

Google Analytics Practice Test Questions and Answers

1. What is a "bounce rate" in Google Analytics?

- A) The percentage of visitors who leave after viewing only one page
- B) The number of times a page fails to load
- C) The percentage of mobile users on your site
- D) The rate at which users click on ads

2. Which metric measures the percentage of visitors who complete a desired action on your website?

- A) Page views
- B) Session duration
- C) Conversion rate
- D) Bounce rate

3. What does UTM stand for in the context of campaign tracking?

- A) Universal Traffic Monitor
- B) Urchin Tracking Module
- C) User Traffic Management
- D) Unified Tag Manager

4. In Google Analytics, what is the difference between a "session" and a "user"?

- A) There is no difference
- B) A user can have multiple sessions, but a session belongs to one user
- C) Sessions are only counted on mobile devices
- D) Users are only tracked for first-time visitors

Answers: 1-A 2-C 3-B 4-B

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