



# 目 录

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.....	9
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.....	17
.....	21
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.....	37
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.....	53
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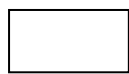
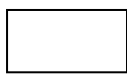
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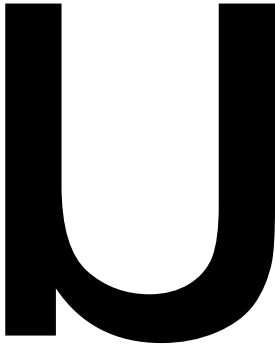
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			0-2 /3-4 /5
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旅行梦想家  
出发，青春就在此时

首页 所有商品 特价专区 旅行背包 新品推荐 购箱必读

我和春天有个约会  
**HELLO SPRING**  
带着它，它带着行李，一起去旅行

**疯抢** 订单满**199**元即可使用  
**店铺优惠券**  
优惠券  
**20元**  
点击领取

20寸商务拉杆箱 ¥289  
24寸旅行拉杆箱 ¥399  
20寸女款旅行箱 ¥298

返回首页 | 购物须知 | 新品上市 | 折扣促销

来一场说走就走的旅行

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 <p style="text-align: right; color: red;">Dream</p>	 <p style="text-align: right; color: red;">Dream</p>	 <p style="text-align: right; color: red;">Dream</p>
<p style="text-align: center;">20寸商务拉杆箱 ¥ 289</p>	<p style="text-align: center;">24寸旅行拉杆箱 ¥ 399</p>	<p style="text-align: center;">20寸女款旅行箱 ¥ 298</p>

2

20元  
优惠券  
[点击领取](#)

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(5 )	5		0 /3 /5
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(5 )	5	0 /3 /5	
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(5 )	5	0 /3 /5	
(95 )			
	100		

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**2**

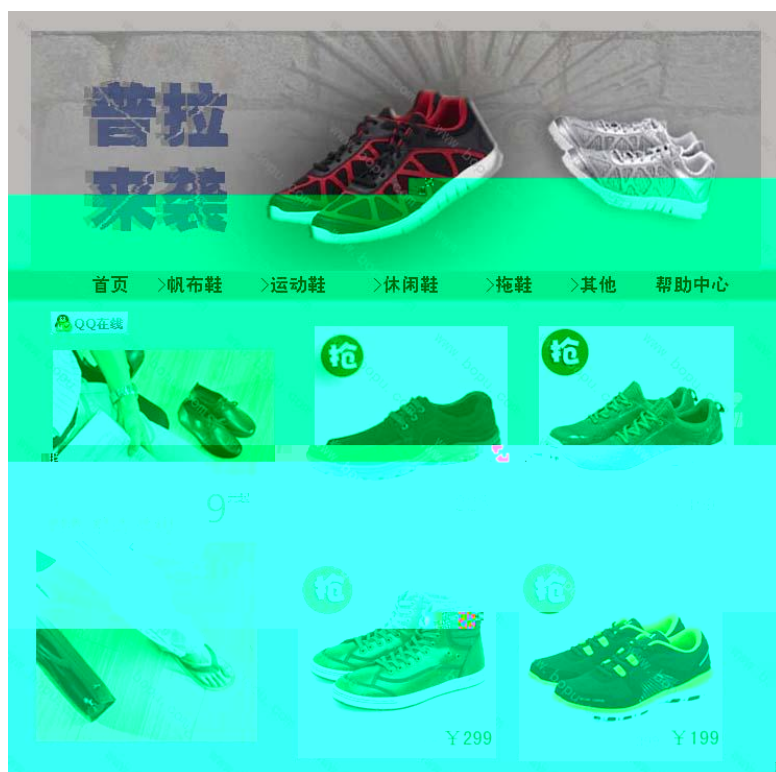
**3**

**4**

(5 )	5		0 /3 /5	
(95 )				
			5	5
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(5 )	5	0 /3 /5		
(95 )				
		0-2 /3-4 /5		
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**1**

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**4**

	5	6S 2	1 PSD
(5 )			2
	5	0 /5	
	10	0 /4 /6 /8 /10	
	10	0 /4 /6 /8 /10	
	20	/6 /8 /10	0 /4
		0 /4 /6 /8 /10	
(95 )	10	0 /4 /6 /8 /10	
	5	0 /3 /4 /5	
	10	0 /4 /6 /8 /10	
	10	0 /4 /6 /8 /10	
	5	0 /3 /4 /5	
	10	2	4
		4	
	100		

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**1**

**2**

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	5	6S 2	1 PSD
(5 )			2
	5	0 /5	
	10	0 /4 /6 /8 /10	
	10	0 /4 /6 /8 /10	
	20	/6 /8 /10	0 /4
		0 /4 /6 /8 /10	
(95 )	10	0 /4 /6 /8 /10	
	5	0 /3 /4 /5	
	10	0 /4 /6 /8 /10	
	10	0 /4 /6 /8 /10	
	5	0 /3 /4 /5	
	10	2	4
		4	
	100		

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**2**

**3**

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	5	6S 2	1 PSD
(5 )			2
	5	0 /5	
	10	0 /4 /6 /8 /10	
	10	0 /4 /6 /8 /10	
	20	/6 /8 /10	0 /4
		0 /4 /6 /8 /10	
(95 )	10	0 /4 /6 /8 /10	
	5	0 /3 /4 /5	
	10	0 /4 /6 /8 /10	
	10	0 /4 /6 /8 /10	
	5	0 /3 /4 /5	
	10	2	4
		4	
	100		

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**1**

**2**



	5	6S 2	1 PSD
(5 )			2
	5		0 /5
	10		0 /4 /6 /8 /10
	15		0 /6 /8 /10 /12 /15
	20		0 /4
		/6 /8 /10	
			0 /4 /6 /8 /10
	5		0 /3 /4 /5
(95 )	5		0 /3 /4 /5
	10		0 /4 /6 /8 /10
	10		0 /4 /6 /8 /10
	5		0 /3 /4 /5
	10	2	4
		4	
	100		

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**1**

**2**





	5	6S 2	1 PSD
(5 )			2
	5	0 /5	
	10	0 /4 /6 /8 /10	
	10	/4 /6 /8 /10	0
	10	0 /4 /6 /8 /10	
	10	/6 /8 /10	0 /4
	10	0 /4 /6 /8 /10	
(95 )	5	0 /3 /4 /5	
	5	0 /3 /4 /5	
	10	0 /4 /6 /8 /10	
	5	0 /3 /4 /5	
	5	0 /3 /4 /5	
	10	2	4
	100	4	

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**1**

**2**

**3**

**4**

	5	6S 2	1 PSD
(5 )			2
	5		0 /5
	5		0 /4 /6 /8 /10
	15		0 /6 /8 /10 /12 /15
	20		0 /4
		/6 /8 /10	
			0 /4 /6 /8 /10
	10		0 /3 /4 /5
(95 )	5		0 /3 /4 /5
	10		0 /4 /6 /8 /10
	10		0 /4 /6 /8 /10
	5		0 /3 /4 /5
	10	2	4
		4	
	100		

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**1**

**2**

**3**

**4**

	5	6S 2	1 PSD
(5 )			2
	5	0 /5	
	5	0 /3 /4 /5	
	10	0 /4 /6 /8 /10	
	10	0 /4 /6 /8 /10	
	10	/6 /8 /10	0 /4
	10	0 /4 /6 /8 /10	
(95 )	5	0 /3 /4 /5	
	5	0 /3 /4 /5	
	10	0 /4 /6 /8 /10	
	10	0 /4 /6 /8 /10	
	5	0 /3 /4 /5	
	10	2	4
	10	4	
	100		

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**3**

**4**

	5	6S 2	1 PSD
(5 )			2
	5	0 /5	
	10	0 /4 /6 /8 /10	
	10	0 /4 /6 /8 /10	
	20	/6 /8 /10	0 /4
		0 /4 /6 /8 /10	
(95 )	10	0 /4 /6 /8 /10	
	5	0 /3 /4 /5	
	10	0 /4 /6 /8 /10	
	10	0 /4 /6 /8 /10	
	5	0 /3 /4 /5	
	10	2	4
		4	
	100		

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**2**

**3**

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(5 )	5	6S	2	1 PSD 2
(95 )	2	0 /2		
	10	0 /4 /6 /8 /10		
	6	4		2
	2	0 /2		
	8	0 /4 /6 /8		
	15			
	6	4		2
	4	0 /2	2	4
	18	0 /3 /5 /7 /9 9 2 18		
	16	0 /4 /6 /8 8 2 16		
	8	4	2	2
		100		

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**2**

**3**

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6S 2

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6S 2  
1 PSD  
2

(5 ) 5

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10

(95  
)



**2**

**3**

**4**

(5 )	5	6S	2	1 PSD 2
	2	0	/2	
	10	0	/4 /6 /8 /10	
	6		4	2
	2	0	/2	
	8	0	/4 /6 /8	
(95 )	15			
	6		4	2
	4	0	/2	2 4
	18	0	/3 /5 /7 /9	9 2 18
	16	0	/4 /6 /8	8 2 16
	8		2	4 2 8 2
	100			





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(5 )	5	6S	2	1 PSD 2	
(95 )	2	0	/2		
	10	0	/4 /6 /8 /10		
	6		4	2	
	2	0	/2		
	8	0	/4 /6 /8		
	15				
	6		4	2	
	4	0	/2	2 4	
	18	0	/3 /5 /7 /9	9 2 18	
	16	0	/4 /6 /8	8 2 16	
	8		2	4 2 8 2	
		100			



**2**

**3**

**4**

(5 )	5	6S 2	1 PSD 2
	2	0 /2	
	10	0 /4 /6 /8 /10	
	6	4	2
	2	0 /2	
	8	0 /4 /6 /8	
(95 )	15		
	6	4	2
	4	0 /2 2 4	
	18	0 /3 /5 /7 /9 9 2 18	
	16	0 /4 /6 /8 8 2 16	
	8	2 4 2 8	2
	100		

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**2**

**3**

**4**

(5 )	5	6S 2 1 PSD 2		
(95 )	2	0 /2		
	10	0 /4 /6 /8 /10		
	6	4	2	
	2	0 /2		
	8	0 /4 /6 /8		
	15			
	6	4	2	
	4	0 /2 2 4		
	18	0 /3 /5 /7 /9 9 2 18		
	16	0 /4 /6 /8 8 2 16		
	8	2 4 2 8	2	
		100		

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**2**

**3**

**4**

(5 )	5	6S	2	1 PSD 2
	2	0	/2	
	10	0	/4 /6 /8 /10	
	6		4	2
	2	0	/2	
	8	0	/4 /6 /8	
(95 )	15			
	6		4	2
	4	0	/2	2 4
	18	0	/3 /5 /7 /9	9 2 18
	16	0	/4 /6 /8	8 2 16
	8		2	2
		4	2	8
	100			

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**3**

**4**

(5 )	5	6S 2 1 PSD 2	
	3	0 /3	
	16	1 2 0 5 3 2 6 8 3 4 9 12 4 5 13 16	
(95 )	16	1 3 0 5 3 5 2 2 6 8 5 3 9 12 5 3 5 13 16	
	16	4 4 /4 /6 /8 0	
	15	5 5 5 0 /2 /3 /4 /5	
	10	5 0/2/3/4/5	
	10	0 /4 /6 /8 /10	
	9	3 4 2	
	100		



**3**

**4**



	5	6S 2	1 PSD
(5 )			2
	3	0 /3	
	16	3	3 0 /3 /5 /7
	16	4	4 0 /4 /6 /8
	15		5 5 0 /2 /3 /4 /5
(95 )	16	1 0 5 2 3 4 3 13 16	3 3 5 5 5
	10		5 0/2/3/4/5
	10	0 /4 /6 /8 /10	
	9	3	4
		2	
	100		

**1**

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**4**

	5	6S 2	1 PSD
(5 )			2
	3		0 /3
	16	1 0-5	2 3 6-8 4 9-12 5 13-16
	16	1 0-5	2 3 5 6-8 9-12 5 13-16
(95 )	16	4	4 0
	15	/4 /6 /8	5 5 0 /2 /3 /4 /5
	10		5 0/2/3/4/5
	10		0 /4 /6 /8 /10
	9		3 4
		2	
	100		

**1**

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**3**

**4**

	5	6S 2	1 PSD
(5 )			2
	3		0 /3
	16	1 0-5	2 3 6-8 4 9-12 5 13-16
	16	1 0-5	2 3 5 6-8 3 5 9-12 5 13-16
(95 )	16	4	4 0
	15	/4 /6 /8	5 5 0 /2 /3 /4 /5
	10		5 0/2/3/4/5
	10		0 /4 /6 /8 /10
	9		3 4
		2	
	100		

**1**

**2**



**3**

**4**

	5	6S 2	1 PSD
(5 )			2
	3		0 /3
	16	1 0-5	2 3 6-8 4 9-12 5 13-16
	16	1 0-5	2 3 5 6-8 9-12 5 13-16
(95 )	16	2 3 4 3	3 5 5
	16	0 /4 /6 /8	4 4
	15	5	5 0 /2 /3 /4 /5
	10		5 0/2/3/4/5
	10		0 /4 /6 /8 /10
	9		3 4
		2	
	100		

**1**

**2**



	5	6S 2	1 PSD
(5 )			2
	3	0 /3	
	16	3	3 0 /3 /5 /7
	16	4	4 0 /4 /6 /8
	15		5 5 0 /2 /3 /4 /5
(95 )	15	1 0-5	3 3 5
		2	2 6-8
		3	3 9-12 5
		4	3 5
			13-16
	10		5 0/2/3/4/5
	10		0 /4 /6 /8 /10
	9		3 4
		2	
	100		

**1**

**2**

**3**

**4**

	5	6S 2	1 PSD
(5 )			2
	3	0 /3	
	16	3	3 0 /3 /5 /7
	16	4	4 0 /4 /6 /8
	15		5 5 0 /2 /3 /4 /5
(95 )	16	1 0-5 2 2 6-8 3 3 9-12 4 3 13-16	3 3 5 5 5
	10		5 0/2/3/4/5
	10		0 /4 /6 /8 /10
	9		3 4
		2	
	100		



**1**

**2**

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**4**

(5 ) 5 6S 2 PSD  
3 0 /3 1 2  
16 3

(95  
)

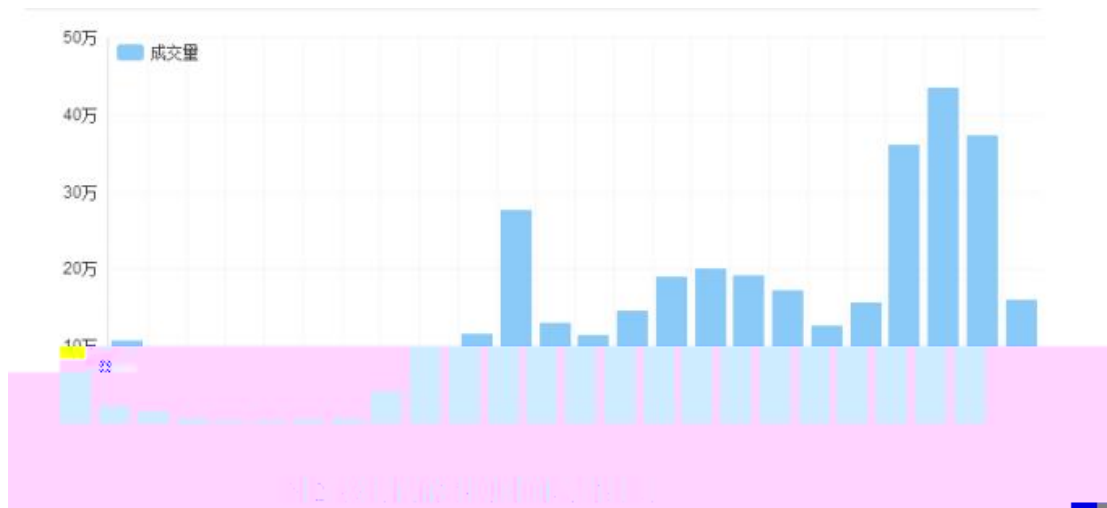
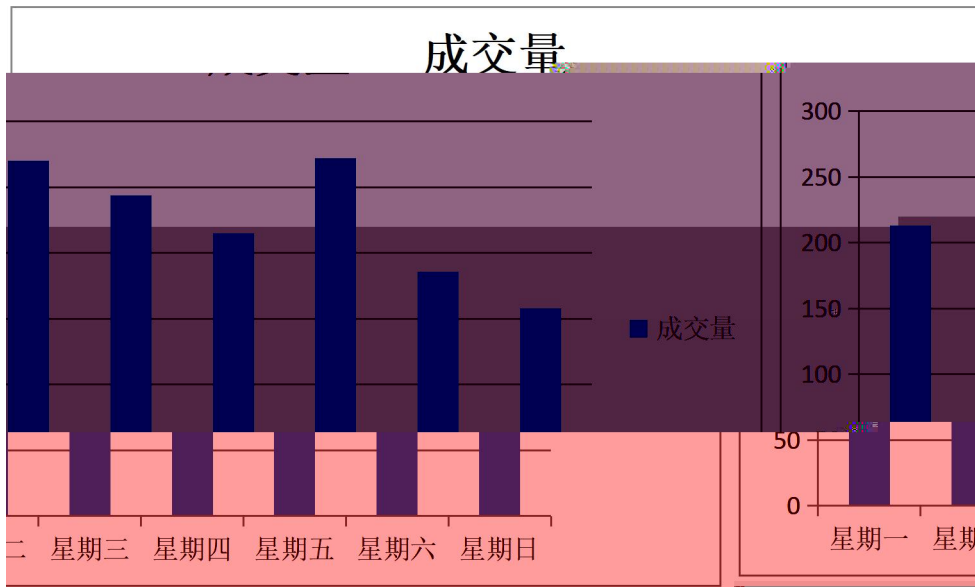
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<input type="radio"/>
<input type="radio"/>

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**3**

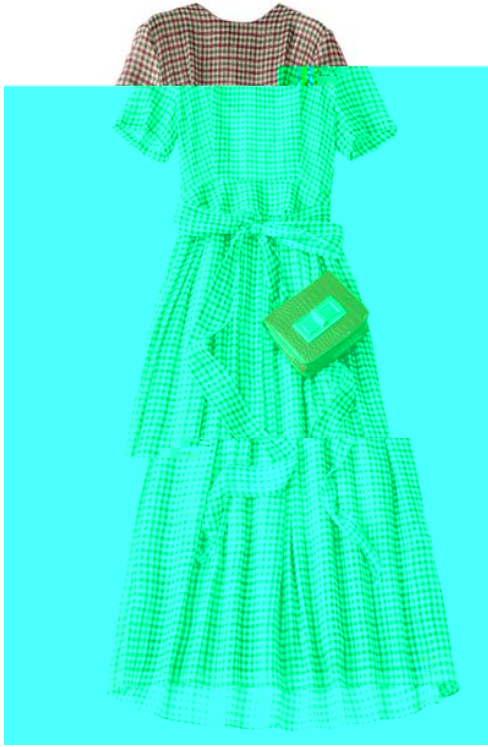
**4**



电商平台运营评分卡(试题编号：4-1)

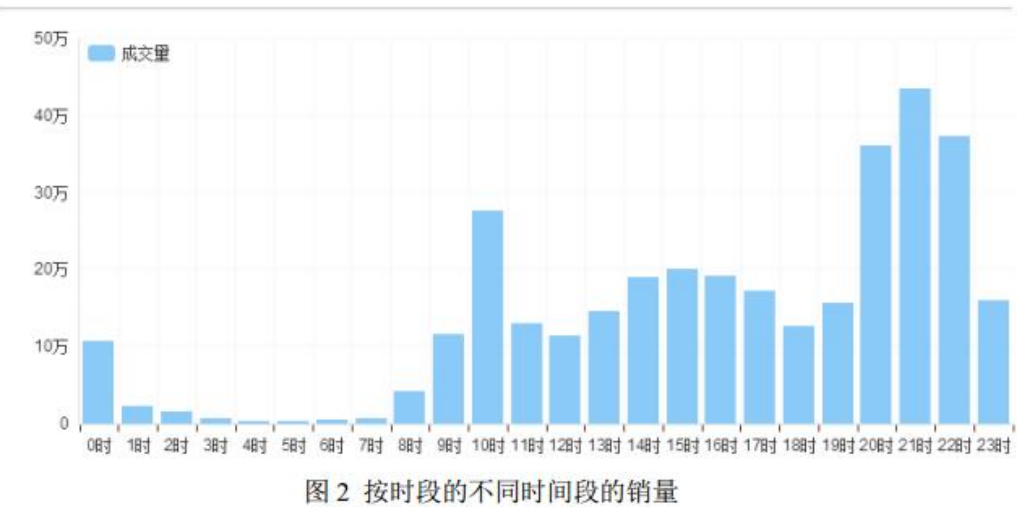
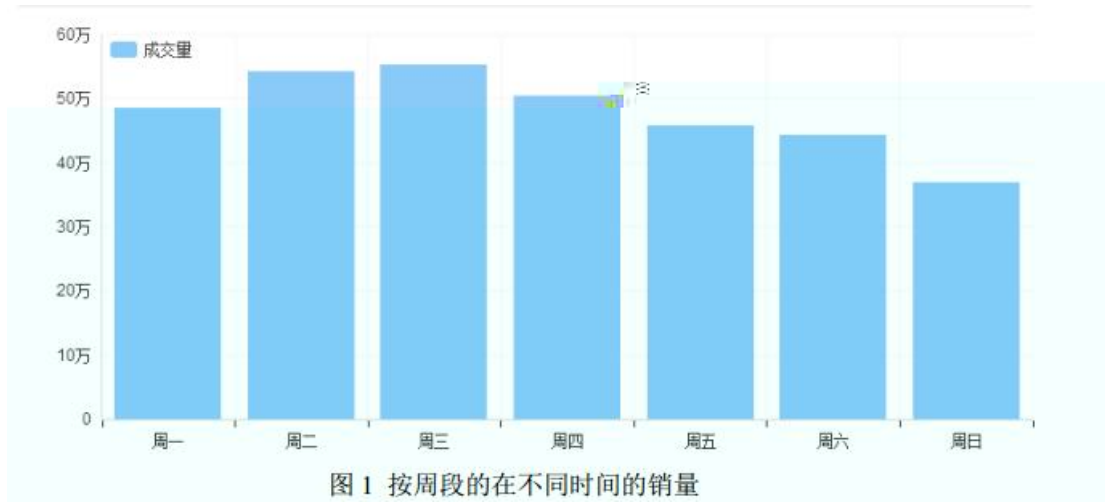
(5 )		5		0/3/5	
(95 )	8	8	1	1 8*1 =8	
	30	6		1 6*1 =6	
		4		2 2	
		4		2 2	
		6		1	
		10		0/2/3/4/5 5 5	
	10	10	2	5 3	
	25		5		2 SEO 3
			5		
			5		
		5			
		300	50	3	
	5		3	1	
	5		2		
		2			
22	1	10		5*1 =5	
	2	12	5		
	2	12	4	6	
		100			

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<input type="radio"/>

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**4**

电商平台运营评分卡(试题编号：4-2)

(5 )		5		0/3/5	
(95 )	8	8	1	1 8*1 =8	
	30	6		1 6*1 =6	
		4		2 2	
		4		2 2	
		6		1	
		10		0/2/3/4/5 5 5	
	10	10	2	3 5	
	25		5		2 SEO 3
			5		
			5		
		5			
		300	50	3	
	5		3	1	
	5		2		
		2			
22	1	10		5*1 =5	
	2	12	5		
	2	12	4	6	
		100			

**1**





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PC 流量来源 top10			无线流量来源 top10		
流量来源	访客数	下单转化率	流量来源	访客数	下单转化率
天天特价	603	0.33%	手淘搜索	2073	0.68%
淘宝搜索	477	0.42%	手淘天天特价	1724	0.17%
淘宝客	61	4.92%	淘内免费其它	507	0.99%
直接访问	38	0%	手淘其它营销	251	0.39%
淘宝站内其它	31	0%	购物车	107	8.41%
宝贝收藏	20	0%	淘宝客	83	1.2%
购物车	17	5.88%	我的淘宝	70	2.86%
站外流量其它	8	0%	直接访问	33	3.03%
搜狗	7	0%	手淘消息中心	24	0%
已买到商品	4	25	手淘旺信	16	0%

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<input type="radio"/>

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电商平台运营评分卡(试题编号: 4 3)

(5 )		5			0/3/5	
26		2				
		4				
		6	2	6		
		6	2	6		
		4	1	1		
		4				
10		10	2	10		
14	SEO	14	1		7	
			2		7	
25		5				2
					SEO 3	
		5				
		5				
		5	300	50	3	
				3		1
		5			2	
				2		
		20				
			4	4	2	4
					6	
		100				

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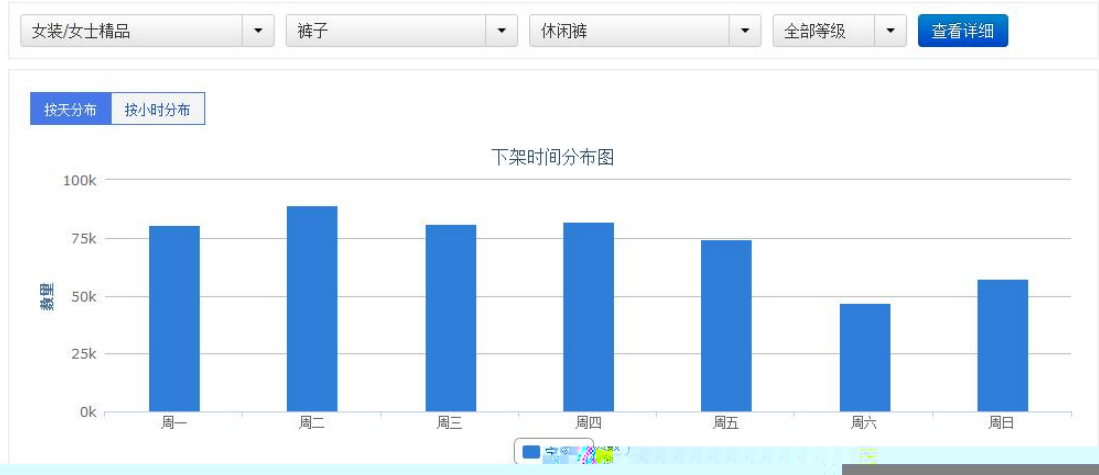
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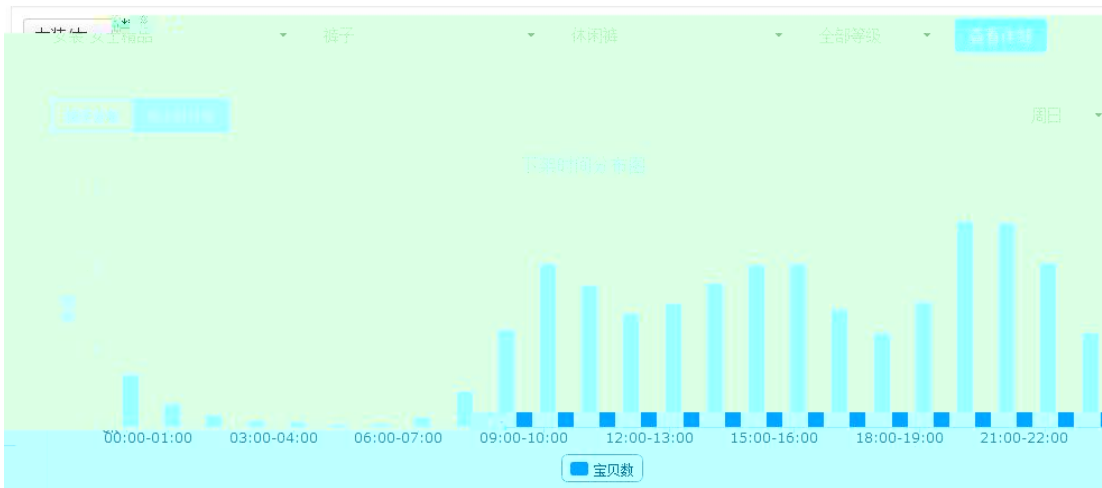
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1	1	2			
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		89,210	8.73%	19.29%	72,024	0.69%
		65,460	6.09%	31.77%	43,720	1.86%
		190,549	26.09%	57.17%	127,231	3.60%
		16,890	1.65%	36.41%	15410	1.78%
		192,757	36.09%	45.30%	132,332	2.42%
		36,790	2.93%	9.46%	26870	0.31%
		40,130	4.43%	21.36%	33,790	0.45%
		10,890	0.89%	8.37%	9120	0.22%




**2**

**3**

**4**

电商平台运营评分卡(试题编号: 4 4)

(5 )		5		0/3/5	
(95 )	8	8	1	1 8*1 =8	
	30	6		1 6*1 =6	
		4		2 2	
		4		2 2	
		6		1	
		10		0/2/3/4/5 5 5	
	10	10	2	5 3	
	25		5		2 SEO 3
			5		
			5		
		5			
		300	50	3	3 1
	5			2	
		2			
22	1	10		5*1 =5 5	
	2	12	4	6	
		100			

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电商平台运营评分表(试题编号: 4 5)

(5 ) 5

0/3/5

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6 2 6

26

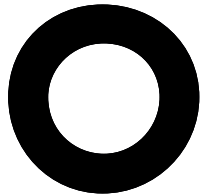
6 2 6

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电商平台运营评分卡(试题编号: 4 6)



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**1**

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3	200	5%	180	20

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	1	2	3
	4	5	

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1	171,324.47	5,932.21	3.46%	2.50%	148.31	60	40	a ba 137
2	36,330.25	2,150.75	5.92%	3.00%	64.52	22	33.3	1

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3	34,622.14	1,073.29	3.10%	1.50%	16.10	11	66.7	a ba 137
4	37,325.22	1,821.47	4.88%	1.50%	27.32	18	66.7	
5	10,361.73	642.43	6.20%	5.00%	32.12	6	20	a ba 137
6	11,300.51	826.07	7.31%	2.00%	16.52	8	50	a ba 137
7	9,314.36	580.28	6.23%	3.00%	17.41	6	33.3	a ba 137
8	1,263.58	60.53	4.79%	1.50%	0.91	1	66.7	a ba 137

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电商平台运营评分卡(试题编号：4 7)





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	1	2	3
	4	5	

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1	171,324.47	5,932.21		2.50%	148.31	60	
2	36,330.25	2,150.75		3.00%	64.52	22	

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电商平台运营评分卡(试题编号: 4 8)


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30g*10	78	1	78	50	28
30g*10	78	2	156	100	56
30g*10	78	3	234	150	84

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			/		
	2678	1302	6498.66	4116.24	63.33%
	819	728	3188.56	3066.15	96.16%
	4689	2388	7914.50	5880.63	74.30%
	3188	1048	2366.16	1458.16	61.6%
	1544	518	177.47	60.36	34.01%
	789	299	79.16	30.12	38.05%

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电商平台运营评分卡(试题编号：4-9)

(5 )	5		0/3/5	
	6	3	6	
	20	20		2
	10	2	10	
	5		5	
	15	5	15	
	5			
	10		10	
	24	6	20	
		100		





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S80	50.4	1	50.4	40	10.4
S80	50.4	2	100.8	80	20.8
S80	50.4	3	151.2	120	31.2

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			/		
	1678	800	6498.66	4116.24	63.33%
	819	728	3188.56	3066.15	96.16%
	4689	2388	7914.50	5880.63	74.30%
	600	420	2366.16	1458.16	61.6%
	320	118	177.47	60.36	34.01%
	789	299	79.16	30.12	38.05%

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**2**

**3**



电商平台运营评分卡(试题编号：4-10)

(5 )	5		0/3/5	
	6	3	6	
	20	20		2
	10	2	10	
	5		5	
	15	5	15	
	5			
	10		10	
	24	6	20	
		100		

**1**

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1		64,322	53.69%	70.36%	39,246	4.48%
2		52,001	43.17%	39.52%	33,673	4.04%
3		31,518	52.38%	45.97%	17,247	3.94%
4		27,613	66.08%	50.29%	18,857	0.99%
5		25,533	44.93%	54.59%	17,861	4.44%
6		24,472	1.64%	55.13%	17,270	0.93%
7		20,684	47.60%	56.88%	14,854	6.02%
8		19,470	13.30%	59.53%	14,920	2.10%
9		19,265	28.54%	62.01%	13,650	2.63%
10		19,100	39.90%	52.97%	12,010	4.64%
11		17,557	28.49%	52.55%	12,322	4.51%
12		15,256	45.16%	53.19%	10,164	4.74%

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	1.8	10		
	1	6		
	2	7		
	1	10		

A

2

8

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B

3

1.2

1

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7

8

8

1	5	7635	1.2%	3	9	
2	2	5880	16.26%	1	8	
3	6	6268	0.8%	2	6	
4	7	5998	1.05%	20	9	
5	3	6166	12.46%	16	10	
6	4	7826	14.25%	17	6	
7	8	6988	2%	18	5	
8	1	7026	15.68%	2	10	

2



电商平台运营评分卡(试题编号：4 11)

(5 )		5		0/3/5
		6	3 6	
		9	9	3
		6	1 6	
		8	1 2 2 2 1 4	
		8	1 5 3	
		10	5 10	
A		10	1 4 2 6	
		10	2 3 1 3 2	
		8	4 2 2 1 3	
		20	2 8*2=16	
		100	4	

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36996	33033	89.29%	2.55	67.39%
24152	21597	89.24%	2.86	45.45%
8713	8019	92.03%	1.30	91.35%
4299	3533	82.18%	3.51	49.21%
2	2	100%	2.00	50.00%
33164	22551	68%	2.20	74.73%
17348	11160	64.33%	2.33	72.06%
10063	7089	70.45%	2.36	69.97%
7165	5268	73.52%	1.09	97.91%
2404	1395	58.03%	2.50	72.84%
2219	1343	60.52%	2.49	69.78%
1020	534	52.35%	1.75	83.99%
23339	19220	82.35%		


电商平台运营评分卡 (试题编号: 4 12)

	(5 )	5						0/3/5	
(95 )	40		3	2	1				
			3		2	1			
			4	2				2	
		1	2			2			
			2			2			
			6				6		
			4			4			
			4				4		
			2				2		
			4	2	2				
			6	3	4	1	1	0	20
				3		3			.
		25		5					2
				5			SEO 3		
				5					
	5								
			300	50	3				
				3			1		
		5		2					
				2					
30	1	10	5	5					
	2	10	2		2		6		
	3	10			5	5			

	100	
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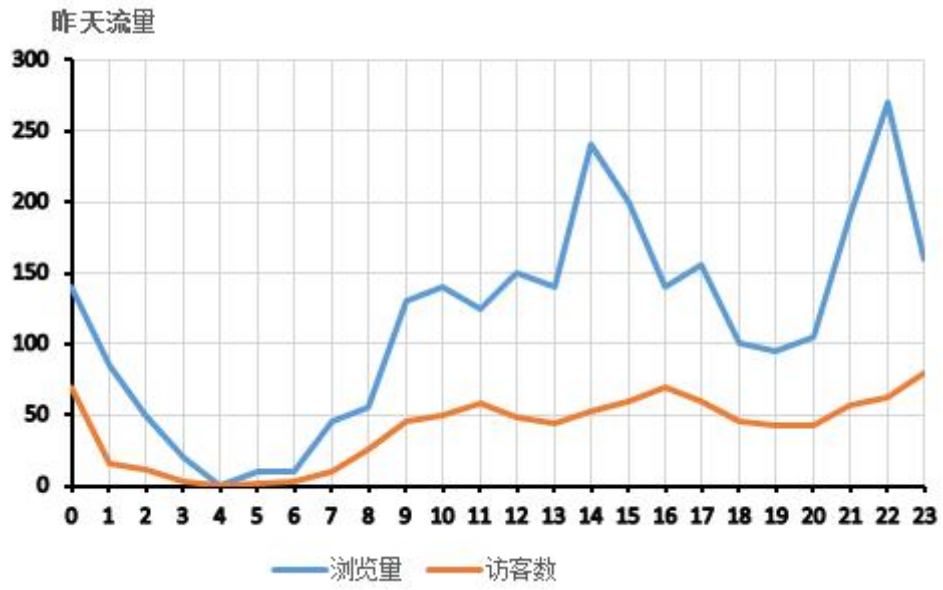
4		
1		
1		
2		
2		
2		
2		

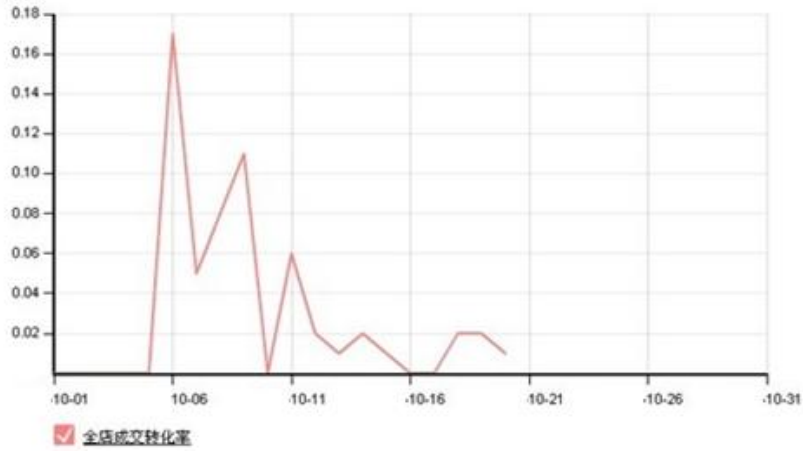
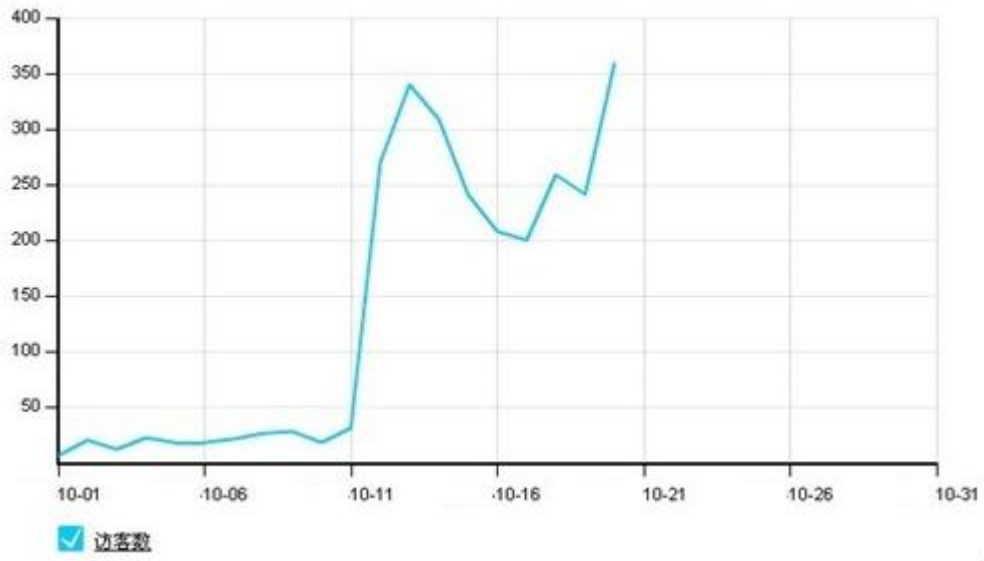
5

5	
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2    8    4

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**3**

**4**

电商平台运营评分卡 (试题编号: 4 13)

(5 )

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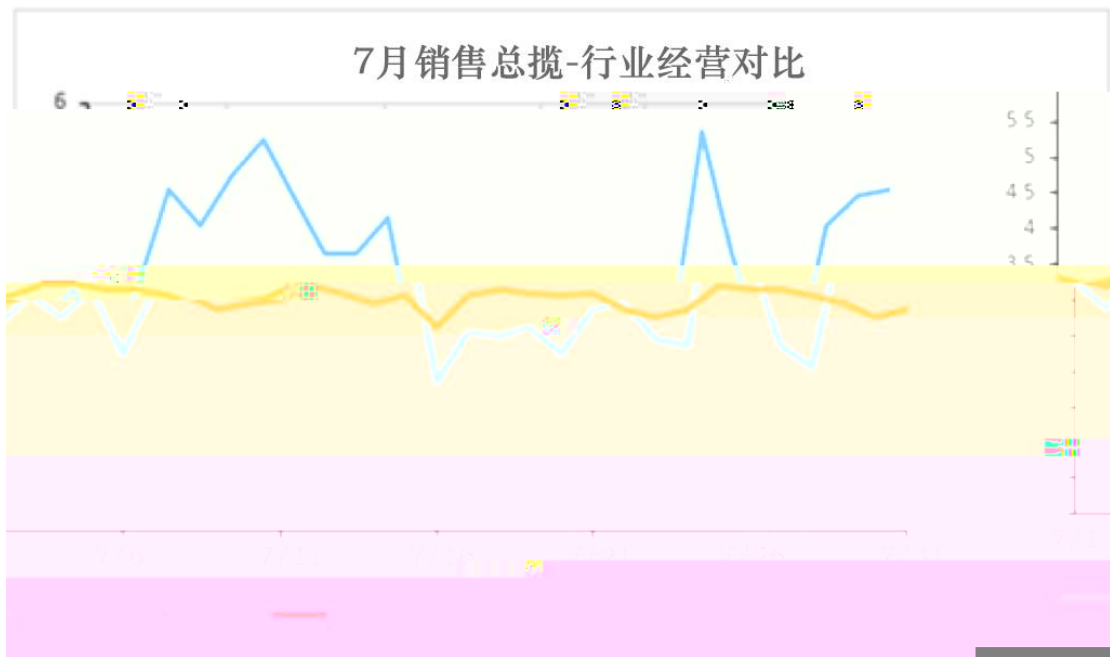
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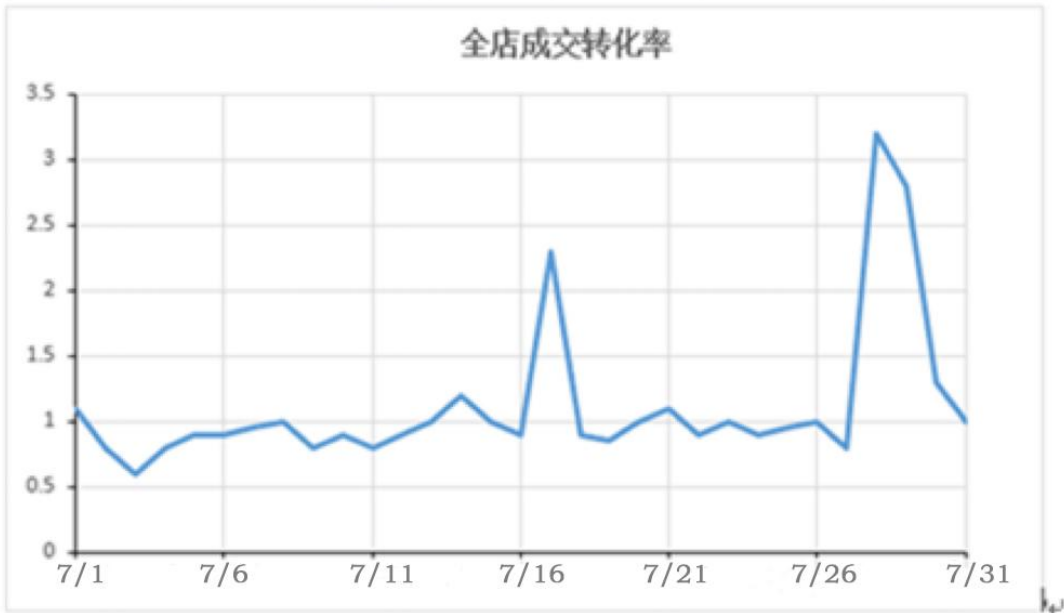




7月店铺经营状况

浏览量 <sup>o</sup>	6631129 <sup>o</sup>	支付宝成交件数 <sup>o</sup>	37716 <sup>o</sup>	成交用户数 <sup>o</sup>	14401 <sup>o</sup>
访客数 <sup>o</sup>	1112651 <sup>o</sup>	支付宝成交笔数 <sup>o</sup>	36794 <sup>o</sup>	全店转化率均值 <sup>o</sup>	1.13% <sup>o</sup>
平均访问深度 <sup>o</sup>	4.15 <sup>o</sup>	支付宝成交金额(元) <sup>o</sup>	2444512.73 <sup>o</sup>	客单价均值 <sup>o</sup>	166.59 <sup>o</sup>



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电商平台运营评分卡 (试题编号: 4 14)

	(5 )	5				0/3/5	
(95 )	0	3	2	1			
			3	2	1		
			4	2	2		
		1	2	2			
			2	2			
			6	6			
			4	4			
			4	4			
			2				
		4	2	2			
		6	20 0 3	4 3 3	1	1	
		2	5				2
	5					SEO 3	
	5						
	5						
	300		50	3			
	5	5		3		1	
		5		2	2		
1	10	5			10		
		1	2				
2	10	5	1	1	1		
		5		1	2		

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∇

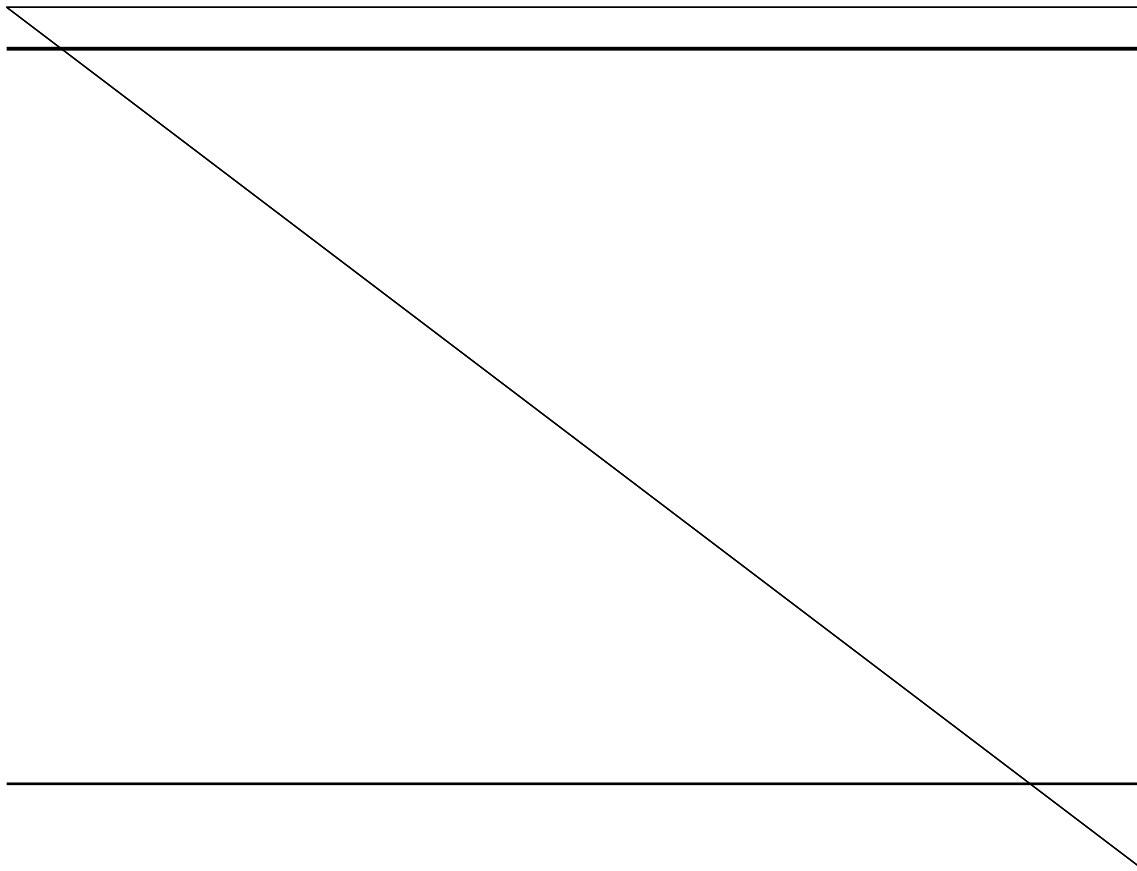
~

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⊥

4	27,613	66.08%	50.29%	18,857	0.99%
5	25,533	44.93%	54.59%	17,861	4.44%
6	24,472	1.64%	55.13%	17,270	0.93%
7	24,372	2.16%	52.96%	17,422	0.81%
8	24,023	33.77%	45.29%	15,698	2.83%
9	24,008	0.04%	50.82%	18,895	0.75%
10	22,251	48.62%	49.55%	15,639	3.51%
11	20,684	47.60%	56.88%	14,854	6.02%
12	19,470	13.30%	59.53%	14,920	2.10%
13	19,265	28.54%	62.01%	13,650	2.63%
14	19,100	39.90%	52.97%	12,010	4.64%
15	17,557	28.49%	52.55%	12,322	4.51%
16	15,256	45.16%	53.19%	10,164	4.74%
17	14,821	29.46%	56.56%	11,177	3.49%
18	14,107	58.85%	49.60%	9,368	2.94%
19	13,565	33.98%	56.15%	9,535	2.44%
20	13,405	38.19%	52.80%	8,947	2.98%



	3	7		
	2	10		
A	2	1	8	3

B	2	1	3.5	
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8

1	1	7026	15.68%	2	10	
2	2	5879	16.26%	1	8	
3	3	6135	12.46%	16	10	
4	4	7826	14.25%	17	6	
5	5	7633	1.2%	3	9	
6	6	6268	0.8%	2	6	
7	7	5988	1.05%	20	9	
8	8	6988	2%	18	5	

**2**

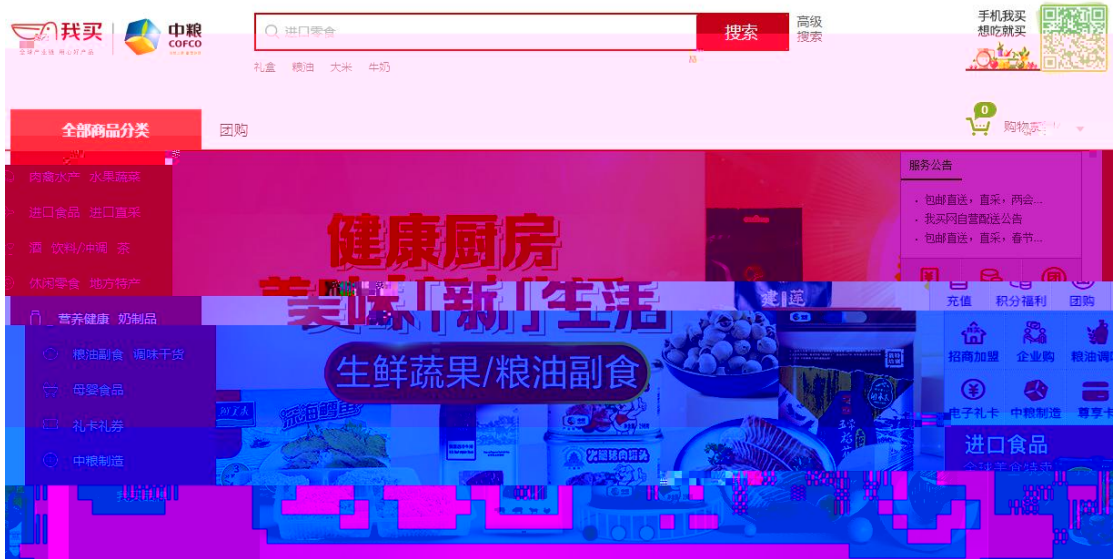
**3**





电商平台运营评分卡（试题编号：4 15）

(5 ) 5



1 Ba d &S g


2 ba d


3 PR A e a



5


6


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7


8

			PV	(%)
1			345	34.54
2			2341	56.34
3			2098	23.31
4			1987	45.21
5			2021	67.21
6			1876	56.12
7			2001	21.23
8			1789	12.23
9			1987	18.21
10			1733	34.21
11			1766	56.34
12			1900	67.56
13			2034	78.32
14			2109	78.21

15			2200	45.67
16			2100	87.12

9


2

3

4

搜索引擎推广试题评分卡(试题编号：4-16)

(5 ) 5





Ba d	
360	
360	


**G X**


1		
2		
3		
4		



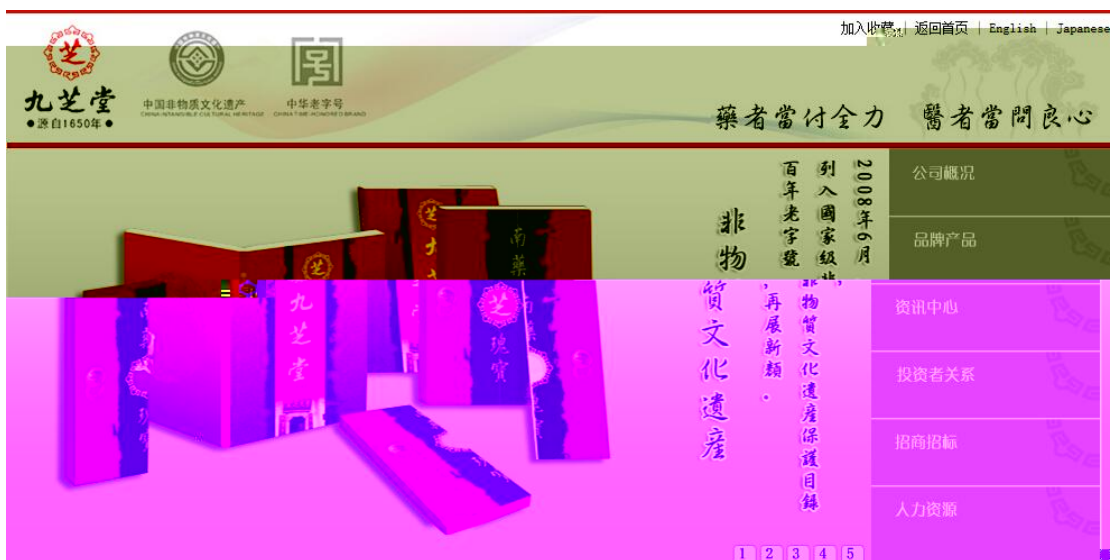


搜索引擎推广试题评分卡(试题编号：4-17)

(5 )	5	0/3/5	
(95 )	10	4	2 / 4
		6	1 , 2 / 6
	5	1	
		1	
		3	
	16	10	2 10
		2	g g e b a d 360
		2	
		2	A e a
	SEO 14	3	T e( )
3		Ke d 5 10 5 10	
3		De c 1	
3		2 1 2	
2		1 2 1	
16	8	0/1/2 2 8	
	8	0/1/2 2 8	
16	5	0/3/5	
	11	SEO 0/4/8/11 200 100 1	
18	6		
	6		
	6		
	100		



1



Ba d	
------	--

360	







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**2**

**3**

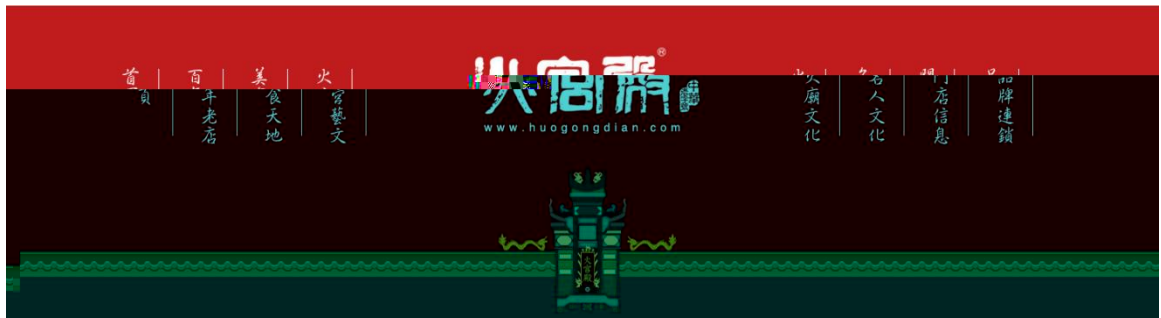
**4**



搜索引擎推广试题评分卡(试题编号：4-18)

	(5)	5	0/3/5
(95)	10	4	2 / 4
		6	1 , 2 / 6
	5	1	
		1	
		3	
	16	10	2 10
		2	g g e b a d 360
		2	
		2	A e a
	SEO 14	3	T e( )
		3	Ke d 5 10 5 10
		3	De c 1 2
		3	1 2
		2	1 2 1
	16	8	0/1/2 2 8
		8	0/1/2 2 8
	16	5	0/3/5
		11	SEO 0/4/8/11 200 100 1
	18	6	
		6	
6			
		100	

1



Ba d	
360	
360	


	G g e	ba d	ba d		A e a

g g e ba d	
A e a	


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1		
2		
3		
4		



**3**

**4**

搜索引擎推广试题评分卡(试题编号：4-19)

	(5)	5	0/3/5
(95)	10	4	2 / 4
		6	1 , 2 / 6
	5	1	
		1	
		3	
	16	10	2 10
		2	g g e b a d 360
		2	
		2	A e a
	SEO 14	3	T e( )
		3	K e d 5 10 5 10
		3	De c 1 2
		3	1 2
		2	1 2 1
		2	
	16	8	0/1/2 2 8
		8	0/1/2 2 8
	16	5	0/3/5
		11	SEO 0/4/8/11 200 100 1
	18	6	
6			
6			
		100	

1



1

1

Ba d &360


2 ba d


3

PR

e a


4




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5


6







**2**

**3**

**4**

搜索引擎推广试题评分卡(试题编号：4-20)

(5 )	5		0/3/5	
(95 )	10	4	2 / 4	
		6	1 , 2 / 6	
	5	1		
		1		
		3		
	16	10	2 10	
		2	g g e b a d 360	
		2		
		2	A e a	
	SEO 14	3	T e( )	
		3	Ke d 5 10 5 10	
		3	De c 1 2	
		3	1 2	
		2	1 2 1	
	16	8	0/1/2 2 8	
		8	0/1/2 2 8	
	16	5		0/3/5
		11	SEO 0/4/8/11 100 1	200
	18	6		3+3
		6		
6				
	100			

1



1

1

Ba d &360

Ba d	
Ba d	

360	
360	

2 ba d


3

PR e a

	G g e	ba d	ba d		A e a

4

g g e ba d	
A e a	

5


6

1		
2		
3		
4		

7


8

1	230	41	330	37	32	16%
2	220	40	300	32	30	14%
3	204	38	208	29	37	14%
4	198	30	210	23	20	11%
5	201	28	201	21	18	10%
6	331	50	330	40	37	12%
7	342	56	335	42	39	12%

8

2	3





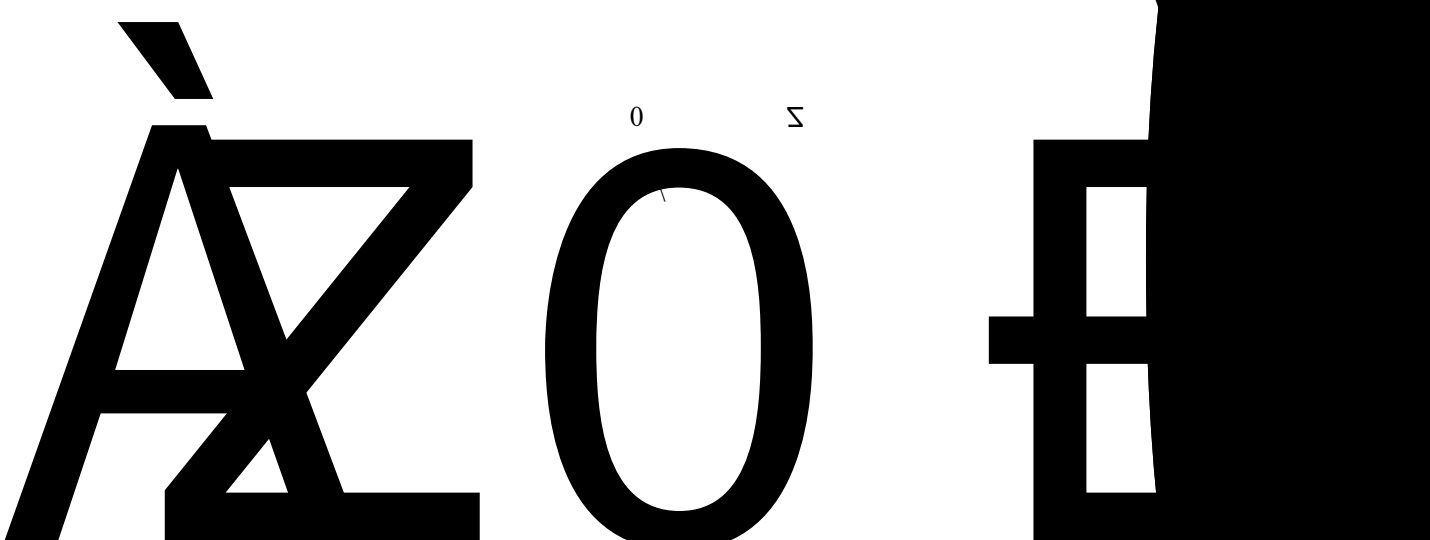
**2**

**3**

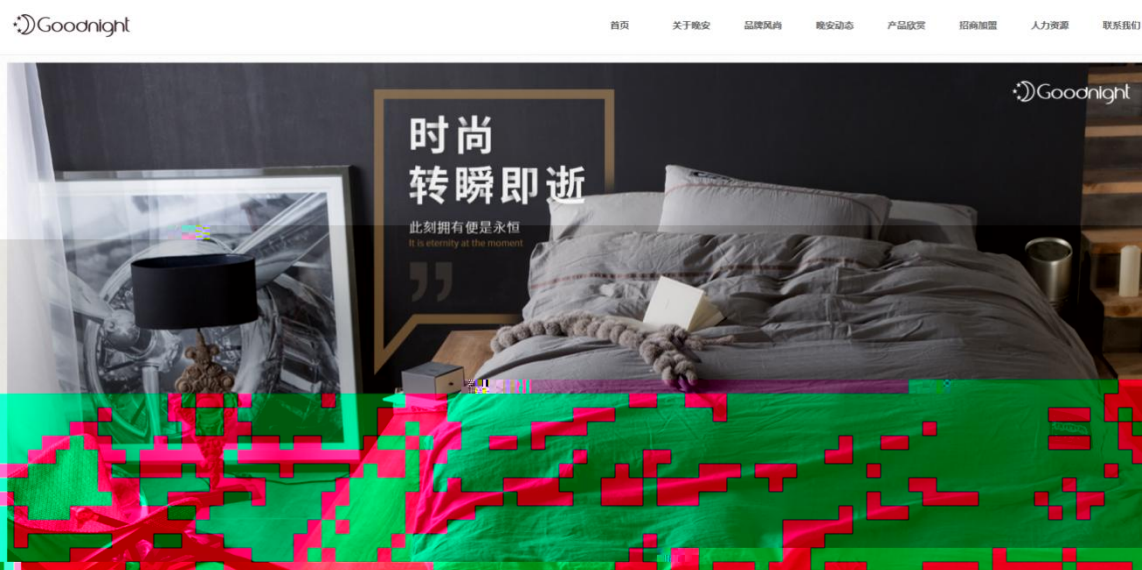
**4**

搜索引擎推广试题评分卡(试题编号: 4-21)

(5 ) 5 0/3/5  
4 2 / 4  
10 6 1 , 2 / 6  
1  
5 1  
3  
10  
2 2 10  
g g e b a d 360  
16 2  
2 A e a  
3 T e ( )  
3 Ke d 5 10  
3 5 10 Σ  
SEO 3 De c  
(95 14 3 3 2 ,  
)  
5  
e



1



1

1

Ba d &360

Ba d	
Ba d	
360	
360	

2 ba d


3

PR e a

	G g e	ba d	ba d		A e a

4

g g e ba d	

A e a	
-------	--

5


6

1		
2		
3		
4		

7


8

	1		90%
PV	35		3
UV	40		

9


2

**3**

**4**

搜索引擎推广试题评分卡(试题编号：4-22)

(5 )	5		0/3/5
10	4		2 / 4
	6		1 , 2 / 6
5	1		
	1		
	3		
16	10		2 10
	2		g g e b a d 360
	2		
	2		A e a
SEO 14	3		T e( )
	3		Ke d 5 10 5 10
	3		De c 1 2
	3		1 2
	2		1 2 1
	8		0/1/2 2 8
16	8		0/1/2 2 8
	5		0/3/5
16	11		SEO 0/4/8/11 200 100 1
18	6		3+3
	6		
	6		
	100		



1



1

1

Ba d &360

Ba d	
Ba d	
360	
360	

2 ba d


3

PR e a

	G g e	ba d	ba d		A e a

4

g g e ba d	
A e a	

5



6

1		
2		
3		
4		

7


ba d

8 9

8

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1				
2				
3				
4				
5				

9

1		
2		
3		
4		
5		

**2**

**3**

**4**

搜索引擎推广试题评分卡(试题编号：4-23)

(5 )	5		0/3/5	
(95 )	10	4	2 / 4	
		6	1 , 2 / 6	
	5	1		
		1		
		3		
	16	10	2 10	
		2	g g e b a d 360	
		2		
		2	A e a	
	SEO 14	3	T e( )	
		3	Ke d 5 10	
			5 10	
		3	De c 1	
		3	2	1 2
	16	8	0/1/2 2 8	
		8	0/1/2 2 8	
	16	5		0/3/5
		11	SEO 0/4/8/11 200	100 1
18	15	1	1 3 15	
	3			
	100			

1



1

h :// . de.c /

1

Ba d &

Ba d	
Ba d	

2 ba d


3

PR e a

	G g e	ba d	ba d		A e a

4

g g e ba d	
A e a	

5



6

1		
2		
3		
4		

7


8

--	--	--	--



	1		90%
PV	35		3
UV	40		

9


2

3

4

搜索引擎推广试题评分卡(试题编号：4-24)

(5 )	5		0/3/5
10	4		2 / 4
	6		1 , 2 / 6
5	1		
	1		
	3		
16	10		2 10
	2		g g e b a d
	2		
	2		A e a
SEO 14	3		T e( )
	3		Ke d 5 10 5 10
	3		De c 1 2
	3		1 2
	2		1 2 1
	8		0/1/2 2 8
16	8		0/1/2 2 8
	5		0/3/5
16	11		SEO 0/4/8/11 200 100 1
18	6		3+3
	6		
	6		
	100		

1



1

1

Ba d &

Ba d	
Ba d	

--	--

2 ba d


3

PR e a

	G g e	ba d	ba d		A e a

4

g g e ba d	
A e a	

5




2019.6.16	1599.32	13565
2019.6.17	1869.17	3 14054
2019.6.18	1489.89	11772
2019.6.20	1677.16	9620
2019.6.27	1898.71	7112
2019.6.28	1784.14	6412
2019.6.29	1748.26	6480
2019.6.30	1762	5525


**2****3****4**

搜索引擎推广试题评分卡(试题编号：4-25)

(5 )	5		0/3/5
10	4		2 / 4
	6		1 , 2 / 6
5	1		
	1		
	3		
16	10		2 10
	2		g g e ba d
	2		
	2		A e a
SEO 14	3		T e( )
	3		Ke d 5 10 5 10
	3		De c 1 2
	3		1 2
	2		1 2 1
16	8		0/1/2 2 8
	8		0/1/2 2 8
16	5		0/3/5
	11		SEO 0/4/8/11 200 100 1
18	6		3 3+3
	6		
	6		
	100		