

Sample WAA Certification Exam Questions

1. **Which of the following reports for a B2C e-commerce site would most precisely identify visitor intent when entering the web site?**
 - a) Top Entry Pages
 - b) Top Referring Domains
 - c) Top Search Engines
 - d) Top Search Phrases

2. **What insight can you expect to gain from the analysis of spider activity on your web site?**
 - a) How well your site ranks in search engines
 - b) How many visitors visit your site from search engines
 - c) How often search engines crawl your website
 - d) How many times your paid links are clicked on in search engines

3. **Which of the following steps should come first when assessing online marketing campaigns for effectiveness?**
 - a) Collect data for analysis
 - b) Get objective of campaign from stakeholders
 - c) Specify conversion event
 - d) Define key performance indicators

4. **The best way to prioritize personas is to identify which of them:**
 - a) Represents the largest business opportunity
 - b) Generates the highest volume of traffic to your site
 - c) Has the most under-served set of customer needs
 - d) Is closest to the "average" customer

5. **The organizational accountability created by web analytics can introduce a fear of failure, making people risk averse and less willing to change. Of the choices below, the best way to deal with this fear of failure is to explain that:**
 - a) Accountability will fall on IT so other units have nothing to be concerned about
 - b) Mistakes will be hidden in the short term by manipulating the data
 - c) Failure is expected; failure is how people learn in a continuous improvement culture
 - d) Success will be rewarded through a "Wall of Fame" showing change in KPI's

Answers:

- | | |
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| 1. d | 4. a |
| 2. c | 5. c |
| 3. b | |