* The top ranking pages
* Goals converted
* Bounce and exit rates
* Web issues if any

1. **How will you enhance web traffic on your web page to get better web analytics?**

You can enhance web traffic, by regularly posting good content, doing better [SEO activities](https://digitalready.co/blog/basics-of-search-engine-optimization), performing regular promotion campaigns and advertisements that divert traffic to your site. Doing all this you can ultimately get better web analytics.

1. **Can you explain some of the benefits of performing web analytics?**

Web analytics helps in understanding when and how the crawlers visit web pages. It also helps in understanding user behavior. With the help web analytics, you can also improve the web traffic.

1. **What is event tracking? What are the different elements in event tracking?**

[Event tracking](https://developers.google.com/analytics/devguides/collection/analyticsjs/events) involves tracking of a specific occasion or action occurred on the website. This can include the pages clicked and visited, download of a document, files or any other specific change.

There are 3 elements in event tracking – labels – they provide more information about the action.

**Actions** – performed by the user.  eg: a video viewed by a user

**Categories** –  different sections on the webpage Videos, Downloads.

1. **Define Google Analytics?**

Google Analytics is a website traffic analysis tool developed by Google used to analyze user traffic on a website. Based on the analysis it also helps in making appropriated decisions for the betterment of the website.

1. **What are conversions and how can you track them?**

Whenever a user completes a desired action or completes the predefined goal then a conversion occurs. Goals like destination, duration, page visit and events defined so the user activity can be tracked accordingly. For example, when a user fills a form or purchases a product, conversion happens.

1. **What is meant by KPI in Analytics?**
2. **What do you know about the bounce rate?**
3. **What are the top channels to track your traffic sources?**

The top channels of traffic, tracked by Google Analytics:

* **Organic:** People click search engine organic visit and land on your website
* **Direct:** People who write down your website domain on URL bar on the browser and visit your website
* **Paid:** People who click on PPC ads in SERP.
* **Referral:** People who come to your site from other sites like Quora.com, Reddit.com, etc.
* **Social Channels:** People visiting your site using Facebook, Twitter or Instagram.

1. **What is the difference between Clicks and Visits?**

Clicks indicate an action performed on a site or a particular product.

Visit indicates spending of time by users on a site.

1. **How to identify the most popular pages on my website**
2. **Discuss about Dimensions & Metrics**

Dimensions are attributes of your data.

We can understand that dimensions are a featured or aspect of your data. It is not a quantitative variable but a qualitative one. Let us give us some examples

* Device
* Source
* Campaign
* City
* Goals
* Page

Metrics are the numbers you find in dimensions. Metrics let you see what a user did, in numerical value. It is a quantitative measurement. Without dimensions, otherwise, it’s just numbers.

For example: If you find 50 page views for a specific blog post from NY, page views are metric and NY is the dimension here.

1. **What is Exit Rate?**

Exit Percentage is the percentage of site exits that occurred from a specified page or set of pages. It is the page on your site that the visitor left from.

In Google Analytics, Exit page can be found in:

Behavior > Site Content > Exit Pages. This report gives you a breakdown of the number of Exits, pageviews and the % Exits.

1. **What is Search Depth?**

Average search depth is a metric in Google analytics. It is

the average number of pages people viewed after performing a search.

This is calculated as Sum of all search\_depth across all searches / (search\_transitions + 1)

1. **What is ‘Filters’ in Google Analytics?**

In Google Analytics, filters are configured in views for a property.

Filters are used to segment the data into smaller groups. Filters let you control which data is included in the reports. For example, you can filter out the internal traffic from showing inside analytics,

Filters can be created at either the view or the account level.

1. **How to access personal information of visitors using GA?**

Impossible. You can’t access personal information of visitors using GA.

1. **How to find where visitors are clicking most?**

With the help of In-Page Analytics, can find where visitors are clicking most. In-page analytics is an extension of Google Chrome that helps you see the click data right there on the page.

1. **What are cookies in Analytics?**

Any Google Analytics Interview Question and Answers guide won’t complete without this question. Cookies are the text files that are stored on the visitor’s browsers when a visitor visits the website.

It is essential to remember that cookies are browser-specific when it comes to ga.js. So, a user on chrome on their work laptop will have different cookies stored than if they are using chrome on their home computer.

1. **How can you find the UA tracking code?**

UA stands for Universal Analytics. The Universal Analytics tracking code can be found in the admin section of the web property.

1. **How to delete goals in GA?**

No, we cannot delete the goal. We can stop recording the goal by disabling it.

1. **What is meant by Average Load Time?**

The avg. amount of the time taken by the website to load it in the browser.

1. **How to change the session time in Google analytics?**
2. **What is ‘Site Search’ report in Google Analytics?**

The site search button on the website helps users to search inside the website. The site search reports in GA allows website managers to find the keywords or queries people use to search on the website. It helps them to understand what people search and design or optimize pages accordingly. Mainly used by e-commerce websites, so if you are attending a Google analytics interview of eCommerce website, learn more about it.

1. **30. What is users?**

Users are that have had at least one session within the given time frame. Both active and repeated users are counted.

1. **What is the most important things in Google Analytics you will want to analysis?**

Google Analytics gives a lot of information and each information is essential. But there are few things we concentrate every day like the number of sessions, traffic sources, top-performing pages, funnel and goal conversions, bounce and exit rate.

1. **Difference between clicks and users**

The clicks column indicates how many times your users clicked your website listing while users indicate the number of unique users who clicked your listing.

There are many reasons why these numbers don’t match. Important reasons are:

* A user might click your listing multiple times.
* A user might click on the listing but closed the page before loading it properly.
* No tracking code on the landing page.
* Redirect on the landing page
* Single-click with multiple visits

1. **What is the difference between Clicks and Sessions in Google Analytics reports?**

The clicks column indicates how many times your listings were clicked by users and session indicates the number of unique sessions initiated by users. There are many reasons why these don’t match. Primary reasons are:

A user might click your listing multiple times

A user might click but closed the page before loading fully

1. **What are ‘Page Views’ in Google Analytics?**

A pageview (or pageview hit, page tracking hit) is an instance of a page being loaded (or reloaded) in a browser. Pageviews is a metric defined as the total number of pages viewed.

1. **What is Label in Google Analytics?**

Label provides more information about the action of the user.

1. **How to link search console and google analytics?**

To use search console reports, you need to enable search console data sharing in settings.

How to do:

Click admin >> select the property

Click property settings

Under search console, select the reporting view & save.

1. **What is the purpose of Track Page View?**

Track page view helps to register a pageview

1. **How to track user engagement on Flash or AJAX websites?**

We can use event tracking or we can track interactions as pageviews and set goals.

1. **What are the three elements of Event Tracking?**

Three elements of event tracking are-

* Categories
* Actions
* Labels

1. **What is RPC in Google Analytics?**
2. RPC stands for Revenue Per Clicks is an e-commerce metric available in Google analytics. Which simply says the value of each click. With the help of RPC, you can identify the keywords which are affecting your campaign. It is not a common google analytics question but can be asked sometimes to check your in-depth knowledge.

Revenue per click is calculated as follows: Goal Value x Conversion Rate.

1. **hat is Custom dimensions and metrics?**

Custom dimensions and custom metrics are like default dimensions and metrics in your Google Analytics account, except they are created by you to collect and analyze data Analytics don’t track otherwise.

You need to have edit permission to create or edit custom dimensions and metrics.

1. **What is site speed report in Google analytics?**

A slow site can harm your website ranking. So, it’s important to have good website speed. To collect site speed data, Go to reports, select behavior > site speed.

Site speed reports show how quickly your website loads and ready to interact with visitors. It helps you to identify the areas to be improved.

The Site Speed reports measure three aspects of latency:

* Page-load time for a sample of pageviews on your site.
* Execution speed or load time of any discrete hit, event, or user interaction that you want to track
* How quickly the browser parses the document and makes it available for user interaction.

1. **How to avoid spam in GA?**

We can filter out this data from spam sources.

1. **How much customization possible in Google Analytics?**

We can customize the GA but not as a whole. Few features and modules can be customized according to our needs.

1. **What is the use of Time lag report?**

Time lag report helps us to find the time lag in between the original session and completion of the goal.

1. **What is the purpose of Visit Duration report?**

Visit duration report categorizes the visits based on the amount of time, visitors spend on the site.

1. **What is event action in web analytics?**

We use the action parameter to name the type of event we want to measure. This action is literally what the user does.

1. **What is Conversion Report in web Analytics?**

Conversion report is a detailed report on if the visitors have completed the pre-defined goal. It says whether the visitor converted to customer or not. The conversion report shows you the path your customers take, from the entrance to completing a purchase or filling the form.

1. **Explain Account, Property & Views in web Analytics.**

It is one of the general Google analytics interview questions and answers guide. Let’s see account, property and views in detail.

An account is your access point for Analytics. You need at least one account to access analytics. You can define the relationship between account and properties depends on your requirements. You can either have one to one relationship or you can have one to many relationships.

Property is a website, mobile app or device. An account can have multiple properties. When we add a property to an account, it generates the code that we can use to gather data from the property. The code contains a unique ID that identifies the data from that property.

View is your access point for reports. We can offer views to users so they can find the reports based on view’s data.

1. **What is category in web Analytics?**

A category is a name that you supply to a group of similar events you want to analyze. For example, profitable engagement, YouTube videos, Reading, etc.

1. **What is Google Segments?**

One of the important Google analytics interview questions.

A segment is a subset of your analytics data. Like a piece of cake in your whole big cake of data. For example, among your entire set of users, one segment might be from Mumbai. Another segment might be users who downloaded an ebook from the website.

Segments help you separate and understand the subsets of data to help you examine the trends in the business. For example, if you see people from Delhi stopped using your service recently, you can check if your local competitor started a campaign or your local page has any technical issues, etc.

**Segment types:**

* Subsets of users
* Subsets of sessions
* Subsets of hits

1. **What is ‘Real Time’ report in Google Analytics?**

Real time reports give information about the traffic, insights, reactions, sources and more on a real time basis. The reports get updated immediately and hit is reported seconds after it occurs.