

# Conversion Optimization Practice Test Questions and Answers

## 1. CTA is short for:

- A) Call to Action
- B) Complex Test Analysis
- C) Charlize Theron's Anthropologist
- D) Conversion Test Analysis

## 2. What is the CRO formula?

- A) Leads Generated \* Website Traffic / 100
- B) Leads Generated / Website Traffic x 100
- C) Leads Generated + Website Traffic / 100
- D) Leads Generated + Website Traffic x 100

## 3. What about CRO is accurate?

- A) Conversion Rate is a key metric in e-commerce
- B) All of the above
- C) CRO is the process of optimizing the site to increase the likelihood that visitors
- D) The higher the conversion rate, the better.

## 4. What is meant by "Bounce Rate"?

- A) The rate at which a bouncy ball falls from a 5 story building
- B) When a visitor comes to your landing page and converts
- C) When a visitor comes to your landing page and stays for over a minute
- D) When a visitor comes to your landing page, turns around and leaves right away

**Answers: 1-A 2-B 3-B 4-D**

For More Conversion Optimization Questions and Answers FREE, Conversion Optimization Online Prep Training, Conversion Optimization Exam, Conversion Optimization Study Guide, Conversion Optimization Flashcards, Conversion Optimization Quizzes visit:

## Conversion Optimization Practice Test