

# Web Traffic Practice Test Questions and Answers

## 1. Web traffic: What is it?

- A) The number of people who visit a website
- B) The number of people who drive cars
- C) The number of people who love a website
- D) The number of people who have a business

## 2. What is 'referral traffic'?

- A) Traffic from search engine ads
- B) Visitors who arrive via a link on another website
- C) Visitors who typed the URL directly
- D) Traffic from email campaigns

## 3. What is 'affiliate traffic'?

- A) Traffic from your own social media accounts
- B) Visitors sent to your site by affiliate partners who earn a commission on conversions
- C) Traffic from government websites
- D) Internal employee website visits

## 4. How is Web Analytics defined?

- A) A system that installs plugins
- B) A system that collects, processes, and reports data from a website
- C) A system that updates a website theme
- D) A system that checks for malware in a website

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

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