Sample Short Questions (See correct responses below)

1. For which measurement challenge below would an on-site survey be the most likely to generate actionable data?
   A. Likelihood to purchase
   B. Level of online "Buzz"
   C. Meeting visitor needs
   D. Impact of search optimization

2. Which of the following is an example of an external factor that can affect goal achievement on your website?
   A. Seasonal variations in demand and interest
   B. Marketing programs driving traffic to your website
   C. Changes to your website’s home page
   D. Website server failures

**Answers:**
1. C
2. A