SRM VALLIAMMAI ENGINEERING COLLEGE

SRM Nagar, Kattankulathur – 603 203

DEPARTMENT OF COMPUTER APPLICATIONS

QUESTION BANK

III SEMESTER

PMC404 - WEB ANALYTICS

Regulation – 2024

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Prepared by

Mr. M. Nagarajan, Assistant Professor (O.G)/MCA

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QUESTION BANK- ODD SEMESTER

SUBJECT : PMC404 - WEB ANALYTICS

YEAR / SEM : II / III

UNIT I - INTRODUCTION

Definition, Process, Key terms: Site references, Keywords and Key phrases; Building block terms: Visit characterization terms, Content characterization terms, Conversion metrics; Categories: Offsite web, on site web; Web analytics platform, Web analytics evolution, Need for web analytics, Advantages, Limitations.

PART – A

Q. No	Questions	BT Level	Competence	Course Outcomes
1	Define web analytics.	BTL 1	Remember	CO1
2	Infer how Google Analytics collects user data.	BTL 2	Understand	CO1
3	What a bounce rate?	BTL 1	Remember	CO1
4	State web analytics from log-based to real-time.	BTL 2	Understand	CO1
5	Define keywords and key phrases in web analytics.	BTL 1	Remember	CO1
6	Define the process of web analytics.	BTL 1	Remember	CO1
7	List any four key metrics used in visit characterization.	BTL 1	Remember	CO1
8	How session duration reflects user behavior.	BTL 2	Understand	CO1
9	Name the concept of content characterization in web analytics.	BTL 1	Remember	CO1
10	State the purpose of A/B testing in optimization.	BTL 2	Understand	CO1
11	What is meant by conversion rate?	BTL 1	Remember	CO1
12	Discuss insights gained from campaign traffic data.	BTL 2	Understand	CO1
13	Define the term "session" in web analytics.	BTL 1	Remember	CO1
14	Give an example of how exit pages are used in web analytics.	BTL 2	Understand	CO1
15	Outline a key phrase in the context of search analytics.	BTL 2	Understand	CO1
16	Distinguish between direct and referral traffic.	BTL 2	Understand	CO1
17	List any two offsite web analytics tools.	BTL 1	Remember	CO1
18	Summarize the need for integrating both onsite and offsite analytics.	BTL 2	Understand	CO1

19	Name any two advantages of web analytics.	BTL 1	Remember	CO1
20	What is the role of web analytics in business decision-making?	BTL 1	Remember	CO1
21	Identify any two tools used for offsite analytics.	BTL 1	Remember	CO1
22	Distinguish between page views and unique page views.	BTL 2	Understand	CO1
23	List two limitations of using web analytics.	BTL 1	Remember	CO1
24	Predict the impact of a high bounce rate on user engagement.	BTL 2	Understand	CO1

PART-B

Q.No.		Question	Marks	Level	Competence	Course Outcomes
1		Explain the web analytics process with a neat diagram. discuss its significance.	16	BTL 4	Analyze	CO1
2		Describe the key terms used in Web Analytics such as Site References, Keywords, and Key Phrases.	16	BTL 4	Analyze	CO1
3	(i).	Explain about site references and its importance in analytics.	8	BTL 3	Apply	CO1
	(ii).	Differentiate between keywords and key phrases with examples.	8	BTL 4	Analyze	CO1
4		Explain 'Building Block Terms' in Web Analytics.	16	BTL 3	Apply	CO1
5		Describe the building block used in web analytics such as visit characterization, content characterization and conversion metrics	16	BTL 4	Analyze	CO1
6		Explain about visit characterization terms? List and explain any four	16	BTL 3	Apply	CO1
7		Describe content characterization with significance.	16	BTL 4	Analyze	CO1
8		Explain conversion metrics and importance of conversion metrics	16	BTL 3	Apply	CO1
9		Explain types of conversion metrics with an example	16	BTL 3	Apply	CO1
10		Explain web analytics platform and its importance and features	16	BTL 4	Analyze	CO1
11		Evaluate advantages and limitations of web analytics platforms	16	BTL 5	Evaluate	CO1
12	(i).	Explain web analytics evolution	8	BTL 3	Apply	CO1
	(ii).	Explain stages in the evolution of web analytics	8	BTL 3	Apply	CO1
13		Differentiate between Offsite and Onsite web analytics with	16	BTL 4	Analyze	CO1
14		Evaluate the need, advantages and limitations of web analytics	16	BTL 5	Evaluate	CO1
15		Analyze how data collected through web analytics can be interpreted to improve website content strategy. Use	16	BTL 4	Analyze	CO1

	suitable metrics in your explanation.				
16	Compare different types of traffic sources (direct, referral, organic, paid) in web analytics. Analyze their contribution to goal conversions.	16	BTL 4	Analyze	CO1
17	Compare and analyze the role of KPIs and metrics in web analytics. How do both influence strategic digital planning?	16	BTL 4	Analyze	CO1

UNIT II - DATA COLLECTION

Click stream Data: Web logs, Web Beacons, JavaScript tags, Packet Sniffing; Outcomes Data: E- commerce, Lead generation, Brand/Advocacy and Support; Research data: Mindset, Organizational structure, Timing; Competitive Data: Panel-Based measurement, ISP-based measurement and Search Engine data.

PART – A

Q. No	Questions	BT Level	Competence	Course Outcomes
1	Define web logs.	BTL 1	Remember	CO2
2	Describe the significance of customer support analytics.	BTL 2	Understand	CO2
3	What is a web beacon?	BTL 1	Remember	CO2
4	Describe how web beacons are used in email marketing.	BTL 2	Understand	CO2
5	List any two uses of JavaScript tags.	BTL 1	Remember	CO2
6	Explain the role of JavaScript tags in web analytics.	BTL 2	Understand	CO2
7	What is meant by packet sniffing?	BTL 1	Remember	CO2
8	Explain why packet sniffing is not widely used in ethical web analytics.	BTL 2	Understand	CO2
9	State two limitations of web logs.	BTL 1	Remember	CO2
10	Differentiate between qualitative and quantitative research approaches.	BTL 2	Understand	CO2
11	Define E-commerce outcomes data.	BTL 1	Remember	CO2
12	Describe the significance of timing in analytics data collection.	BTL 2	Understand	CO2
13	Define lead generation.	BTL 1	Remember	CO2
14	Describe how outcomes data is tracked in lead generation.	BTL 2	Understand	CO2
15	Name two tools used for packet sniffing.	BTL 1	Remember	CO2
16	Discuss the function of panel-based data in competitive analysis.	BTL 2	Understand	CO2

17	List any two types of competitive data.	BTL 1	Remember	CO2
18	Explain how brand awareness is measured using analytics.	BTL 2	Understand	CO2
19	Define ISP-based measurement.	BTL 1	Remember	CO2
20	Explain the limitations of using web logs for behavioral tracking.	BTL 2	Understand	CO2
21	Mention two tools used for search engine data analysis.	BTL 1	Remember	CO2
22	Explain the purpose of using Google Tag Manager in web analytics.	BTL 2	Understand	CO2
23	Identify two key e-commerce metrics.	BTL 1	Remember	CO2
24	How can search engine data be used for market trend analysis?	BTL 2	Understand	CO2

Part –B

Q. No		Questions		BT Level	Competence	Course Outcomes
1		Analyze the role of Web Logs in web analytics. Discuss their Technical Features and Limitations	16	BTL 4	Analyze	CO2
2		Analyze the differences between web logs, JavaScript tags, and web beacons	16	BTL 4	Analyze	CO2
3	(i).	Explain Web Beacons and how they work. Apply your understanding by discussing their use cases in email marketing and website tracking	8	BTL 4	Analyze	CO2
	(ii)	Evaluate the Advantages and Limitations of Web Beacons	8	BTL 5	Evaluating	CO2
4		Explain JavaScript Tags in the context of web analytics. Analyze their common use cases, and discuss the key advantages and limitations	16	BTL 4	Analyze	CO2

4		Justify the following GA4 tracking JavaScript code used in web analytics. Explain the purpose of each line and discuss the output or tracking behavior generated by this script
		<script async src="https://www.googletagmanager.com /gtag/js?id=GA_MEASUREMENT_ID">
		</script>
		<script>
		window.dataLayer = window.dataLayer || [];
		function gtag(){dataLayer.push(arguments);}
		gtag('js', new Date());
		gtag('config', 'GA_MEASUREMENT_ID');
		</script>
			16	BTL 5	Evaluating	CO2

5	(i)	Analyze how Packet Sniffing works and explain its use cases in web analytics	8	BTL-4	Analyze	CO2

	(ii)	Evaluate the advantages and limitations of Packet Sniffing in the context of web analytics.	8	BTL-5	Evaluating	CO2
6	Apply the concept of E-commerce in web analytics by explaining how key metrics such as transactions, revenue, conversion rate, cart abandonment, and average order value are tracked and interpreted.		16	BTL-3	Apply	CO2
7	Apply the concept of lead generation in web analytics by explaining how key metrics such as leads captured, conversion rate, form abandonment rate, cost per lead, and lead quality score are used		16	BTL-3	Apply	CO2
8	Analyze the role of outcomes data in evaluating brand awareness, customer advocacy and Support		16	BTL-4	Analyze	CO2
9	Analyze the importance of mindset data in web analytics. Discuss the different types of mindset data		16	BTL-4	Analyze	CO2
10	Evaluate the Research Data Organizational Structure. Discuss the Key Components and Methods of Collection		16	BTL 5	Evaluating	CO2
11	Evaluate the role of timing in web analytics research. Discuss the key aspects Timing Data and Methods used to collect.		16	BTL 5	Evaluating	CO2
12	Analyze the concept of panel-based measurement in web analytics. Explain its key features and examine the methods used for collecting data		16	BTL-4	Analyze	CO2
13	Analyze ISP-based measurement as a method of collecting competitive data in web analytics Explain its key features		16	BTL-4	Analyze	CO2
14	Analyze the role of tag managers (e.g., Google Tag Manager) in managing JavaScript tags for web analytics. Discuss their benefits and limitations.		16	BTL-4	Analyze	CO2
15	Evaluate the effectiveness of using heatmaps and session recordings in user behavior analysis. Discuss their implications for UI/UX improvement.		16	BTL 5	Evaluating	CO2
16	Analyze the differences between first-party and third-party cookies in web analytics. Discuss their impact on user tracking and data accuracy.		16	BTL-4	Analyze	CO2
17	Evaluate the challenges of data privacy and consent management in modern web analytics. Recommend strategies for compliance with GDPR and similar laws.		16	BTL 5	Evaluating	CO2

UNIT II - QUALITATIVE ANALYSIS

Heuristic evaluations: Conducting a heuristic evaluation, Benefits of heuristic evaluations; Site Visits: Conducting a site visit, Benefits of site visits; Surveys: Website surveys, Post visit surveys, creating and running a survey, Benefits of surveys. Capturing data: Web logs or JavaScript's tags, Separate data serving and data capture, Type and size of data, Innovation, Integration, Selecting optimal web analytic tool, Understanding click stream data quality, Identifying unique page definition, Using cookies, Link coding issues

PART – A

Q. No	Questions	BT Level	Competence	Course Outcomes
1	What is a heuristic evaluation?	BTL 1	Remember	CO3
2	List any two benefits of heuristic evaluations.	BTL 1	Remember	CO3
3	How does heuristic evaluation complement web analytics?	BTL 2	Understand	CO3
4	Define a site visit in the context of web analytics.	BTL 1	Remember	CO3
5	Mention any two objectives of conducting a site visit.	BTL 1	Remember	CO3
6	State two benefits of observing users in their natural environment.	BTL 2	Understand	CO3
7	How do site visits support conversion rate optimization?	BTL 2	Understand	CO3
8	What are post-visit surveys?	BTL 1	Remember	CO3
9	List any two questions commonly used in on-site surveys.	BTL 1	Remember	CO3
10	Why should surveys be kept short and targeted?	BTL 2	Understand	CO3
11	Explain how surveys validate quantitative web data.	BTL 2	Understand	CO3
12	What are web server logs?	BTL 1	Remember	CO3
13	Define JavaScript tagging in web analytics.	BTL 1	Remember	CO3
14	Differentiate between server-side and client-side data capture.	BTL 2	Understand	CO3
15	Why is separating data serving and data capture important?	BTL 2	Understand	CO3
16	List two limitations of JavaScript-based data capture.	BTL 1	Remember	CO3
17	What is clickstream data?	BTL 1	Remember	CO3
18	List two challenges of handling large web analytics data.	BTL 1	Remember	CO3
19	Define cookie in the context of web analytics.	BTL 1	Remember	CO3
20	Why is unique page definition important in analytics?	BTL 2	Understand	CO3
21	Mention two factors affecting the quality of clickstream data.	BTL 2	Understand	CO3
22	What is the significance of cookies in web analytics?	BTL 1	Remember	CO3

23	Mention any two tools used for running website surveys.	BTL 1	Remember	CO3
24	What are behavioral data in web analytics?	BTL 1	Remember	CO3

PART – B

Q. No		Questions		BT Level	Competence	Course Outcomes
1		Explain the concept of heuristic evaluation in the context of web analytics. Describe the step-by-step process involved in conducting a heuristic evaluation for a website	16	BTL 3	Apply	CO3
2		Define a site visit in the context of web analytics. Apply the step-by-step process involved in conducting a site visit.	16	BTL 3	Apply	CO3
3	(i)	llustrate the key benefits of using heuristic evaluations	8	BTL 3	Apply	CO3
	(ii)	Analyze the role of site visits in web analytics. Explain the major benefits	8	BTL 4	Analyze	CO3
4		Discuss the role of surveys in web analytics. Analyze the different types of surveys used to collect user feedback	16	BTL 4	Analyze	CO3
5		Explain the steps involved in creating and running an effective website survey	16	BTL 3	Apply	CO3
6	(i)	Evaluate the concept of separating data serving and data capture in modern web analytics	8	BTL 5	Evaluating	CO3
7	(ii)	Evaluate the capturing data in web analytics using web server logs and JavaScript tag-based tracking methods.	16	BTL 5	Evaluating	CO3
8		Analyze the different types of data captured in web analytics and Discuss about size of data.	16	BTL 4	Analyze	CO3
9		Analyze the innovation and integration in data capturing methods	16	BTL 4	Analyze	CO3
10		Evaluate the key factors to consider while selecting an optimal web analytics tool	16	BTL 5	Evaluating	CO3
11		Explain the concept of unique page definitions in web analytics. Apply suitable strategies to define unique pages accurately in a website with dynamic URLs. Identify common mistakes made during page tracking	16	BTL 3	Apply	CO3
12		Explain how cookies are used in web analytics to track user behavior with types of cookies and key issues.	16	BTL 3	Apply	CO3
13		Analyze how link coding issues lead to inaccurate campaign, Discuss the common error and best practices.	16	BTL 4	Analyze	CO3
14		Analyze the various components involved in capturing data in web analytics, including web logs, JavaScript tags, and the separation of data serving and data	16	BTL 4	Analyze	CO3

	capture				
15	Discuss how the type and size of data, innovation, and integration influence analytics quality.	16	BTL 4	Analyze	CO3
16	Apply your understanding of post-visit and on-site surveys to design a survey strategy for a news website	16	BTL 3	Apply	CO3
17	Evaluate the importance of defining KPIs in data collection strategies.	16	BTL 5	Evaluating	CO3

UNIT IV - WEB METRICS

Common metrics: Hits, Page views, Visits, Unique visitors, Unique page views, Bounce, Bounce rate, Page/visit, Average time on site, New visits; Optimization (e-commerce, none-commerce sites): Improving bounce rates, Optimizing AdWords campaigns; Real time report, Audience report, Traffic source report, Custom campaigns, Content report, Google analytics, Introduction to KPI, characteristics, Need for KPI, Perspective of KPI, Uses of KPI. Relevant Technologies: Internet & TCP/IP, Client / Server Computing, HTTP (Hypertext Transfer Protocol), Server Log Files &Cookies, Web Bugs.

PART – A

Q. No	Questions	BT Level	Competence	Course Outcomes
1	What is a page view in web analytics?	BTL 1	Remember	CO4
2	Define bounce rate.	BTL 1	Remember	CO4
3	What is a unique visitor?	BTL 1	Remember	CO4
4	List two differences between visits and unique visits.	BTL 2	Understand	CO4
5	What do you understand by the term “hits” in web analytics?	BTL 1	Remember	CO4
6	What is the significance of ‘pages per visit’ metric?	BTL 2	Understand	CO4
7	Define average time on site.	BTL 1	Remember	CO4
8	What is a session in Google Analytics?	BTL 1	Remember	CO4
9	How can bounce rate help in improving website content?	BTL 2	Understand	CO4
10	Define KPI in web analytics.	BTL 1	Remember	CO4
11	List two characteristics of a good KPI.	BTL 1	Remember	CO4
12	Why are KPIs important in digital marketing?	BTL 2	Understand	CO4
13	Mention two uses of KPIs in performance tracking.	BTL 1	Remember	CO4
14	What is real-time reporting in Google Analytics?	BTL 1	Remember	CO4
15	List two elements shown in an audience report.	BTL 1	Remember	CO4
16	How does the traffic source report help marketers?	BTL 2	Understand	CO4
17	What is the purpose of a content report?	BTL 1	Remember	CO4

18	Define custom campaigns in web analytics.	BTL 1	Remember	CO4
19	What are UTM parameters used for?	BTL 1	Remember	CO4
20	What role does Google Analytics play in campaign optimization?	BTL 2	Understand	CO4
21	How do you differentiate between organic and paid traffic sources?	BTL 2	Understand	CO4
22	What is meant by server log files in analytics?	BTL 1	Remember	CO4
23	What is the function of cookies in tracking user behavior?	BTL 1	Remember	CO4
24	Explain the importance of HTTP in data collection for web analytics.	BTL 2	Understand	CO4

PART – B

Q. No		Questions		BT Level	Competence	Course Outcomes
1		Explain about the common web analytics metrics such as hits, page views, visits, unique visitors, unique page views, bounce, bounce rate, pages per visit, average time on site, and new visits.	16	BTL 3	Apply	CO4
2		Assess the major reasons behind high bounce rates on websites. Justify the importance of addressing bounce rates in web optimization.	16	BTL 5	Evaluating	CO4
3	(i)	Analyze the optimization strategies for e-commerce and Techniques	8	BTL 4	Analyze	CO4
	(ii)	Compare the optimization strategies used for non-e-commerce websites with those used for e-commerce websites.	8	BTL 4	Analyze	CO4
4		Apply the key goals of AdWords campaign optimization to a digital marketing scenario. landing page testing, and campaign integration with Google Analytics.	18	BTL 3	Apply	CO4
5		Analyze the role of Real-Time Reports and Audience Reports in web analytics	16	BTL 4	Analyze	CO4
6	(i)	Apply your understanding of Traffic Source Reports to identify the effectiveness of different traffic channels such as organic, paid, referral, direct, and social.	8	BTL 3	Apply	CO4
	(ii)	Illustrate how UTM parameters can be implemented in custom campaign URLs. Explain the purpose of each UTM parameter.	8	BTL 3	Apply	CO4
7		Explain the purpose of Google Analytics with Core Features of Google Analytics	16	BTL 3	Apply	CO4
8		Evaluate the usefulness of Content Reports in identifying high-performing and underperforming web pages.	16	BTL 5	Evaluating	CO4
9		Analyze the characteristics of KPI and Explain the Need of KPI	16	BTL 4	Analyze	CO4

10	Analyze the different perspectives of Key Performance Indicators (KPIs) and Explain how KPIs are used across departments to track performance, support strategic planning, and drive continuous improvement.	16	BTL 4	Analyze	CO4
11	Examine the role of the Internet and TCP/IP protocols in enabling communication between clients and servers in web analytics.	16	BTL 4	Analyze	CO4
12	Examine the client/server computing model and its significance in web analytics.	16	BTL 4	Analyze	CO4
13	Evaluate the role of HTTP (Hypertext Transfer Protocol) in web analytics data transmission. Justify its significance in client-server communication,	16	BTL 5	Evaluating	CO4
14	Evaluate the effectiveness of Web Bugs (Web Beacons), Cookies, and Server Log Files as methods for capturing user data in web analytics.	16	BTL 5	Evaluating	CO4
15	Apply the concept of conversion metrics in web analytics. Demonstrate how conversion rate, cart abandonment, and average order value are used in performance tracking.	8	BTL 3	Apply	CO4
16	Analyze the role of data sampling in Google Analytics. How does it impact reporting accuracy and decision-making?	16	BTL 4	Analyze	CO4
17	Evaluate the impact of privacy regulations (like GDPR and CCPA) on tracking methods used in web analytics tools such as cookies and beacons.	16	BTL 5	Evaluating	CO4

UNIT V - WEB ANALYTICS 2.0

Web analytics 1.0, Limitations of web analytics 1.0, Introduction to analytic 2.0, Competitive intelligence analysis : CI data sources, Toolbar data, Panel data ,ISP data, Search engine data, Hybrid data, Website traffic analysis: Comparing long term traffic trends, Analyzing competitive site overlap and opportunities. Google Analytics: Brief introduction and working, Adwords, Benchmarking and Categories of traffic: Organic traffic, Paid traffic; Google website optimizer, Implementation technology, Limitations, Performance concerns, Privacy issues.

PART – A

Q. No	Questions	BT Level	Competence	Course Outcomes
1	What is Web Analytics 1.0?	BTL 1	Remember	CO5
2	Explain how Analytics 2.0 differs from Analytics 1.0.	BTL 2	Understand	CO5
3	List any two limitations of Web Analytics 1.0.	BTL 1	Remember	CO5
4	How does toolbar data contribute to understanding user behavior?	BTL 2	Understand	CO5

5	Define panel data in competitive intelligence.	BTL 1	Remember	CO5
6	Explain the difference between paid traffic and organic traffic.	BTL 2	Understand	CO5
7	Mention any two components of Web Analytics 2.0.	BTL 1	Remember	CO5
8	How does Google Analytics support traffic trend analysis?	BTL 2	Understand	CO5
9	What is meant by long-term traffic trend analysis?	BTL 1	Remember	CO5
10	How is search engine data useful for SEO improvement?	BTL 2	Understand	CO5
11	Define organic traffic.	BTL 1	Remember	CO5
12	How does GWO impact website performance during A/B testing?	BTL 2	Understand	CO5
13	What is hybrid data in web analytics?	BTL 1	Remember	CO5
14	Explain one privacy concern associated with Google Website Optimizer.	BTL 2	Understand	CO5
15	What is benchmarking in web analytics?	BTL 1	Remember	CO5
16	Explain the role of benchmarking in identifying site performance gaps.	BTL 2	Understand	CO5
17	Mention two key features of Google Analytics.	BTL 1	Remember	CO5
18	How is AdWords integrated with Google Analytics for campaign tracking?	BTL 2	Understand	CO5
19	What is toolbar data?	BTL 1	Remember	CO5
20	How is hybrid data helpful in decision-making?	BTL 2	Understand	CO5
21	Name any two CI data sources.	BTL 1	Remember	CO5
22	What is Google Website Optimizer (GWO)?	BTL 1	Remember	CO5
23	Explain the importance of panel data in competitive analysis.	BTL 2	Understand	CO5
24	Explain the significance of CI (Competitive Intelligence) in benchmarking.	BTL 2	Understand	CO5

PART – B

Q. No		Questions		BT Level	Competence	Course Outcomes
1		Illustrate the key features of Web Analytics 1.0 and explain the limitations in Analytics 1.0	16	BTL 3	Apply	CO5
2		Apply the concept of Web Analytics 2.0 to a real-time digital marketing environment.	16	BTL 3	Apply	CO5
3		Analyze the role of competitive intelligence (CI) data sources in web analytics. Examine how toolbar data	16	BTL 4	Analyze	CO5
4		Examine the role of panel data and ISP data as competitive intelligence sources in web analytics.	16	BTL 4	Analyze	CO5
5	(i)	Compare and contrast Web Analytics 1.0 and Web Analytics 2.0	8	BTL 4	Analyze	CO5
	(ii)	Apply your understanding of search engine data and hybrid data in web analytics.	8	BTL 3	Apply	CO5

6	Evaluate the effectiveness of using competitive site overlap analysis	16	BTL 5	Evaluating	CO5
7	Evaluate the effectiveness of Google Analytics with Google AdWords enhances campaign analysis	16	BTL 5	Evaluating	CO5
8	Explain Integration with Google AdWords with Advantages of Google Analytics and Limitations	16	BTL 3	Apply	CO5
9	Evaluate the role of benchmarking in web analytics for performance improvement	16	BTL 5	Evaluating	CO5
10	Analyze the different categories of web traffic, including organic and paid traffic.	16	BTL 4	Analyze	CO5
11	Analyze the role of Google Website Optimizer (GWO) in website performance improvement.	16	BTL 4	Analyze	CO5
12	Apply the concept of Google Website Optimizer in technology Implementation	16	BTL 3	Apply	CO5
13	Illustrate the limitations of Google Website Optimizer (GWO) in real-world web testing scenarios	16	BTL 3	Apply	CO5
14	Critically assess the performance concerns and privacy issues associated with using Google Website Optimizer	16	BTL 5	Evaluating	CO5
15	Apply the use of search engine data to improve SEO performance. Demonstrate how keyword analysis supports competitive strategy.	16	BTL 3	Apply	CO5
16	Analyze the challenges of data integration in Web Analytics 2.0. How does combining qualitative and quantitative data enhance decision-making?	16	BTL 4	Analyze	CO5
17	Evaluate how real-time competitive benchmarking using panel and ISP data helps in identifying market trends and gaps.	16	BTL 5	Evaluating	CO5