

Google Analytics Certification Exam Answers by SEO planner

1. Which of these is NOT a benefit of Remarketing in Google Analytics?
 - Create remarketing lists based on custom segments and targets
 - **Allow customers to reorder an item they have previously purchased**
 - Show customized ads to customers who have previously visited your site
 - Create remarketing lists without making changes to your existing Analytics snippet

2. 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

3. What four types of Goals are available in Google Analytics?
 - Page view, Event, Transaction, Social
 - Destination, Event, Page view, Social
 - Location, Event, Time, Users per Session
 - **Destination, Event, Duration, Pages/Screens per Session**

4. What is a “metric” in Google Analytics?
 - The dates in your date range.
 - A dimension that can help you analyze site performance.
 - **The numbers in a data set often paired with dimensions.**
 - A segment of data separated out in a report for comparison.

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

6. Which reports require you to activate Advertising Features?

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

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

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

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

- **False**
- True

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

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

10. Custom Reports will NOT let you do what?

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

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

- True
- **False**

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

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

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

- True
- **False**

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

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

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

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

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

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

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

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

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

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

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

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

20. Which report shows users who initiated sessions over 1-day, 7-day, 14-day, and 30-day periods?

- User Explorer report
- Users Flow report

- **Active Users report**
- Cohort Analysis report

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

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

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

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

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

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

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

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

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

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

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

- **True**
- False

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

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

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

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

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

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

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

- False
- **True**

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

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

32. Which kinds of hits does Google Analytics track?

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

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

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

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

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

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

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

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

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

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

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

38. What is a “dimension” in Google Analytics?

- A comparison of data between two date ranges.
- A report that offers information about your audience.
- **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.

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

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

40. 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.

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

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

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

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

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

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

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

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

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

- **True**
- False

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

- **True**
- False

47. 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

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

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

49. 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?

- 3
- 1
- 2
- 0

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

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

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

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

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

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

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

- **google**
- organic
- cpc
- referral

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

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

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

- 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
- Every time a user adds an event to their calendar

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

- **False**
- True

66. 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 that engaged in your social media or email campaigns
- Users 25 to 34 years of age who have their browser set to Spanish
- **Users who have children**

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

- False
- **True**

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

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

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

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

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

- False
- **True**

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