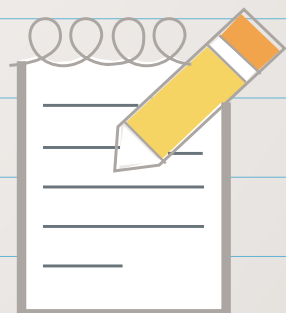




*How To Pass The*  
**GOOGLE ANALYTICS  
IQ TEST**



## ORIGINAL PRACTICE PROBLEMS

Below are 10 practice problems to help you prepare for the Google Analytics Individual Qualification [IQ] Test. They are based on the syllabus for the GAIQ Test, but keep in mind that this is not an exhaustive list of the study material.

If you are serious about passing the test, the best place to start preparing is by watching the GA IQ Lesson videos here <http://www.google.com/intl/en/analytics/iq.html?>.

For tips on how to pass the exam, please see my post on the SEOmoz blog <http://www.seomoz.org/ugc/google-analytics-certification-how-to-pass-the-gaiq-test>.

Best of luck!

### 1. PROBLEM » FILTERS, RegEx

You work for an SEO firm that analyzes traffic data for another website using Google Analytics. Your company has 15 different IP addresses:

**184.275.34.1 184.275.34.2 184.275.34.3 ... 184.275.34.15**

You wish to create a custom filter to exclude these IP addresses to prevent internal traffic from skewing client data. Write a regular expression to exclude all 15 IP addresses from the profile.

## 1. SOLUTION

**`^184\.275\.34\.[[1-9]]1[0-5]]$`**

It is good practice to think about how each RegEx metacharacter works, but you shouldn't waste time on the exam by trying to write this by yourself. The fastest way to answer this question is to use the IP Range Tool provided by Google to generate a Regular Expression:

<http://www.google.com/support/analytics/bin/answer.py?hl=en&answer=55572>

Just enter the first and last IP addresses, and it will generate the RegEx for you. I recommend keeping that tool handy during the exam, just in case you are asked a question like this.

## 2. PROBLEM » GOALS, FUNNELS, REGEX

You wish to set up a goal to track completed job application forms on your website. For each goal url below, specify:

*GOAL TYPE:* [URL Destination, Time On Site, Page/Visit, or Event]

*GOAL URL:*

*MATCH TYPE:* [Exact Match, Head Match, Regular Expression Match]

**[a]** The url for a completed job application has unique values for each visitor at the end of the url as follows:

**`http://www.domain.com/careers.cgi?page=1&id=543202`**

**`http://www.domain.com/careers.cgi?page=1&id=781203`**

**`http://www.domain.com/careers.cgi?page=1&id=605561`**

*GOAL TYPE:*

*GOAL URL:*

*MATCH TYPE:*

**[b]** The url for all completed job application forms is `http://www.domain.com/careers/thanks.html`

*GOAL TYPE:*

*GOAL URL:*

*MATCH TYPE:*

**[c]** The url for a completed job application has unique values for each visitor in the middle of the url as follows:

**`http://www.domain.com/careers.cfm/sid/9/id/54320211/page2#mini`**

**`http://www.domain.com/careers.cfm/sid/10/id/781203/page2#mini`**

**`http://www.domain.com/careers.cfm/sid/3/id/6051/page2#mini`**

*GOAL TYPE:*

*GOAL URL:*

*MATCH TYPE:*

## 2. SOLUTION

[a] The url for a completed job application has unique values for each visitor at the end of the url as follows:

**<http://www.domain.com/careers.cgi?page=1&id=543202>**

**<http://www.domain.com/careers.cgi?page=1&id=781203>**

**<http://www.domain.com/careers.cgi?page=1&id=605561>**

**GOAL TYPE:** URL Destination

**GOAL URL:** /careers.cgi?page=1

**MATCH TYPE:** Head Match

**NOTES:** Remember to leave out the unique values when specifying "Head Match." You could have also used this as your Goal URL: <http://www.domain.com/careers.cgi?page=1> However, to make reporting reading easier, Google recommends removing the protocol and hostname from the url.

[b] The url for all completed job application forms is <http://www.domain.com/careers/thanks.html>

**GOAL TYPE:** URL Destination

**GOAL URL:** /careers/thanks.html

**MATCH TYPE:** Exact Match

**NOTES:** "Exact Match" matches the exact Goal URL that you specify without exception. Since there are no unique values, you don't need to use "Head Match." Again, you could have entered this as your Goal URL: <http://www.domain.com/careers/thanks.html> but Google recommends removing the protocol and hostname from the url.

[c] The url for a completed job application has unique values for each visitor in the middle of the url as follows:

**<http://www.domain.com/careers.cfm/sid/9/id/54320211/page2#mini>**

**<http://www.domain.com/careers.cfm/sid/10/id/781203/page2#mini>**

**<http://www.domain.com/careers.cfm/sid/3/id/6051/page2#mini>**

**GOAL TYPE:** URL Destination

**GOAL URL:** [http://www.domain.com/careers.cfm/sid/\\*/id/\\*/page2#mini](http://www.domain.com/careers.cfm/sid/*/id/*/page2#mini)

**MATCH TYPE:** Regular Expression Match

**NOTES:** Avoid the use of "\*" unless you absolutely need to, since it slows down processing. In this problem, we don't know how long the unique values are allowed to be, so it is difficult to avoid the use of "\*". For example, if we knew that the number following sid/ was a number zero through ten, we would use "[[0-9]]10]" instead of "\*".

### 3. PROBLEM » E-COMMERCE, TRACKING

You track E-Commerce transactions using the `_addTrans()` method. However, you notice few errors in your E-Commerce data due to an improper tracking code for a product.

**Fix the errors in the tracking code below:**

```
_gaq.push(['_addTrans',  
  '7709',  
  'Television Store',  
  '1,499.99',  
  '150',  
  '4.95',  
  'Indianapolis',  
  'Indiana',  
  'USA'  
]);  
_gaq.push(['_addItem',  
  '7709',  
  'TV77',  
  'Television',  
  '55-inch Full HD',  
  '1,499.99',  
  ''  
]);  
_gaq.push(['_trackTrans']);
```



### 3. SOLUTION

There are two fundamental errors in the original tracking code.

First, the price of the product was originally formatted as a currency within the tracking code [1,499.99]. However, the values for the total and price parameters do not respect currency formatting, which means the first instance of a period or comma is treated as a fractional value. In the original code, the total and unit price is being recorded as 1.49999, when it should be \$1,499.99. To fix this, delete the comma in the total and unit price parameters.

Second, the quantity parameter is missing in the original tracking code. This needs to be added below the unit price parameter.

The correct tracking code is below with parameter names to help:

```
_gaq.push(['_addTrans',
  '7709',           // order ID - required
  'Television Store', // affiliation or store name
  '1499.99',       // total - required
  '150',           // tax
  '4.95',          // shipping
  'Indianapolis', // shipping
  'Indiana',       // state or province
  'USA'            // country
]);
_gaq.push(['_addItem',
  '7709',           // order ID - required // SKU/code - required
  'TV77',          // product name
  'Television',    // category or variation
  '55-inch Full HD', // unit price - required
  '1499.99',       // quantity - required
  '1',
]);
_gaq.push(['_trackTrans']);
```

**NOTES:** This is a good example of how Google can use subtle tricks to trip you up on the exam. Pay attention to detail on every question.

## 4. PROBLEM » COOKIES

Briefly describe the five types of utm first-party cookies set by Google Analytics and state the time to expiration for each cookie:

**\_\_utma**

**\_\_utmb**

**\_\_utmz**

**\_\_utmv**

**\_\_utmxc**



## 4. SOLUTION

COOKIE	DESCRIPTION	EXPIRATION
<code>__utma</code>	visitor ID; determines unique visitors to your site	2 years
<code>__utmb</code>	session ID; establishes each user session on your site	30 minutes
<code>__utmz</code>	stores the type of referral the visitor used to reach your site	6 months
<code>__utmv</code>	passes information from the <code>_setVar()</code> method, if installed	2 years
<code>__utmz</code>	used by Google Website Optimizer, if installed	2 years

**NOTES:** The `__utmc` cookie was once set by Google Analytics in conjunction with the `__utmb` cookie, but is no longer used. However, this cookie still appears in the Conversion University lessons, so don't be surprised if it appears on the exam. The exam questions might not be updated for every small change Google has made. Only the `__utma`, `__utmb`, and `__utmz` cookies are set by default.

**FOR MORE INFORMATION ON GOOGLE ANALYTICS COOKIES,** visit: <http://code.google.com/apis/analytics/docs/concepts/gaConceptsCookies.html>

## 5. PROBLEM » GENERAL

Determine whether the following statements are **true or false**.

- [a] You cannot edit filters or define goals unless you have Admin access.  
 True     False
- [b] You may create up to 50 profiles in any Google Analytics account.  
 True     False
- [c] You may create up to 50 goals in any given profile.  
 True     False
- [d] Multi-Channel Funnels are only available in the new version of Analytics.  
 True     False
- [e] Google Analytics does not track visits to cached pages.  
 True     False
- [f] When creating goals, assigning a goal value is optional.  
 True     False

## 5. SOLUTION

- [a]** You cannot edit filters or define goals unless you have Admin access.  
*True.*
- [b]** You may create up to 50 profiles in any Google Analytics account.  
*True.*
- [c]** You may create up to 50 goals in any given profile.  
*False. You may only create 20 goals for each profile [4 sets of 5].*
- [d]** Multi-Channel Funnels are only available in the new version of Analytics.  
*True.*
- [e]** Google Analytics does not track visits to cached pages.  
*False. The JavaScript is executed even from a cached page.*
- [f]** When creating goals, assigning a goal value is optional.  
*True.*

## 6. PROBLEM » CONVERSIONS, TRACKING

Users take different paths before making purchases on your website. For each path, determine which campaign gets credit for the sale by default (*direct, advertisement, organic search, social network, referring website, or none*).

[a] User #1

Organic Search » Your Website » Bounces » Returns via Advertisement » Makes purchase on your website

Answer:

[b] User #2

Organic Search » Your Website » Bounces » Returns Directly » Makes purchase on your website

Answer:

[c] User #3

Advertisement » Your Website » Social Network » Organic Search » Makes purchase on your website

Answer:

[d] User #4

“utm\_nooverride=off” has been appended to the end of all campaign URLs

Organic Search » Your Website » Bounces » Returns via Advertisement » Makes purchase on your website

Answer:

[e] User #5

“utm\_nooverride=1” has been appended to the end of all campaign URLs

Advertisement » Your Website » Social Network » Organic Search » Makes purchase on your website

Answer:

## 6. SOLUTION

**[a]** User #1

Organic Search » Your Website » Bounces » Returns via Advertisement » Makes purchase on your website

*Answer:* The advertisement gets credit for the purchase by default, as this was the most recent referral source.

**[b]** User #2

Organic Search » Your Website » Bounces » Returns Directly » Makes purchase on your website

*Answer:* The organic search gets credit for the purchase by default, as direct visits do not take credit from a previous referring campaign.

**[c]** User #3

Advertisement » Your Website » Social Network » Organic Search » Makes purchase on your website

*Answer:* The organic search gets credit for the purchase by default, as this was the most recent referral source.

**[d]** User #4

“utm\_nooverride=off” has been appended to the end of all campaign URLs

Organic Search » Your Website » Bounces » Returns via Advertisement » Makes purchase on your website

*Answer:* This was question was meant to trick you. The Advertisement still gets credit for the purchase by default, since ‘utm\_nooverride=off’ does not change the default setting.

**[e]** User #5

“utm\_nooverride=1” has been appended to the end of all campaign URLs

Advertisement » Your Website » Social Network » Organic Search » Makes purchase on your website

*Answer:* The advertisement gets credit for the purchase because ‘utm\_nooverride=1’ has been appended to the end of all campaign URLs. When ‘utm\_nooverride=1’ is added, credit is given to the original referral.

## 7. PROBLEM » GENERAL

Explain the difference between the following terms:

**[a]** Goal conversions vs. e-commerce transactions

Answer:

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**[b]** Persistent vs. temporary cookies

Answer:

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**[c]** Profile filters vs. advanced segments

Answer:

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---

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**[d]** Pageviews vs. unique pageviews

Answer:

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**[e]** First-party vs. third-party cookies

Answer:

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## 7. SOLUTION

**[a]** Goal conversions vs. e-commerce transactions:

*Answer:* A goal conversion can only occur once per session, but an e-commerce transaction can happen multiple times during a single session.

**[b]** Persistent vs. temporary cookies:

*Answer:* Persistent cookies remain on your computer even when you close the browser, but have an expiration date. Temporary cookies are only stored for the duration of your current browser session. Temporary cookies are destroyed immediately upon quitting your browser.

**[c]** Profile filters vs. advanced segments:

*Answer:* Filters exclude data coming into your profile. Advanced segments are used to exclude data coming out of your profile for reporting purposes. Advanced segments can be applied to historical data and can be compared side-by-side in reports. Filtered profiles permanently alter or restrict data that appears in a profile.

**[d]** Pageviews vs. unique pageviews:

*Answer:* Pageviews are defined as the total number of pages viewed. Unique pageviews are defined by the number of visits in which the page was viewed.

For example, a visitor takes this path:

**Page 1 » Page 2 » Refresh » Page 1 » Page 3**

The number of pageviews is 5, since the refresh counts as an additional pageview for that page.

During this visit, Page 1 was viewed, Page 2 was viewed, and Page 3 was viewed, so the total number of unique pageviews is 3.

**[e]** First-party vs. third-party cookies:

*Answer:* First-party cookies are set by the domain being visited. The only site that can read a first-party cookie is the domain that created it.

Third-party cookies are set by third-party sites, and any site can read them.

## 8. PROBLEM » GENERAL

Define the following terms:

**[a]** Bounce Rate

*Definition:*

**[b]** Click-Through Rate

*Definition:*

**[c]** Cookies

*Definition:*

**[d]** \$ Index

*Definition:*



## 8. SOLUTION

- [a] **Bounce Rate:** A bounce rate is the percentage of visits to your site where the visitor viewed only one page and then exited without any interaction.
- [b] **Click-Through Rate:** A click-through rate is the total number of clicks divided by the total number of impressions, expressed as a percentage.
- [c] **Cookies:** Cookies are text files that describe a small piece of information about a visitor or the visitor's computer.
- [d] **\$ Index:** A value metric used to determine which pages on your site are the most valuable. Pages that are frequently viewed prior to high value conversions will have the highest \$ Index values.

## 9. PROBLEM » ADWORDS

Why should you enable auto-tagging when linking AdWords to Analytics?

Answer:

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## 9. SOLUTION

Autotagging your links allows Analytics to differentiate the traffic coming from organic search and PPC ads. If autotagging is not enabled, Analytics will show the traffic combined and coming from only one source: google organic.

## 10. PROBLEM » RegEx

Define the following Regular Expression characters.

[a] \d

Definition:

[b] \s

Definition:

[c] \w

Definition:

[d] ^

Definition:

[e] |

Definition:

[f] \$

Definition:

[g] .\*

Definition:

## 10. SOLUTION

[a] \d

*Definition:* Matches any single digit, 0 through 9. Same as [0-9]

[b] \s

*Definition:* Matches any white space.

[c] \w

*Definition:* Match any letter, numeric digit, or underscore.

[d] ^

*Definition:* Signals the beginning of an expression, saying, “starts with \_\_”  
^teen would not match fifteen, but would match teenager

[e] |

*Definition:* The pipe means “or.” x|y|z matches x or y or z.

[f] \$

*Definition:* Signals the end of an expression, saying, “ends with \_\_”  
teen\$ would not match teenager, but would match fifteen

[g] .\*

*Definition:* Matches any wildcard of indeterminate length.

**DISCLAIMER:** The findings in my post and practice problems reflect my own opinions based on research within Google. They do not reflect the opinions of Google nor do they reflect what is on the actual GAIQ test. These practice questions were written based on real-life applications of Google Analytics as well as the syllabus for the GAIQ test [*Google Analytics IQ Lessons*]. This is not an exhaustive list of the study material.

For more information, please visit:

**Google Analytics IQ Lessons [formerly known as Conversion University]:**

**<http://www.google.com/intl/en/analytics/iq.html?>**

Google Testing Center: **<http://google.starttest.com/>**

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