

Moule:- 6

1. What are events in Google Analytics?

Ans:- In Google Analytics, events are user interactions with content that can be tracked independently from a webpage or screen load. Events help you measure specific actions users take on your website or app, such as:

- Clicking a button
- Downloading a file
- Watching a video
- Submitting a form
- Scrolling a page
- Adding a product to a cart

Event Structure in Google Analytics 4 (GA4)

GA4 events consist of the following elements:

1. Event Name – Describes the action (e.g., `page_view`, `click`, `purchase`).
2. Event Parameters – Additional details about the event (e.g., button name, page URL).

Types of Events in GA4

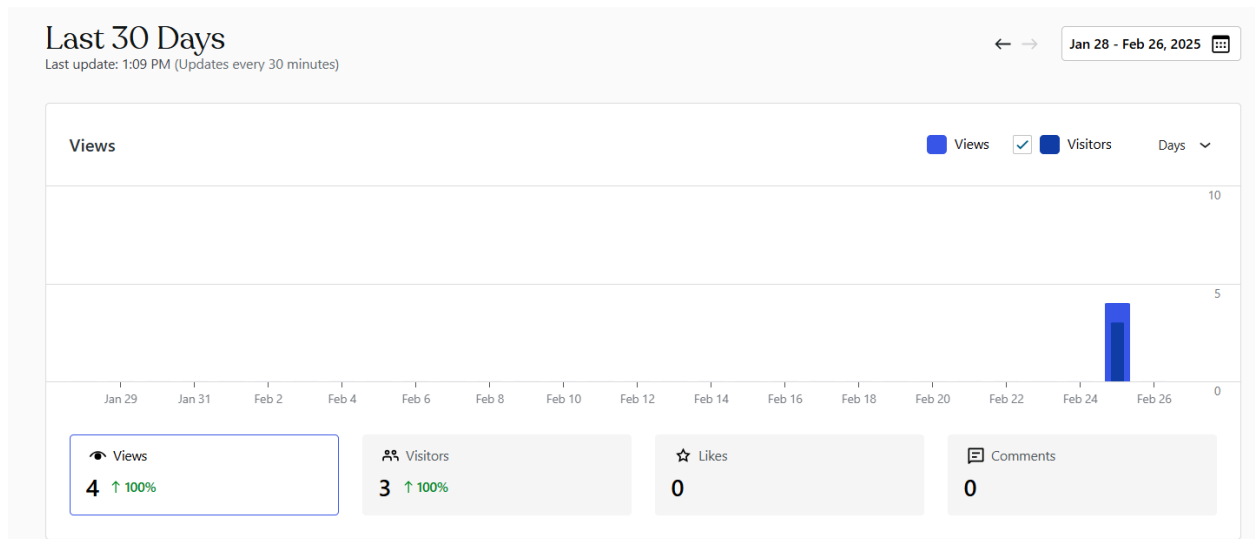
1. Automatically Collected Events – Predefined events tracked by default (e.g., `first_visit`, `session_start`).
2. Enhanced Measurement Events – Additional interactions tracked automatically (e.g., `scroll`, `file_download`).
3. Recommended Events – Suggested events for specific industries (e.g., `purchase`, `sign_up`).
4. Custom Events – Manually created events tailored to specific tracking needs.

2. Submit the sitemap and robot.txt file in the search console for your website.

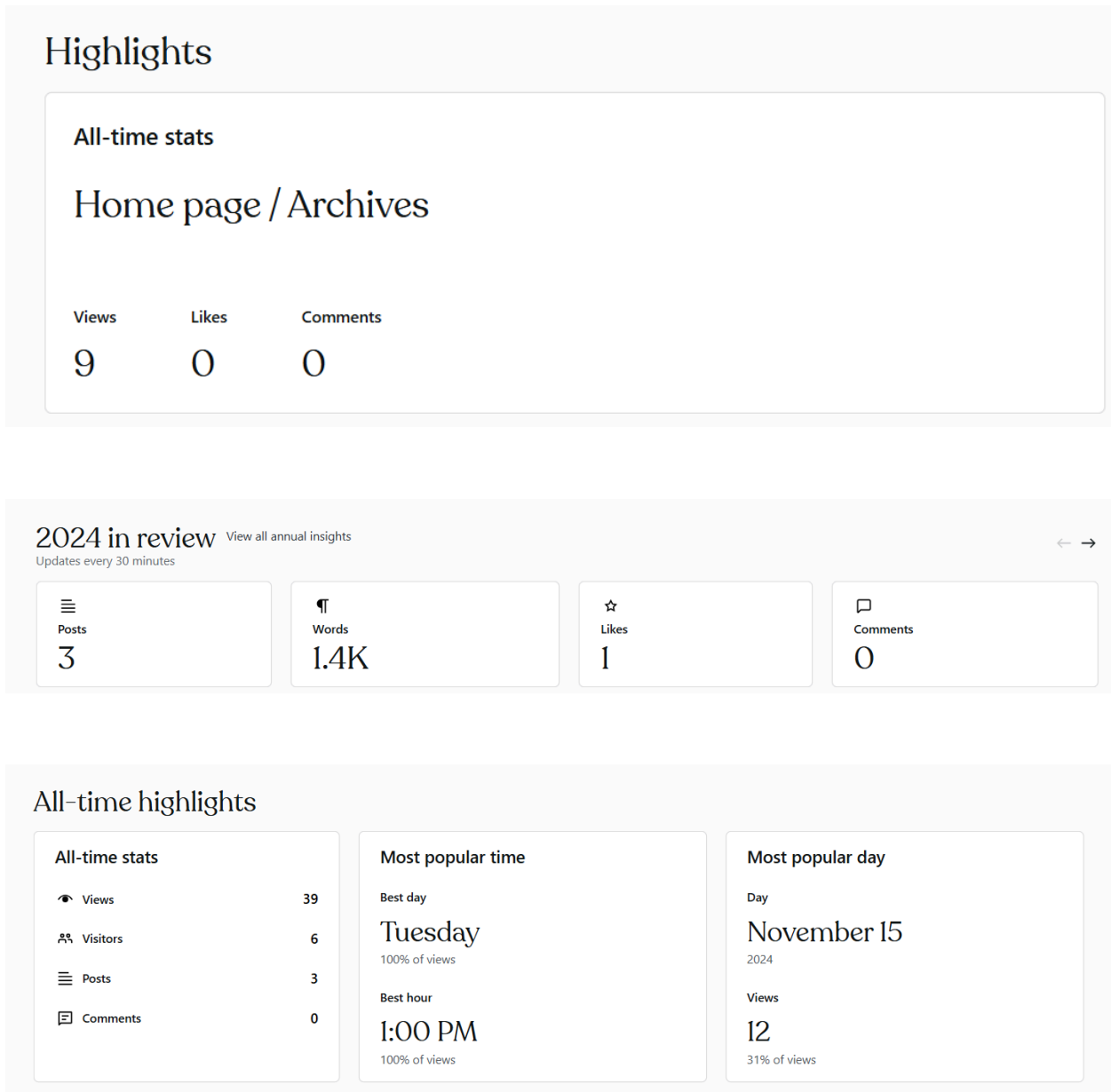
Submitted sitemaps						
Sitemap	Type	Submitted ↓	Last read	Status	Discovered pages	Discovered videos
/sitemap.xml	Sitemap	Feb 25, 2025	Feb 25, 2025	Success	7	0
Rows per page: 10 1-1 of 1 < >						

robots.txt files				
File	Checked on	Status	Size	Issues
https://bansitechnofirm.wordpress.com/robots.txt	2/25/25, 12:32 PM	✓ Fetched	658 bytes	-
Rows per page: 10 1-1 of 1 < >				

3. Submit the user flow and traffic source reports for your website.



4. Connect your blog to Google Analytics and study the different types of traffic on your site.



Highlights

All-time stats

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Views	Likes	Comments
6	0	0

5. Track the following interactions in Google tag manager for www.esellerhub.com • Link clicks • Page load • Time (How long a visitor stayed on a particular page) • Button click

Version Summary

Published
02/26/2025, 1:47 PM by bansitopstech07@gmail.com

Created
02/26/2025, 1:47 PM by bansitopstech07@gmail.com

Description
No description

Version Items

4	3	8
Tags	Triggers	Variables

Version Changes

Name ↑	Type	Change
Button Clicks	Trigger	Added
Form Submission	Trigger	Added
Google Analytics GA4 Event	Tag	Added
Google Analytics GA4 Event 1	Tag	Added
Google Analytics GA4 Event 2	Tag	Added
Google Tag Event Settings	Variable	Added
Google Tag G-PSW1MY7HB4	Tag	Added
Page View	Trigger	Added
User-Provided Data	Variable	Added
User-Provided Data 1	Variable	Added

Tags



Name ↑	Type	Firing Triggers	Last Edited
Google Analytics GA4 Event	Google Analytics: GA4 Event	Page View	01/27/2025, 6:47 PM
Google Analytics GA4 Event 1	Google Analytics: GA4 Event	Form Submission	01/27/2025, 6:46 PM
Google Analytics GA4 Event 2	Google Analytics: GA4 Event		02/26/2025, 1:47 PM
Google Tag G-PSW1MY7HB4	Google Tag	Initialization - All Pages	01/27/2025, 6:33 PM

Triggers



Name ↑	Type	Filter	Tags	Last Edited
Button Clicks	Just Links		0	02/26/2025, 1:45 PM
Form Submission	Form Submission		1	01/27/2025, 6:45 PM
Page View	Page View		1	01/27/2025, 6:37 PM