

What to Expect from the Google Analytics Exam 2014

Google Analytics Exam - Overview

- 70-questions (multiple-choice)
- 90 minutes to complete the exam
- You need at least an 80% score to pass, i.e. 56 correct answers
- When you mark an answer you can't go back and change it
- Free of charge
- Valid for 18 months from the date you pass



First Step: Creating a Google Partners Account

Google recently changed the entire certification process which is now under the hat of the [Google Partners program](#). So, if you want to study and sit for the Analytics exam, the first thing you'll have to do is [sign up for Google Partners](#) and create an individual profile. This will give you access to the Analytics certification exam and all related study material.



Google Analytics Exam Topics

01

Digital Analytics Fundamentals

Learn the core principles of digital analytics, including how to build a useful measurement plan for your business and how to get started with Google Analytics.

02

Google Analytics Platform Principles

Learn how the components of the Google Analytics Platform work together to collect and organize the business data you need for reporting and analysis.

03

Ecommerce Analytics

Discover useful reporting and analysis techniques to help your ecommerce business make informed decisions using Google Analytics data.

04

Mobile App Analytics Fundamentals

Learn how using Google Analytics data can help you make your app more discoverable and more profitable.

NOTE:

No course and prep materials for this topic at the moment, so it's not included in the exam yet



Tips for successfully passing the exam

- **Watch the video lessons**
Most of the GA lessons come in the form of video tutorials. They are completely enough to pass the exam, but if you want to dive deeper into a specific topic you can also check the additional resources provided along with the videos.
- **Take the short tests following the lessons**
There's a test after each lesson and a final assessment after each unit. Pay attention to these since they'll give you a very good idea whether you've understood the material or you need to go back and study more.
- **Create a test GA Account**
During the exam, you might be asked where you could find specific reports, or how to showcase a particular metric in the best way. So, it will definitely help you to have an actual GA account to use as you go through the test. Plus, having some hands on experience with the platform is the best way to remember information.
- **Take the test in English**
You might think that it will be easier for you to take the exam in your native language (it supports French, German, Russian, etc), but it's better to take it in English. Some of the terms are not that intuitive for translation and since the study materials & videos are in English you might get caught in a "language trap".

Useful resources

- The Google Analytics Academy
analyticsacademy.withgoogle.com/explorer
- A free testing website with more than 250 questions grouped by topic:
www.googleanalyticstest.com
- Google Analytics Cheat Sheet:
www.portent.com/blog/analytics/the-advanced-google-analytics-cheat-sheet.htm



Once you've passed...

After you pass the exam, you'll get the  badge next to your public profile in the Google Partners network, which is clickable and leads to an HTML page with your certificate. The certificate is similar to the one shown below.



Thank you for reading and
good luck with the exam!

Ralli Georgieva | Marketing Executive at [IndigoVerge](#)

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