

Web Analytics Practice Test Questions and Answers

1. What does bounce rate measure in web analytics?

- A) Number of email subscribers
- B) Percentage of single-page sessions with no interaction
- C) Server response time
- D) Total website revenue

2. Which metric indicates how long users stay on a website?

- A) Click-through rate
- B) Session duration
- C) Conversion rate
- D) Page views

3. What is a conversion in web analytics?

- A) Page loading speed
- B) Completion of a desired user action or goal
- C) Website traffic volume
- D) Social media mentions

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

- A) Microsoft Word
- B) Google Analytics
- C) Adobe Photoshop
- D) Slack

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

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