SEO Exam: Metrics

Metrics refers to how we measure our SEO performance, before, during, and after our SEO efforts. This exam measures -

- your knowledge of metrics best practices;
- specifics about Google Analytics.

It takes about fifteen minutes! Let's get started!

1. Metrics is about measurement. Please indicate whether you think the following statements are true or false in terms of SEO and Metrics.

	True	False	Indeterminate
Metrics measures which keywords are 'performing for you' in terms of generating incoming web traffic.	●	○	○
Metrics measures referrer websites.	●	○	○
Google Analytics gives Google powerful intelligence on what people are searching for across websites and the web.	●	○	○
Google Analytics is a good free metrics tool.	●	○	○
Metrics is a good idea so you can measure your performance before SEO, during SEO, and after SEO to see your 'progress.'	●	○	○
Measuring your rank on Google searches is the one gaping hole in Google Analytics, and we should all write our congressman.	●	○	○
Metrics can be used only with SEO, but not PPC / AdWords.	○	●	○
Metrics measures how many people are coming to your website over time.	●	○	○
Once people land on your website, you cannot track their movements.	○	●	○
Google cleverly named its informational website on Analytics, Google Analytics University so it would be easy to find, proving once again that they are geniuses.	○	●	○

2. Match the concept on the left with the correct definition on the right.

Exit Page

Returning Visitor

Javascript Code

Conversion University

Goal

Bounce Rate

Click thru rate

Advanced Segments

Referrer Website

Search Engine

Page #3 | Edit Page | | Move | | Copy | | Delete | | Add Logic |

| Add Question Here |

| Edit Question | | Move | | Copy | | Delete |

2. Match the concept on the left with the correct definition on the right.

Concept	Definition
Returning Visitor	A visitor in the last 30 days
Bounce Rate	Measures how many people hit a web page, then leave the site.
Search Engine	Google, Yahoo, Bing
Exit Page	Last Page that they see
Javascript Code	Essential analytics code that must be on every page
Goal	Registration, Purchase (for instance) - Defined by Thank you.
Advanced Segments	A Way to slice and dice your data
Referrer Website	A Website that sends you traffic
Conversion University	Google's website for more info on Analytics
Click thru rate	Impressions divided by clicks