

Google Analytics Individual Qualification

Google Google-Analytics-Individual-Qualification

Version Demo

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Topic Break Down

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QUESTION NO: 1

A new Custom Channel Group may be applied retroactively to organize data that has been previously collected.

- A. False
- B. True

ANSWER: B

Explanation:

True is correct. In Google Analytics 4, custom channel groups are rule-based classifications of traffic that are applied when data is viewed in supported reports, explorations, and audiences. Because the channel-group rules classify existing event and session traffic based on available source, medium, campaign, and related acquisition dimensions, a newly created custom channel group can organize eligible data that was collected before the group was created. This makes custom channel groups useful when an organization changes its marketing taxonomy, needs to separate particular campaign naming conventions, or wants reporting categories that better reflect its own acquisition strategy without changing the underlying historical event data.

The retroactive classification does not rewrite the originally collected traffic-source values. Rather, Analytics uses the custom group's defined rules to present those values within the selected channel grouping. Results depend on the dimensions that were available in the historical data and on the scope and conditions configured for each channel rule. Google also notes that custom channel groups can be selected in reports and used in explorations to analyze traffic through an organization-specific grouping model. See Google's [Custom channel groups documentation](#) and its guidance on [default channel groups](#).

QUESTION NO: 2

What is not a benefit of using segments to analyze data?

- A. Compare behavior metrics for groups of users like Converters vs non Converters
- B. Isolate and analyze specific conversion paths using conversion segments
- C. Permanently modify the data in a view
- D. Analyze users by single or multi-session conditions

ANSWER: C

Explanation:

"Permanently modify the data in a view" is not a benefit because segments are an analysis feature, not a data-editing mechanism. A segment defines a subset of users, sessions, or hits that match chosen conditions, allowing that subset to be examined in reports. Applying it changes the scope of the current analysis and the metrics displayed for that analysis, but it does not rewrite, delete, filter permanently, or otherwise alter the collected data stored in the view. The underlying reporting data remains available for future analyses, and the segment can be changed, removed, or replaced without affecting that data.

This non-destructive behavior is central to segment-based analysis: analysts can investigate a particular audience or behavior pattern while preserving the complete dataset and its original configuration. In contrast, permanent changes to view-level data would require administrative configuration such as filters, which operate separately from report segmentation. Google's Analytics documentation describes segments as subsets of Analytics data that can be applied to reports, while view filters are the configuration used to include, exclude, or modify data processing for a view. See [Google Analytics Help: Segments](#) and [Google Analytics Help: View filters](#).

QUESTION NO: 3

What model represents the hierarchical structure of a Google Analytics account?

- A. Property > Account > View

- B. View > Account > Property
- C. Account > View > Property
- D. Account > Property > View

ANSWER: D

Explanation:

The hierarchical model is **Account > Property > View**. In the Universal Analytics structure reflected by this question, the account is the top-level organizational container. An account can contain one or more properties, typically representing an individual website, mobile app, or other digital measurement source. Each property can then contain one or more views, which provide defined perspectives on that property's collected data. Views could be configured, for example, to apply filters or present reporting for a particular portion of the data while retaining a separate unfiltered view.

This hierarchy matters because configuration and access are managed at these different levels. Account-level settings apply across the account, property-level settings govern the tracked digital asset, and view-level settings determine how the property's data is processed and presented in reports. Google's Universal Analytics documentation describes this three-level organization explicitly. Note that Google Analytics 4 uses an account and property model and does not include reporting views, but the inclusion of "View" in the question identifies the legacy Universal Analytics hierarchy. See Google's [account, property, and view hierarchy documentation](#) and its [guide to Analytics account structure](#).

QUESTION NO: 4

Where should the Analytics tracking code be placed in the HTML of a webpage for data collection?

- A. Just after the opening tag
- B. Just before the closing tag
- C. Just before the closing tag
- D. Just after the opening tag

ANSWER: B

Explanation:

For the Analytics tracking-code implementation addressed by this question, the code should be placed just before the closing `</head>` tag. Placing it in the document head makes the tracking library available early as the page loads, so it can initialize the Analytics tracker and send the pageview measurement reliably. It also keeps measurement code separate from visible page content and avoids waiting for the browser to reach the body of the document. This location was the standard installation instruction for the classic Analytics JavaScript tracking snippet: add the snippet to every page that should be measured, immediately before the closing head tag. Google's Analytics.js implementation guide documents this placement and explains that the tracking snippet must be included on each page to collect data. See the [Google Analytics.js developer guide](#). For newer Google tag implementations, Google's current setup guidance expresses the equivalent head-level placement as immediately after the opening `<head>` tag; see [Set up Google Analytics for a website](#). In the terminology and answer structure used here, however, "Just before the closing `</head>` tag" is the intended standard placement.

QUESTION NO: 5

If the Google Merchandise Store sets up a URL goal of "/ordercomplete" and a Match Type of "Begins with", which of the following pages on [www.googlemerchandisestore.com](#) will NOT count as a goal?

- A. /ordercomplete/index.html
- B. /ordercomplete/thank_you.html
- C. /ordercomplete.php

D. /order/complete.php

ANSWER: D

Explanation:

The page **/order/complete.php** will not count as a goal because its path does not begin with the configured goal value, **/ordercomplete**. A destination URL goal using the “Begins with” match type evaluates whether the beginning of the page path exactly matches the configured destination string. Pages such as **/ordercomplete/index.html**, **/ordercomplete/thank_you.html**, and **/ordercomplete.php** all start with **/ordercomplete**, so they satisfy that prefix condition. In contrast, **/order/complete.php** contains an additional slash between “order” and “complete,” making it a different path and preventing a match. This configuration is useful when several completion pages share one common URL-path prefix, such as localized thank-you pages or different file extensions under the same completion directory. Google’s Analytics documentation describes destination-goal matching and notes that a “Begins with” match is intended for URLs that start with the specified value. See [Google Analytics Help: Create, edit, and share goals](#) and [Google Analytics Help: Destination goal matching](#).

QUESTION NO: 6

What is a “metric” in Google Analytics?

- A. The numbers in a data set often paired with dimensions
- B. A dimension that can help analyze site performance
- C. The dates in a date range
- D. A segment of data separated out in a report for comparison

ANSWER: A

Explanation:

In Google Analytics, a metric is a quantitative measurement represented by numbers. Metrics show how much of something occurred on a website or app, such as the number of users, sessions, event count, views, conversions, or engagement time. They are commonly displayed alongside dimensions, which are descriptive attributes that provide context for the measurement, such as country, device category, page path, or event name. For example, a report can use *Country* as the dimension and *Users* as the metric, allowing the analyst to see the number of users associated with each country. This distinction is foundational to interpreting Analytics reports: dimensions organize and categorize the data, while metrics supply the numerical values used to evaluate performance and behavior. Google’s Analytics documentation defines metrics as quantitative measurements and explains that reports combine dimensions and metrics to answer analysis questions. See [Google Analytics: Dimensions and metrics](#) and [Google Analytics: About reports](#).

QUESTION NO: 7

What report indicates the pages of a website where users first arrived?

- A. Pages report
- B. All Pages report
- C. Landing Pages report
- D. Location report

ANSWER: C

Explanation:

The **Landing Pages report** identifies the first page viewed when a user enters a website during a session. A landing page is therefore the entry point for that session, whether the visitor arrives from organic search, an ad, a referral link, social media, or by typing a URL directly. This report is useful for evaluating which entry pages bring in traffic and how effectively those pages begin the user journey. In Google Analytics 4, landing-page analysis is commonly performed using the *Landing page + query string* dimension in a report or exploration. It can be paired with metrics such as sessions, engaged sessions, engagement rate, key events, and revenue to assess the quality and outcomes of visits that begin on each page. Google defines a landing page as the first page a user views in a session, which directly matches the question's focus on where users first arrived. For implementation and reporting details, see Google's [Landing page dimension documentation](#) and its guide to [Analytics reports](#).

QUESTION NO: 8

The default session timeout duration in Google Analytics is how many minutes?

- A. 20
- B. 5
- C. 10
- D. 30

ANSWER: D

Explanation:

The correct answer is **30**. In Google Analytics, a session represents a group of user interactions with a website or app occurring within a defined period. By default, Google Analytics ends a session after 30 minutes of inactivity. For example, if a person views pages or triggers events and then does not interact with the site for more than 30 minutes, a subsequent interaction starts a new session. This timeout helps Analytics organize engagement into meaningful visits rather than treating activity separated by a substantial inactive period as one continuous visit.

In Universal Analytics, the session timeout was configurable in the property's session settings, with 30 minutes as the default. Google Analytics 4 also uses a default session timeout of 30 minutes, although administrators can adjust the session timeout duration for a web data stream within the supported configuration range. Understanding this default is important when interpreting session-based metrics, attribution behavior, and reports of user engagement. Google documents session behavior in its Analytics help resources and configuration guidance: [Google Analytics sessions documentation](#) and [Configure session timeout settings in GA4](#).

QUESTION NO: 9

To recognize users across different devices, what is required for User ID?

- A. Google Tag Manager
- B. Sign-in that generates and sets unique IDs
- C. A new Analytics account for reporting
- D. All of the above

ANSWER: B

Explanation:

Sign-in that generates and sets unique IDs is required because Google Analytics User-ID relies on an identifier that the business creates and assigns to a user after they authenticate. The same stable, non-personally identifiable ID must be sent with that user's events on each device or browser where they sign in. Analytics can then associate the eligible activity carrying that ID with one user, supporting a more unified view of cross-device behavior. The identifier is not generated by Google Analytics itself; the site or app must have an authentication mechanism capable of recognizing the signed-in person

and making the corresponding ID available to the Google tag, Firebase SDK, or Measurement Protocol implementation. The ID must not contain personally identifiable information, such as an email address or name. In Google Analytics 4, configuring User-ID is part of implementing the recommended cross-platform identity approach, alongside Google signals where applicable. Google's documentation describes User-ID as a feature for associating a persistent, non-PII identifier with individual users and notes that it is typically set when users sign in. See [Google Analytics: User-ID](#) and [Google Developers: Set the user ID](#).