

Google Analytics

Data

Question: Can you view Campaign data with Manual Tagging enabled?

Question: Can you view Campaign data with Manual Tagging enabled?

Answer: Yes.

Question: Can you view Placement URL data with Manual Tagging enabled?

Question: Can you view Placement URL data with Manual Tagging enabled?

Answer: No.

Question: Can you view Match Type data with Manual Tagging enabled?

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Answer: No.

Question: Can you view Ad Group data with Manual Tagging enabled?

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Answer: No.

Question: How do you identify different versions of an ad?

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Answer: Content parameter utm_content.

Question: If AdWords data is not showing up what may be happening?

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Answer: Autotagging may not be enabled or a redirect is stripping the gclid.

Question: How can visitors come from paused or discontinued campaigns?

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Answer: If the visitors originally came from the campaign and are now direct visitors.

Question: What is a
referrer?

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referrer?

Answer: It's a URL from an outside
website that directs visitors to your
website.

Question: What does traffic coming from `website.com` mean?

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Answer: Tracking is not configured properly.

Question: Why would a search engine appear on a list of referring sites?

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Answer: It could be a referrer through a personalized search page.

Question: What does a
direct visitor mean?

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Answer: It means they typed in the website URL or can through a bookmark

Question: What type alerts can be created from Intelligence Events?

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Answer: Daily, Weekly, Automatic, and Custom.

Question: How can you
set up a custom alert?

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Answer: Through Intelligence.

Question: How can you set up a weekly revenue alert?

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Answer: Through Intelligence.

Question: What are
some valid dimensions?

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Answer: Country/Territory, City, and Region.

Question: Is address a
valid dimension?

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valid dimension?

Answer: No. Google does not
track personal id information.

Question: Is Bounce Rate
a Metric or Dimension?

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a Metric or Dimension?

Answer: It is a Metric.

Question: Is %New Visits
a Metric or Dimension?

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a Metric or Dimension?

Answer: It is a Metric.

Question: Is New Visits
a Metric or Dimension?

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a Metric or Dimension?

Answer: It is a
Dimension.

Question: Is Screen Resolution
a Metric or Dimension?

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a Metric or Dimension?

Answer: It is a
Dimension.

Question: Is Region a
Metric or Dimension?

Question: Is Region a
Metric or Dimension?

Answer: It is a
Dimension.

Question: Is Browser a
Metric or Dimension?

Question: Is Browser a
Metric or Dimension?

Answer: It is a
Dimension.

Question: Is City a
Metric or Dimension?

Question: Is City a
Metric or Dimension?

Answer: It is a
Dimension.

Question: Is Average Time on Site a Metric or Dimension?

Question: Is Average Time on Site a Metric or Dimension?

Answer: It is a Metric.

Question: Is Pageviews
a Metric or Dimension?

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a Metric or Dimension?

Answer: It is a Metric.

Question: How can you find out which keywords visitors from Chicago are finding your site?

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Answer: Map Overlay Report.
Select Keyword Dimension.

Question: How can you determine conversion rate based on Operating System in a particular city?

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Answer: Choose Operating System report and City (as a secondary dimension).

Question: How can you tell whether people are interacting with your site?

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Answer: Look at Pages
per Visit.

Question: What is the
Visit Duration report?

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Answer: It categorizes visits dependent on the amount of time spent on your website.

Question: If a visitor conducts two transactions in one visit, how many conversion and transaction will Google Analytics read?

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Answer: 2 transactions and 1 conversion.

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Answer: 1 Conversion.