

Google Analytics

Behavior

Question: What is a
Landing Page Report?

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Answer: It is a report that helps identify landing pages which high bounce rates

Question: What is considered
a high bounce rate?

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Answer: A bounce rate greater than 90%.

Question: What is
Bounce Rate?

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Bounce Rate?

Answer: The percent of visits when
the visitor views one page before
leaving.

Question: If a particular keyword has a high bounce rate, what could be happening?

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Answer: The content doesn't fit what people think should be on it.

Question: What is a good metric for measuring quality of traffic?

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Answer: Conversion
Rate.

Question: What is a Site
Search Report?

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Answer: It can help you determine what visitors are searching for when they come to your site.

Question: How can you determine if someone who used your site search has a higher conversion value?

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Answer: Site Search Usage and then Goal Conversion tab.

Question: What are
common Analytics goals?

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Answer: Destination URLs, time on site, page per visit, and events.

Question: What is Google's
Real Time Reporting used for?

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Answer: You see pageviews per second or minute and the number of active visitors.

Question: If Real Time is working
does that mean your Analytics code
snippet is working?

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snippet is working?

Answer: Yes.

Question: If you add new content,
how soon can you see whether
people are viewing it?

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people are viewing it?

Answer: immediately.

Question: How can you use profiles to help increase traffic?

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Answer: You can figure out whether traffic is coming from a particular source and segment your marketing to appeal to those

Question: How can you ask a profile to contain only AdWords data?

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Answer: Include Filter.

Question: How are
profile filters ordered?

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Answer: In the order that you apply them.

Question: Can an Advanced Segment be applied to historical data?

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Answer: Yes.

Question: Can Advanced Segments
be compared side by side in
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Answer: Yes

Question: Can User Engagement be tracked with websites using Flash or AJAX?

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Answer: Yes with Event Tracking.

Question: What is a virtual pageview?

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Answer: It is when a visitor completes an activity but does not trigger a natural pageview.

Question: What can you use if you want to track Flash Events?

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Answer: `_trackEvent()` or `trackPageview()`

Question: How can you track two buttons and which one receives the most clicks?

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Answer: Event Tracking.

Question: The three elements
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Answer: Categories, Actions, and Labels.