

# Certified Web Analyst Practice Test Questions and Answers

## 1. What is the primary purpose of web analytics in digital marketing?

- A) Creating website designs
- B) Measuring, analyzing, and reporting web data to optimize website performance
- C) Writing website content
- D) Managing server infrastructure

## 2. Which metric is most important for measuring website engagement?

- A) Server response time only
- B) Bounce rate, time on site, and pages per session
- C) Domain registration date
- D) Website color scheme preferences

## 3. What does conversion rate measure in web analytics?

- A) Website loading speed
- B) Percentage of visitors who complete a desired action
- C) Number of web pages on the site
- D) Email subscriber count only

## 4. Which tool is most commonly used for web analytics implementation?

- A) Microsoft Word
- B) Google Analytics
- C) Adobe Photoshop
- D) Email marketing platforms only

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

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