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Question: 103

Fred is enabling Google Analytics to include e-commerce reporting on his website. After Fred enables the e-commerce tracking in his site's profile, where does he add the Google Analytics tracking code to his site?

- A: The e-commerce tracking code should be included on the shopping cart page of Fred's website.
- B: The e-commerce tracking code should be included on the receipt page of Fred's website.
- C: The e-commerce tracking code should be included on the footer section of all pages in Fred's website.
- D: The e-commerce tracking code should be included on all pages of Fred's website.

Explanation: Answer option B is correct.

In order for Google Analytics to report on e-commerce activity, the tracking code needs to be on the receipt page of Fred's website.

Answer option D is incorrect. The e-commerce tracking code should not be included on all pages of Fred's website. The code only goes on the transaction complete or receipt pages.

Answer option A is incorrect. The code is not part of the shopping cart software or third-party application for shopping carts. The code goes on the transaction complete or receipt pages.

Question: 104

You are a consultant who manages Google Analytics for several clients' websites. One of your clients has been reading about Google Analytics and would like to access their Google Analytics report directly. You currently have Google Analytics configured to review multiple websites through your account and you do not want your client to see the other account's reports. How can you configure Google Analytics so that the client can see only their report in Google Analytics?

- A: You will need to create a new profile for the user to access their report only.
- B: You will need to create a separate Google Analytics account for your client and then link their account to the Google Analytics code.
- C: You can add a new user with the access type "view reports only" and then designate the website profile the new user can view.
- D: You can create a new user with the access type "view reports only" for your client.

Explanation: Answer option C is correct.

In Google Analytics, you can add a user with the "view reports only" option and then designate the website profile the new user can view.

Answer option B is incorrect. There is no reason to create an entirely new Google Analytics account - and you cannot link the account to existing code.

Answer option D is incorrect. While you can create a new user with the access type "view reports only", this option does not designate which website profiles the new user has access to.

Question: 105

You are the webmaster for your organization. You have configured Google Analytics for the past year and have configured several profiles for websites you manage. You would like to participate in the Google Analytics Benchmarking Service. How many profiles in one Google Analytics account can participate in the Benchmarking Service?

- A: 50
- B: 1
- C: 10
- D: All - all profiles must participate since the benchmarking service is set at the account level.

Explanation: Answer option D is correct.

Benchmarking will be enabled for all profiles in your account. Since the selection is at the account level, you cannot enable individual profiles while enabling others.

Answer option B is incorrect. All profiles are enabled for benchmarking, not just one.

Answer option C is incorrect. All profiles are enabled for benchmarking, not just ten.

Answer option A is incorrect. All profiles are enabled for benchmarking, not just fifty.

Question: 106

Henry is a Search Engine Marketing consultant to several clients. He's working with one client that Henry believes needs to optimize their website. The client is using Google AdWords with some success, but the result and cost-per-click could be better. The client doesn't understand why they should optimize their website in order to get better results of Google AdWords. Which of the following reasons is the best reason to optimize a website in relation to Google AdWords?

- A: An optimized website will receive a better quality score.
- B: An optimized website will receive more conversions.
- C: An optimized website will help organic search results.
- D: An optimized website will receive a better landing page.

Explanation: Answer option A is correct.

In light of Google AdWords, the optimization of the website will help boost the company's quality score. The quality score helps the placement and cost of the Google AdWords ads; a better site equates to a better quality score.

Answer option D is incorrect. The landing page is the destination URL from Google AdWords. While this statement is true, the landing page is part of the site that is not received from somewhere else. The landing page helps the quality score in Google AdWords.

Answer option B is incorrect. An optimized site should, in theory, contribute to more conversions. However, the question asked about website optimization in light of the Google AdWords program.

Question: 107

You are reviewing your return on investment for your Google AdWords and you believe you need to optimize your Google AdWords to improve your ROI. Which of the following strategies can best help your ROI?

- A: Use the Google Content Network.
- B: Reduce the cost of your ads by improving the quality score.
- C: Use keywords in your ad title and text.
- D: Create keywords for unadvertised parts of your website.

Explanation: Answer option B is correct.

Reducing the cost of your ads by improving the quality score is the only answer that's directly linked to your ROI of the Google AdWords. ROI is the measure of the profits you have made from your advertising, compared to how much you've spent on that advertising. To improve your ROI, you need to reduce the cost of your ads, and to reduce the cost of your ads, you need to improve the quality score of the ads.

Answer option C is incorrect. Using keywords in your ad title and text is a good strategy for improving your clickthrough rate.

Answer option D is incorrect. The option to create keywords for unadvertised parts of your website is a good strategy for increasing traffic.

Answer option A is incorrect. You should use the Google Content Network as it's a great approach to promote brand awareness.

Question: 108

You are working with a client on their Google AdWords account. The client has been exploring the Google AdWords tools and wants to know what the conversion optimizer does. Which of the following is the best definition of the conversion optimizer?

- A: The conversion optimizer uses your conversion data to get you more conversions at a lower cost.
- B: The conversion optimizer helps you identify keyword lists and find negative keywords.
- C: The conversion optimizer helps you measure conversions, such as purchase, signup, pageview, or leads.
- D: The conversion optimizer helps you make changes to your website's landing page to see which is most effective in improving your conversion results.

Explanation: Answer option A is correct.

The conversion optimizer is an optimization tool in Google AdWords that helps to use conversion data to get more conversions at a lower cost. It optimizes ad serving to avoid unprofitable clicks and gets as many profitable clicks as possible.

Answer option C is incorrect. This is actually the definition of the conversion tracking feature in Google AdWords.

Answer option D is incorrect. This answer actually defines the website optimizer.

Question: 109

You are a Google AdWords consultant to a company that sells sun glasses online. You're helping them develop their keyword list and the client is confused as you've crossed off some of their keywords. Which of the following keywords is not the same as 'sun glasses' and should be included in the keyword list?

- A: Sun Glasses
- B: Sun glasses
- C: Sun-glasses
- D: Sunglasses

Explanation: Answer option D is correct.

Keywords are not case sensitive and you don't need hyphen in the keywords. The only example here that should be included is "sunglasses" as there's no space between the words.

Answer option A is incorrect. Keywords are not case sensitive; Sun Glasses is the same as sun glasses.

Answer option B is incorrect. Keywords are not case sensitive; Sun glasses is the same as sun glasses.

Answer option C is incorrect. Keywords don't need punctuation so sun-glasses is the same as sun glasses.

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