

Final Exam

Due Dec 20 at 11:59pm **Points** 15 **Questions** 30
Available Dec 17 at 6am - Dec 20 at 11:59pm 4 days **Time Limit** 90 Minutes

Instructions

Final Exam Notes

The **Final Exam** will open early morning on **Tuesday 12/17** and will close on **Friday 12/20 by 11:59PM**

There will be only 30 multiple-choices or true/false questions and **you will have 90 minutes to answer them** just remember that **if you open your test on Friday at 11:50PM, you WILL NOT have 90 minutes, you will only have 9 minutes to finish the whole exam.**

When you hit the **Next** button, after all the questions, you will see a table showing all the question #'s and answers you gave and if you are satisfied, just **Submit** the test.

You will only be able to see what you did wrong after the Final Exam is closed (**on Saturday 12/21 at 1:00AM**).

Attempt History

	Attempt	Time	Score
LATEST	Attempt 1	56 minutes	10.5 out of 15

❗ Correct answers will be available on Dec 21 at 1am.

Score for this quiz: **10.5** out of 15

Submitted Dec 18 at 2:06pm

This attempt took 56 minutes.

Question 1	0.5 / 0.5 pts
The basic strategy when selecting keywords or keyphrases to the content of your pages is	

☐ high competition and high monthly searches

☒ low competition and high monthly searches

That's the good approach

☐ low competition and low monthly searches

☐ high competition and low monthly searches

Incorrect

Question 2

0 / 0.5 pts

There are certain principles that Google wants web developers to abide to in order to rank well in their Search Engine. Mark the statement below that is NOT one of those principles from Google:

☐ You should not use keywords that do not belong to your context

☐ You should not deceive your users but it's ok if you deceive your competitors

☐ You should avoid using software that can get a bunch of keywords and generate content that does not make too much sense but at least is using the keywords you want

☒ Do not use hidden text or links in your pages

This should definitely be a principle to guide you - avoiding, for example white text over white background or using CSS to place text outside the page

Question 3**0.5 / 0.5 pts**

Google Trends is a tool that can help you decide the best time to use certain keywords and based on your intentions

☒ True

That's it, just remember that there are other options too!

☐ False

Incorrect**Question 4****0 / 0.5 pts**

What are the different types of keywords that are known in the SEO world?

☒ head, content, long tail

content is not right

☐ head, body, long tail

☐ meta, body, long keyword

☐ head, foot, long tail

Question 5**0.5 / 0.5 pts**

What is the meaning of the acronym RUS when we are talking about websites with great content?

☐ The website has a content that is: Realistic, Updated, Shareable

☒ The website has a content that is: Readable, Usable, Shareable

That's it! This is the meaning of the acronym RUS in regards to content of a website

☐ The website has a content that is: Readable, Usable, Simple

☐ The website has a content that is: Ready, Usable, Shareable

Question 6

0.5 / 0.5 pts

What are the important points in regards to images for SEO?

☒ Name of the image file, include the title and alt attributes in the image tag, include some text close to the image

These are, indeed, the important points to remember when dealing with images for SEO purposes

☐ Name of the image file, if you include the title attribute, you do not need the alt attribute, and include some text close to the image

☐

Size of the image file, include the alt attribute in the image tag, include some text close to the image



Name of the image file, include title and alt attributes in the image tag, do not include any text close to the image

Question 7

0.5 / 0.5 pts

What is the meaning of the ***rel="nofollow"*** attribute used sometimes in the hyperlink tag in HTML?



It is used with anchor tags and it creates a special link that users will not be able to click on



It is used when you place an anchor tag around an image



Used for pages that do not add too much to the content of your site and a sign for the search engines not to follow that link

You are right!



It should be used to all the anchor tags of your page as it increases your ranking in Search Engines

Question 8

0.5 / 0.5 pts

When talking about links for SEO, it's right to say that...

☐ Inbound links are always good to have from any website to yours

☐ It's a good strategy to have some paid links to your site

☐ You can use internal links everywhere, all over the content of all the web pages of your website, as much as you want.

☒ Internal links are a good strategy to make users go deeper into your site but should be used carefully

This is the best strategy for internal links!

Question 9

0.5 / 0.5 pts

In regards to sitemap, it's right to say that...

☒ it's a plain text file that contains the list of all the pages of your website and helps search engines to easily find and index the webpages

It's for sure a plain text file as it's an XML file

☐ it's a plain text file that contains a list of all your external and internal links to help search engines navigate and rank your pages

☐ it's a file that should be placed together with your multimedia files in the web hosting to help search engines find your webpages and the multimedia files to be ranked



it's an HTML document you create with a list of all the files of your website to help search engines find and index the webpages for your site

Question 10

0.5 / 0.5 pts

Mark the option below that **DOES NOT** represent something you should do in regards to social media to enhance the ranking of your site



Pay some followers to be constantly talking good things about your and/or your business

This is not a good idea - it creates a "fake" (false) volume that might be easily detected especially by other people



Add the website URL to your profile in the social media site



Better to have a face in the profile picture of your social media than the logo of the company



Check constantly for comments and answer questions ASAP

Question 11

0.5 / 0.5 pts

A good strategy for SEO is to put the name of the state and/or county and/or city in the meta tag description to enhance Local Search

☒ True

This is true but make sure to spell the name of the state, city, county correctly

☐ False

Question 12

0.5 / 0.5 pts

There are some reasons that may make a website fall in search engine results and among those below mark the one that is **NOT** a reason

☐

malware or security breaches that have been detected by Google in your site

☒

your site has great inbound links from well-known companies

That's the answer because this would help your ranking to go up and not down (not a fall)!

☐

increased competition from other companies/sites that will push your site down

☐

changes you probably made to your site that might impact the ranking, for example, if you changed the layout and it ended up slowing down the download of the pages

Incorrect

Question 13

0 / 0.5 pts

What is the right statement about web analytics?

☐ You cannot use it to track and analyze your marketing campaigns



It's a tool that should be used only for the marketing department of a company

ONLY? Marketing Department should make good use of that but web developers should use that tool as well!



The program written by software engineers working for search engines to rank your site



It's a collection of data in tabular and graphical mode that can help you measure traffic to the site and what visitors are doing when they are in the site

Incorrect

Question 14

0 / 0.5 pts

Below you will see listed some metrics that can be collected via web analytics (remember that Google Analytics is just one of those, the most famous one, but it's just one out there), mark the option that has at least one metric that does not exist

☐ session and click

☐ pageview and unique click

☒ pageviews per session and first visit

Those are valid and existing metrics

☐ bounce rate and hit

Incorrect

Question 15

0 / 0.5 pts

There are some terms that are common to be used in Google Analytics. Mark the option below that defines well what a **Goal** is:



Goal is the action that is tracked when the user makes any type of interaction with the content of your page(s)

the tracking of any type of interaction is defined as Event



Goal is a rule or set of rules that define how the credit for any sale will be assigned



Goal is used to track some actions and the value of those actions so you are able to see if you are reaching the objectives of your business



Goal is the completion of any activity, no matter if online or offline, that is important to the objectives of the business

Question 16

0.5 / 0.5 pts

Once you create an account in Google Analytics, set your website and get the Tracking ID code, you are able to install that tracking ID code in as many

web pages you want to track of your website

☒ True

You are right!

☐ False

Question 17

0.5 / 0.5 pts

What happens when you select an industry category to the website you will be tracking in Google Analytics?

☐

The industry category is only available to websites that represent companies with more than 1,000 employees

☒

Google will benchmark your site meaning it will compare how well your site is doing in relation to sites within the same industry

This is correct! Google will use it to benchmark your site!

☐

Google will only show your website when the industry category is also part of the search query

☐

Once you select the industry category to a site, all the other sites (properties) will also be assigned to that same industry category in Google Analytics

Question 18**0.5 / 0.5 pts**

To start collecting data using Google Analytics, all you need is to create an account with Google Analytics, then you set up a new property (site) where you will type the URL of the site and that's it, there is nothing you need to do in the pages of your website - you are ready to start tracking the data for your site and all you need to do is wait for Google to have enough data and present the reports to you.

☐ True☒ False

Right answer as you know that you will need to include the JavaScript code with the Tracking ID in your page(s)

Question 19**0.5 / 0.5 pts**

In regards to filters in Google Analytics, it's right to say...

☐

It's impossible to use filters to force the URL typed by the users to be single cased

☐

You can only set up one filter for each property (site) you have in your Google Analytics account

☒ They will not act retroactively

This is right - they will only act from the day/time you included them in your account



The only time you are able to set up a filter is when you are creating your account in Google Analytics

Question 20**0.5 / 0.5 pts**

Associate the categories listed below, that belong to the Google Analytics Reporting page, to their right definition

insights of who are the people visiting your site, their location

Audience

where the users are coming from to reach your site and their behavior

Acquisition

how the users are interacting with your site

Behavior

how the channels you created are working to drive your sales and your goals

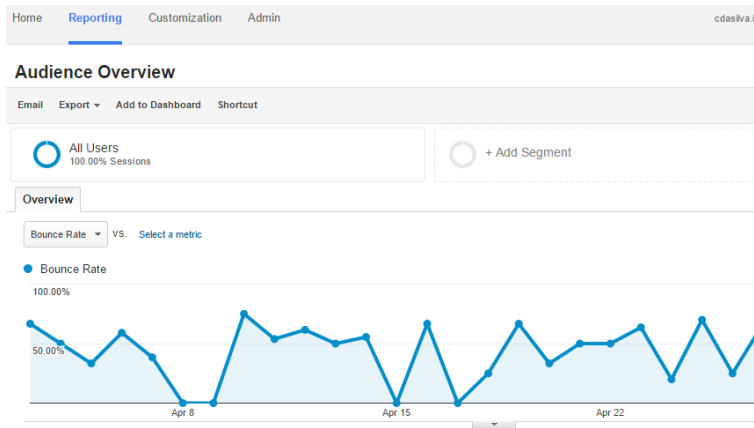
Conversion

number of people accessing your site right now

Real Time

Incorrect**Question 21****0 / 0.5 pts**

By looking at the image below, we can easily say that...



This is the Audience general report and the metric selected was bounce rate vs sessions



This is the Audience general report and the metric selected was bounce rate



This is the Behavior report and the metric selected was bounce rate

No! The title of the report is Audience Overview - so it's the Audience Report



This is the Demographics report, inside the Audience group and the metric selected was bounce rate

Question 22

0.5 / 0.5 pts

In regarding to tracking visitors, it's right to say that...



You should only pay attention to the returning visitors number as this represents your loyal customers



You cannot differentiate between returning and new visitors in Google Analytics



You should only pay attention to the new visitors number as this is the most important one



If you have a good number of returning visitors, it means that your site is being able to retain people

This is right!

Question 23

0.5 / 0.5 pts

The image below shows the Acquisition Report of a certain website. Based on the table and numbers presented in this report, it's right to say that...

	Acquisition			Behavior		
	Sessions ↓	% New Sessions ↓	New Users ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓
	189	64.02%	121	46.56%	2.78	00:02:15
1 ■ Referral	77			40.26%		
2 ■ Direct	66			42.42%		
3 ■ Organic Search	42			59.52%		
4 ■ Social	4			100.00%		



Most of the users are reaching this website by simply typing the URL of the site in the browser



Users that are coming to the website via search engine, are spending more time in the website then users that typing the URL of the website directly in the browser



The Organic Search line represents users that found this site by using a search engine

This is right



The users coming from social media are spending a lot of time on the website

Question 24

0.5 / 0.5 pts

In regards to dates and ranges of dates for the Google Analytics reports, it's right to say that...



I can set and compare different date ranges to make my analysis

That's right, you can do it!



The default range presented by Google for the reports is 1 year



I am not able to see what happened to my site today as I need to wait at least one day for Google to have the data



I cannot change the date range provided by Google for any of the reports

Incorrect

Question 25

0 / 0.5 pts

If I want to know the countries that most of my users are accessing my site from, I will need to use the Language report found inside the Geo group

inside the Audience Group

☒ True

Not the Languages report, it's the Location report inside Geo

☐ False

Incorrect

Question 26

0 / 0.5 pts

My company is thinking about building a native app but the managers are not sure if they should start building for Android, or iOS, or Windows devices. What kind of report would help me with that decision?

☐ The Technology Devices report

☐ The Browser & OS reports inside the Mobile sub group

☐ The Mobile Devices report

☒ The Technology Network report

This report exists but that's not the most helpful report for this case

Question 27

0.5 / 0.5 pts

Once you create an interesting report in Google Analytics you can add it to your Dashboard, or Export or even Email it

☒ True

This is true and it's a nice feature from Google Analytics

☐ False

Question 28

0.5 / 0.5 pts

If you want to see the average download time of the pages of your site, you can use the group of reports found in the Site Speed that you find inside the major group Audience

☐ True

☒ False

You know that this report is not found inside the Audience big group but in the Behavior big group

Incorrect

Question 29

0 / 0.5 pts

You are only able to see meaningful data in the Conversion Reports if you set up Goals to your site in Google Analytics

☐ True

☒ False

This report will not make any sense if you have not set up goals

Question 30**0.5 / 0.5 pts**

If you open the Real Time Overview report and you see a big number 0 (zero) right below the title of the report, it means...

- ☐ Your web server might be down, not responding
- ☐ It's not possible to see real-time data in Google Analytics
- ☒ You do not have any active users on your site at that exact moment you opened the report

This is right - this report only shows active users at that right moment!

- ☐ There is something wrong with the main page of your site that requires your immediate attention

Quiz Score: 10.5 out of 15