Module 6

Q: What are events in Google analytics?

In Google Analytics (GA4), events are user interactions or activities that happen on your website or app — basically, anything a visitor does that you want to measure.

Each event represents an action, like:

- Clicking a button
- Watching a video
- Downloading a file
- Scrolling down a page
- Submitting a form

1) Automatically Collected Events: These are tracked by default (no setup needed).

Examples:

- first_visit – when a user visits your site for the first time
- session_start – when a new session begins
- page_view – every time a page is loaded

2) Enhanced Measurement Events (optional but easy to enable): You can toggle these on in your GA4 settings.

Examples:

- scroll – when a user scrolls 90% of a page
- file_download – when a file is downloaded
- video_start, video_progress, video_complete – for video tracking
- outbound_click – when users click external links

3) Recommended Events: Google suggests these for specific industries or goals (you add them manually).

Examples:

- purchase, add_to_cart, sign_up, login

4) Custom Events: You define these yourself for any specific action you want to measure.

Example:

- form_submission – when a user submits a contact form
- cta_click – when users click your “Request a Quote” button

Q: Create a goal for your business and study reports whether it has been completed or not.

Goal Example: Increase Online Enquiries

1. Define Your Goal

- Goal Name: Contact Form Submission
- Goal Type: Destination (a specific thank-you page after form submission)
- Goal URL: /thank-you.html

2. Set Up the Goal in Google Analytics

- Go to Admin → View → Goals → + New Goal
- Choose Custom Goal → Destination
- Enter the URL path /thank-you.html
- Assign a Goal Value (e.g., ₹500 if that's your average lead value)
- Click Save

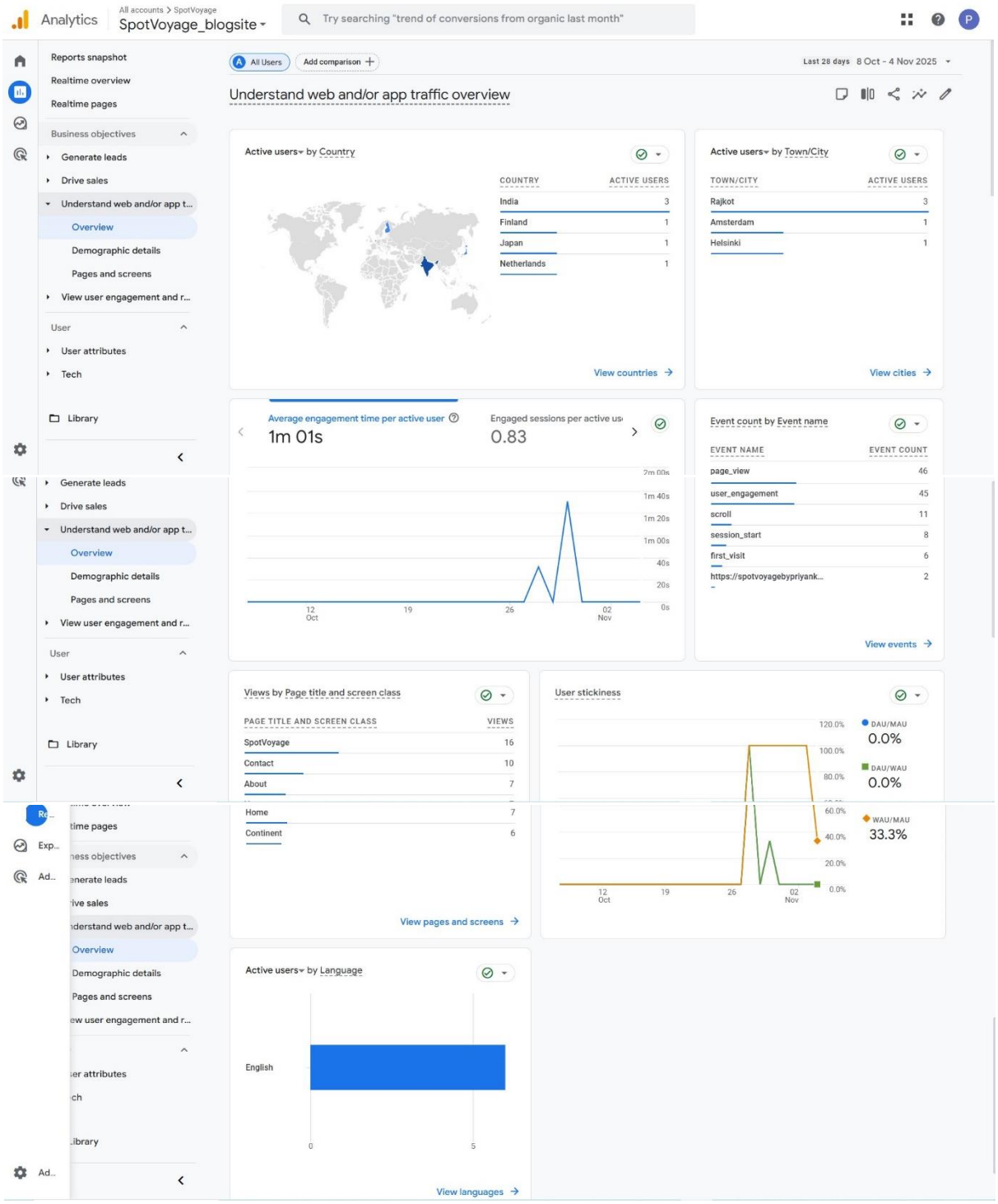
3. Analyze Reports

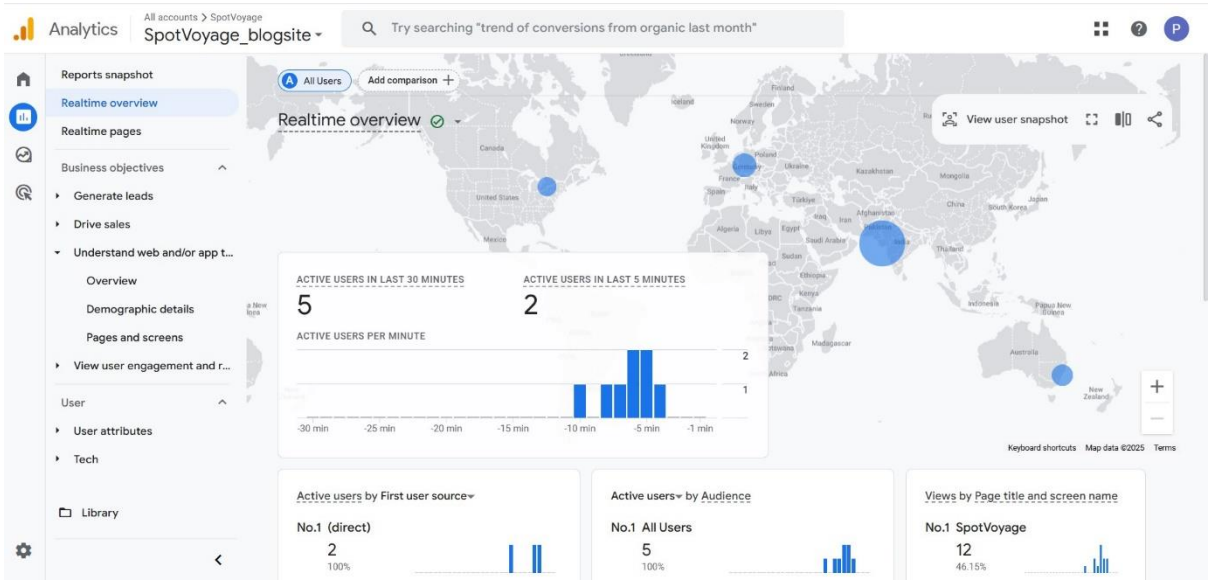
- Go to Reports → Conversions → Goals → Overview
- You'll see:
    - Goal Completions: Number of users who reached the thank-you page
    - Conversion Rate: Percentage of total users who completed the goa
    - Source/Medium Report: Which channels (Google Ads, Organic, Social, etc.) brought the most conversions

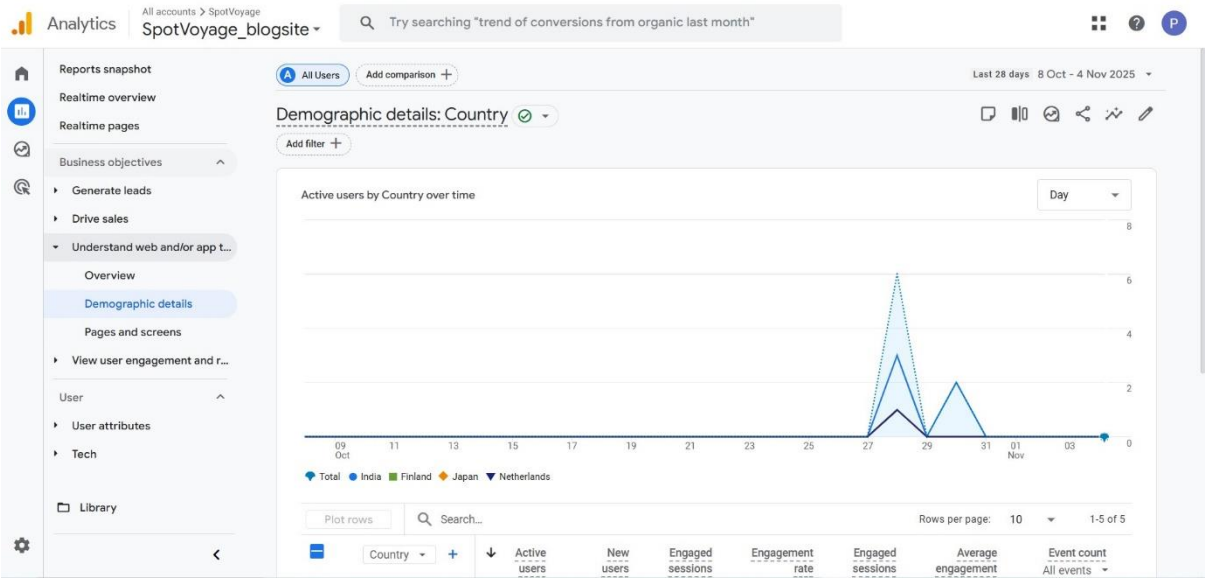
4. Evaluate Performance

- Compare results week-over-week or month-over-month
- If the goal is completed (e.g., 100 submissions this month vs. target 80), it means the campaign performed well
- If not, analyse which traffic sources or pages need improvement

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




Analytics
All accounts > SpotVoyage
SpotVoyage_blogsite
Try searching "trend of conversions from organic last month"
Reports snapshot
Realtime overview
Realtime pages
Business objectives
Generate leads
Drive sales
Understand web and/or app t...
Overview
Demographic details
Pages and screens
View user engagement and r...
User
User attributes
Tech
Library
All Users
Add comparison
Realtime overview
View user snapshot
ACTIVE USERS IN LAST 30 MINUTES
5
ACTIVE USERS IN LAST 5 MINUTES
2
ACTIVE USERS PER MINUTE
-30 min
-25 min
-20 min
-15 min
-10 min
-5 min
-1 min
Keyboard shortcuts
Map data ©2025
Terms
Active users by First user source
No.1 (direct)
2
100%
Active users by Audience
No.1 All Users
5
100%
Views by Page title and screen name
No.1 SpotVoyage
12
46.15%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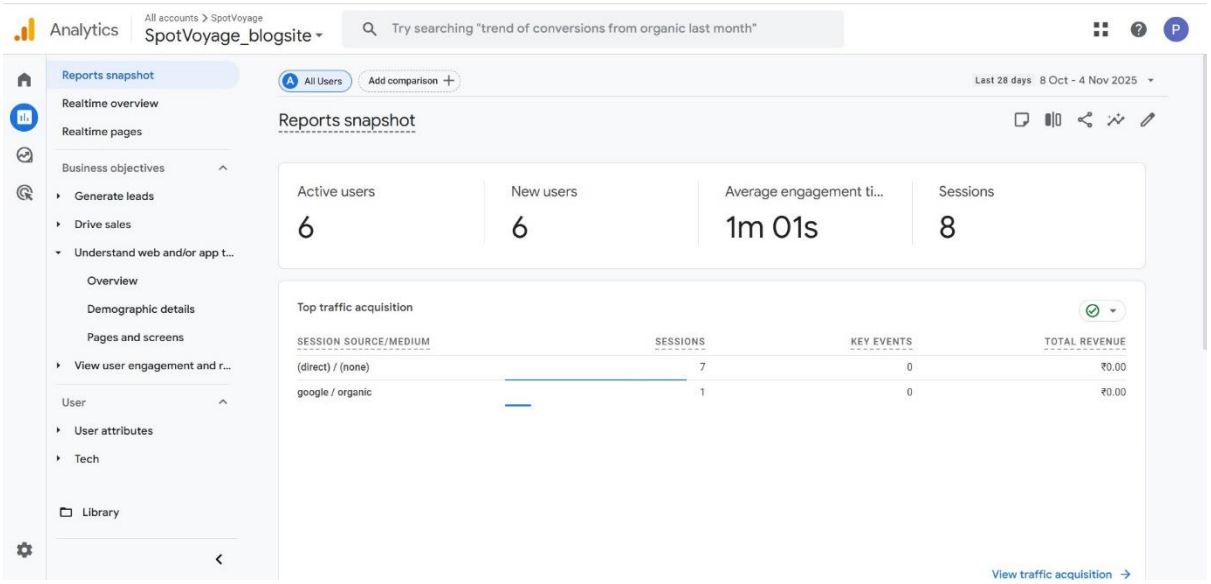
Pages and screens
View user engagement and r...
User
User attributes
Tech
Library
All Users
Add comparison
Last 28 days 8 Oct - 4 Nov 2025
Demographic details: Country
Add filter
Active users by Country over time
Day
09 Oct
11
13
15
17
19
21
23
25
27
29
31
01 Nov
03
Total
India
Finland
Japan
Netherlands
Plot rows
Search...
Rows per page: 10
1-5 of 5
Country
Active users
New users
Engaged sessions
Engagement rate
Engaged sessions
Average engagement
Event count
All events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Business objectives
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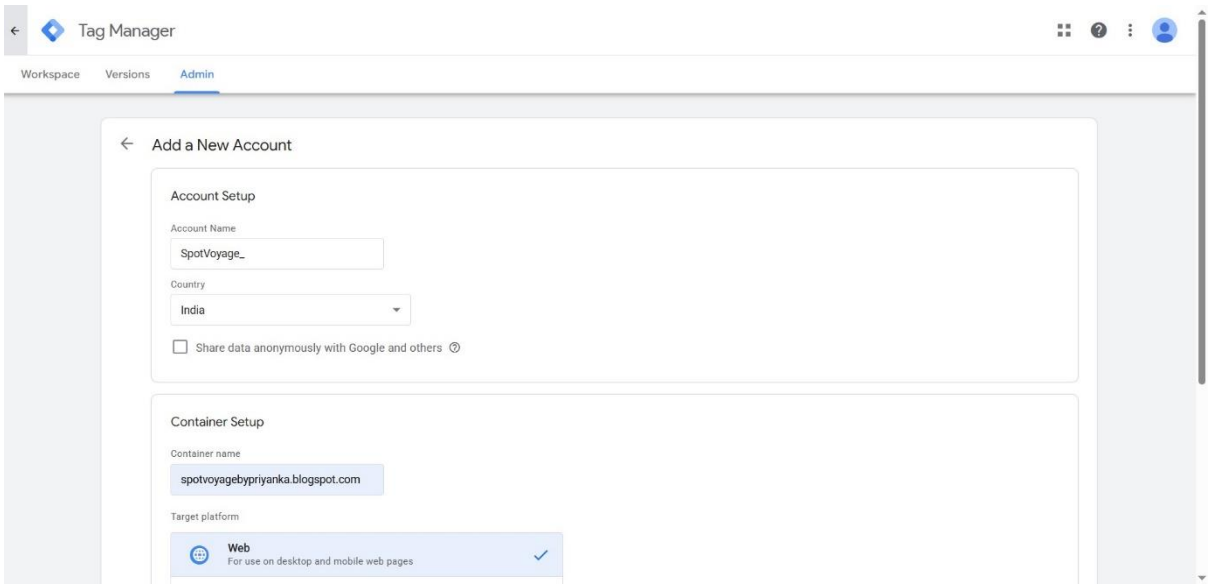
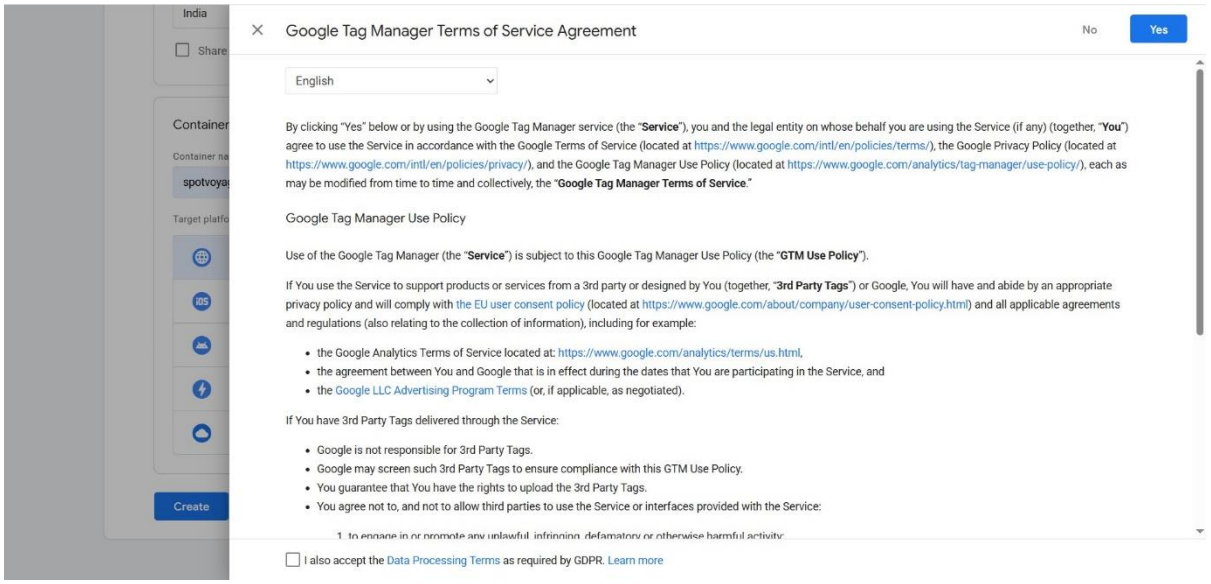
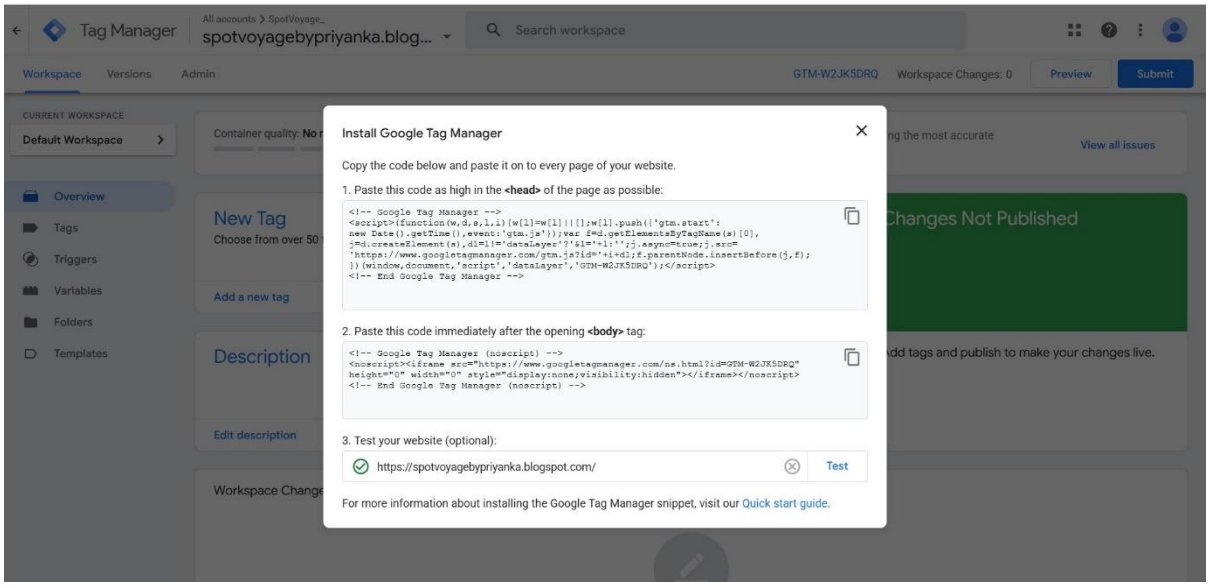
Pages and screens
View user engagement and r...
User
User attributes
Tech
Library
All Users
Add comparison
Last 28 days 8 Oct - 4 Nov 2025
Reports snapshot
Active users
6
New users
6
Average engagement ti...
1m 01s
Sessions
8
Top traffic acquisition
SESSION SOURCE/MEDIUM
SESSIONS
KEY EVENTS
TOTAL REVENUE
(direct) / (none)
7
0
₹0.00
google / organic
1
0
₹0.00
View traffic acquisition

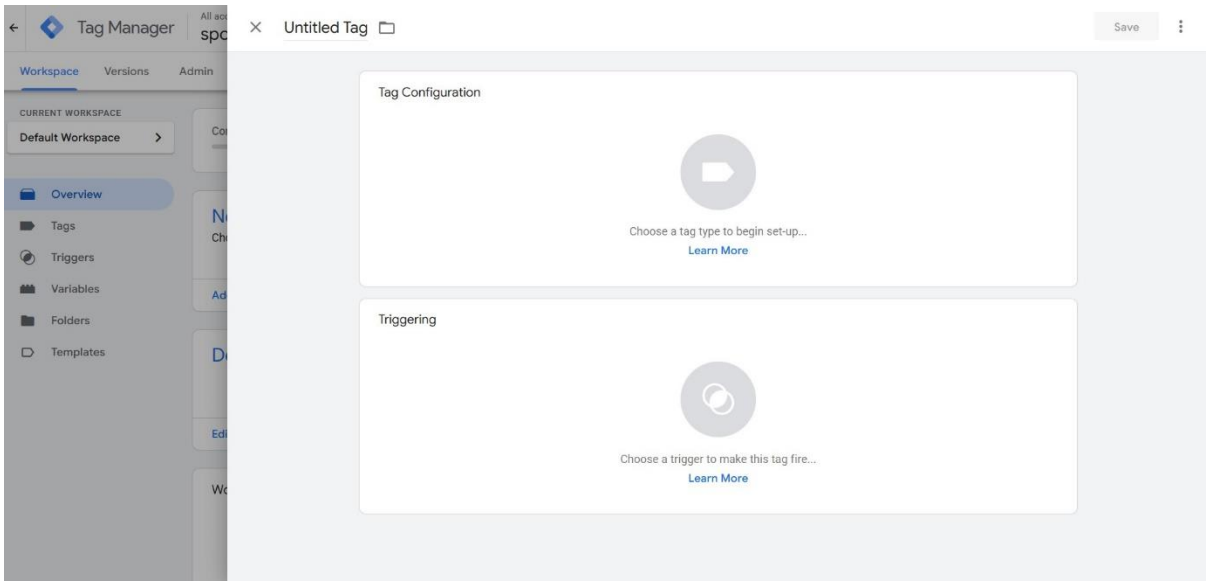
Q: Track the following interactions in Google tag manager for www.esellerhub.com

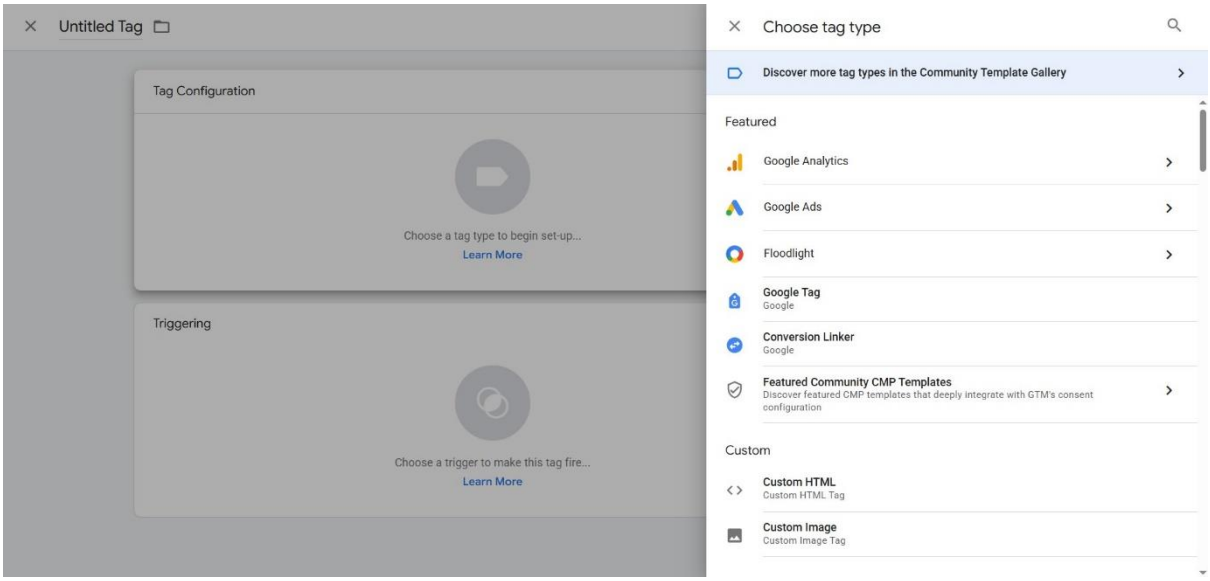
- **Link clicks**
- **Page load**
- **Time (How long a visitor stayed on a particular page)**
- **Button click**

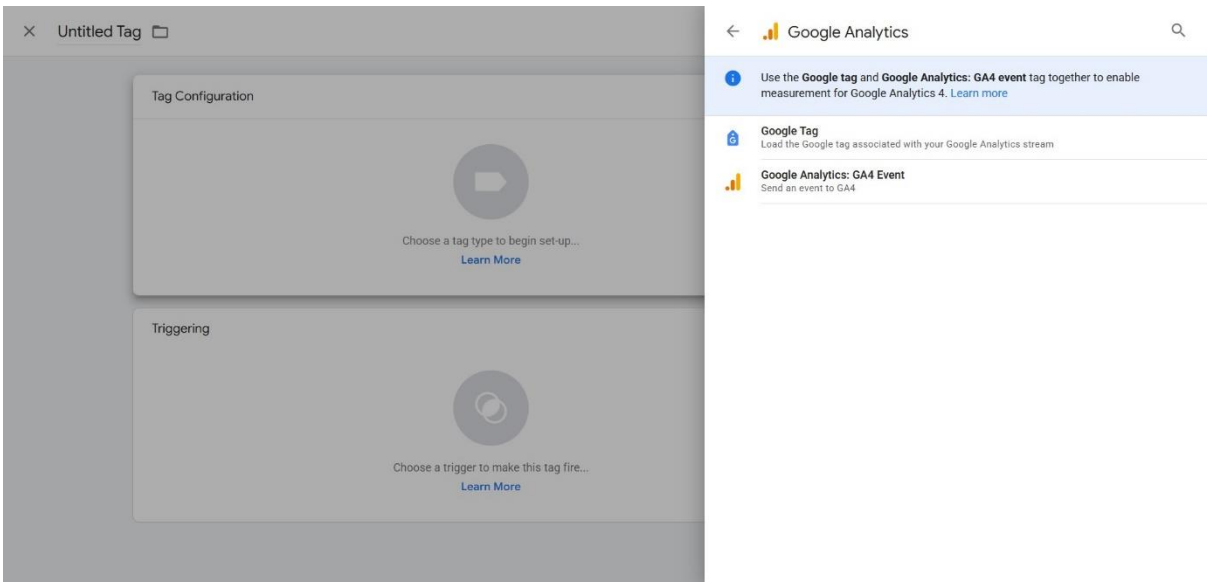


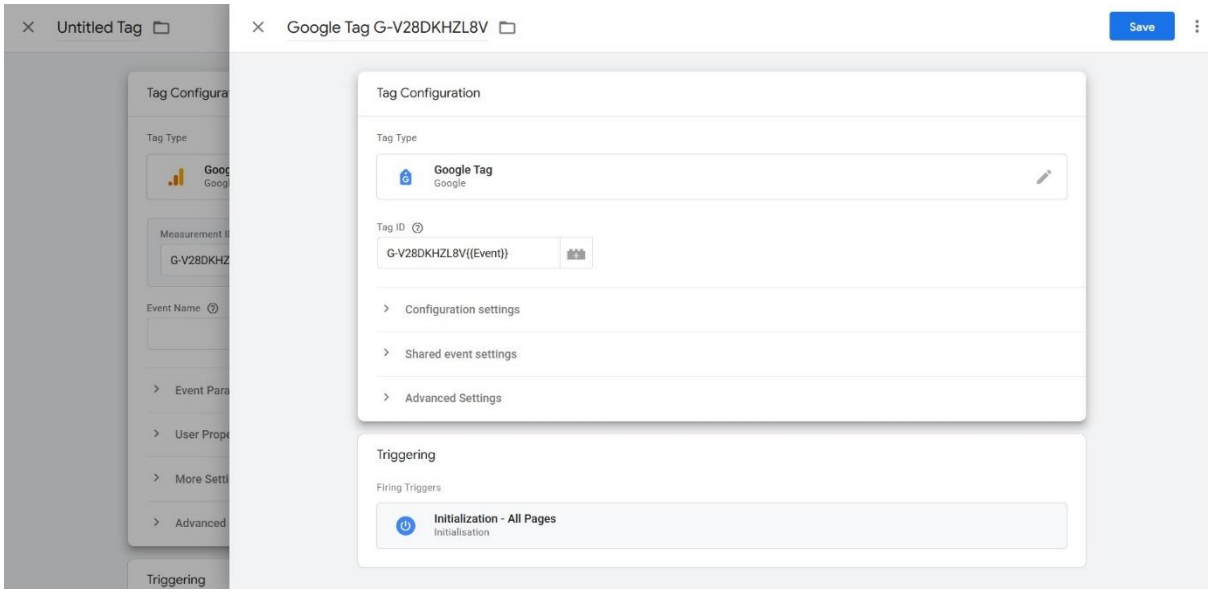





Tag Manager
Untitled Tag
Save
Workspace
Versions
Admin
CURRENT WORKSPACE
Default Workspace
Overview
Tags
Triggers
Variables
Folders
Templates
Tag Configuration
Choose a tag type to begin set-up...
Learn More
Triggering
Choose a trigger to make this tag fire...
Learn More


Untitled Tag
Tag Configuration
Choose a tag type to begin set-up...
Learn More
Triggering
Choose a trigger to make this tag fire...
Learn More
Choose tag type
Discover more tag types in the Community Template Gallery
Featured
Google Analytics
Google Ads
Floodlight
Google Tag
Google
Conversion Linker
Google
Featured Community CMP Templates
Discover featured CMP templates that deeply integrate with GTM's consent configuration
Custom
Custom HTML
Custom HTML Tag
Custom Image
Custom Image Tag


Untitled Tag
Tag Configuration
Choose a tag type to begin set-up...
Learn More
Triggering
Choose a trigger to make this tag fire...
Learn More
Google Analytics
Use the Google tag and Google Analytics: GA4 event tag together to enable measurement for Google Analytics 4. Learn more
Google Tag
Load the Google tag associated with your Google Analytics stream
Google Analytics: GA4 Event
Send an event to GA4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Google Tag G-V28DKHZL8V
Save
Tag Configuration
Tag Type
Google Tag
Google
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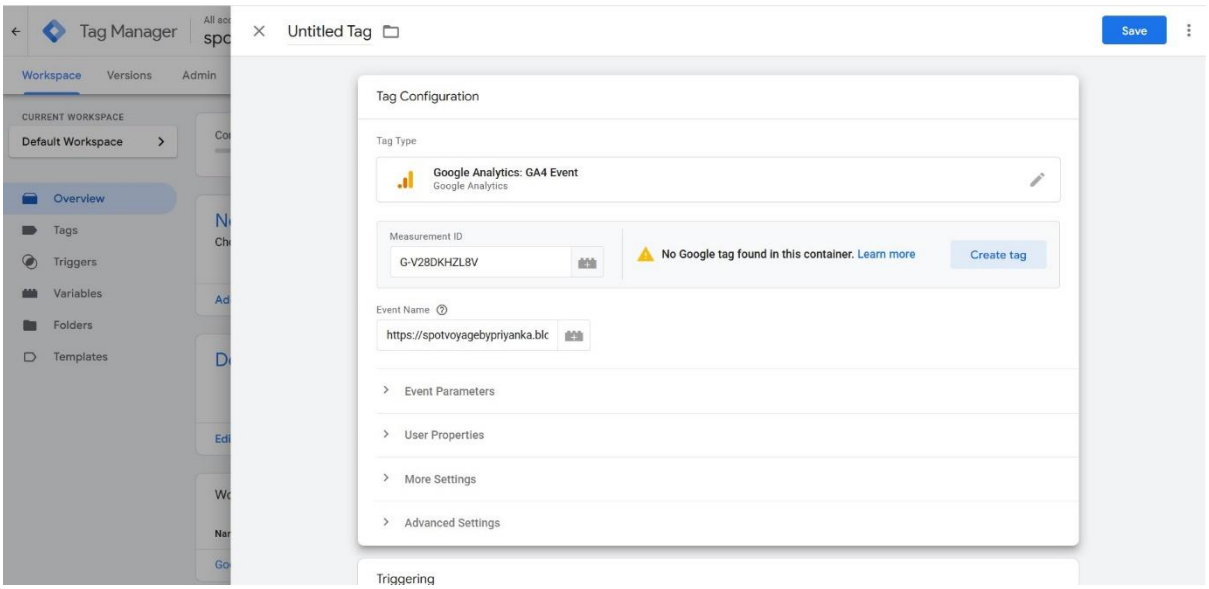
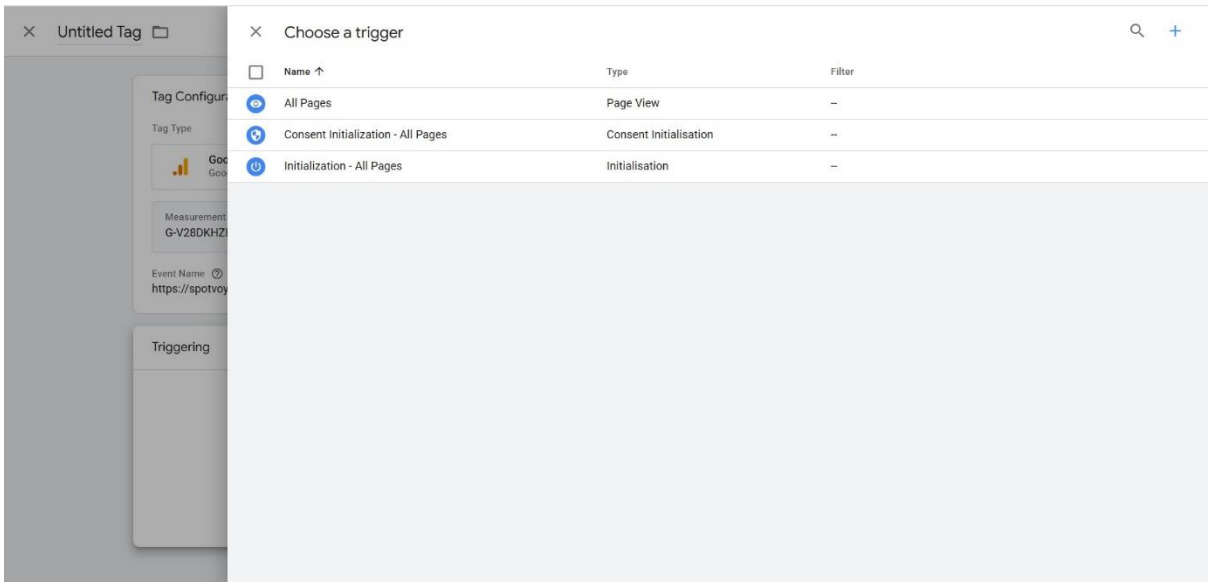
Configuration settings
Shared event settings
Advanced Settings
Triggering
Firing Triggers
Initialization - All Pages
Initialisation


Tag Manager
Workspace
Versions
Admin
CURRENT WORKSPACE
Default Workspace
Overview
Tags
Triggers
Variables
Folders
Templates
Untitled Tag
Save
Tag Configuration
Tag Type
Google Analytics: GA4 Event
Google Analytics
Measurement ID
G-V28DKHZL8V
No Google tag found in this container. Learn more
Create tag
Event Name
https://spotvoyagebypriyanka.blc
Event Parameters
User Properties
More Settings
Advanced Settings
Triggering


Untitled Tag
Choose a trigger
Name
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All Pages
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Consent Initialisation
Initialization - All Pages
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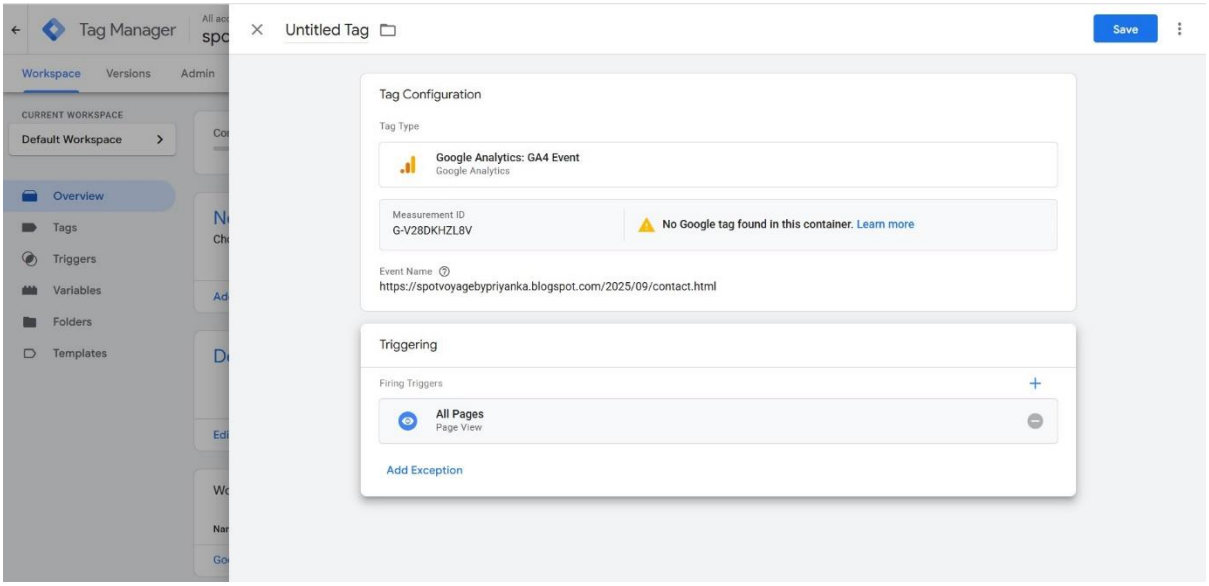
Triggering


Tag Manager
Untitled Tag
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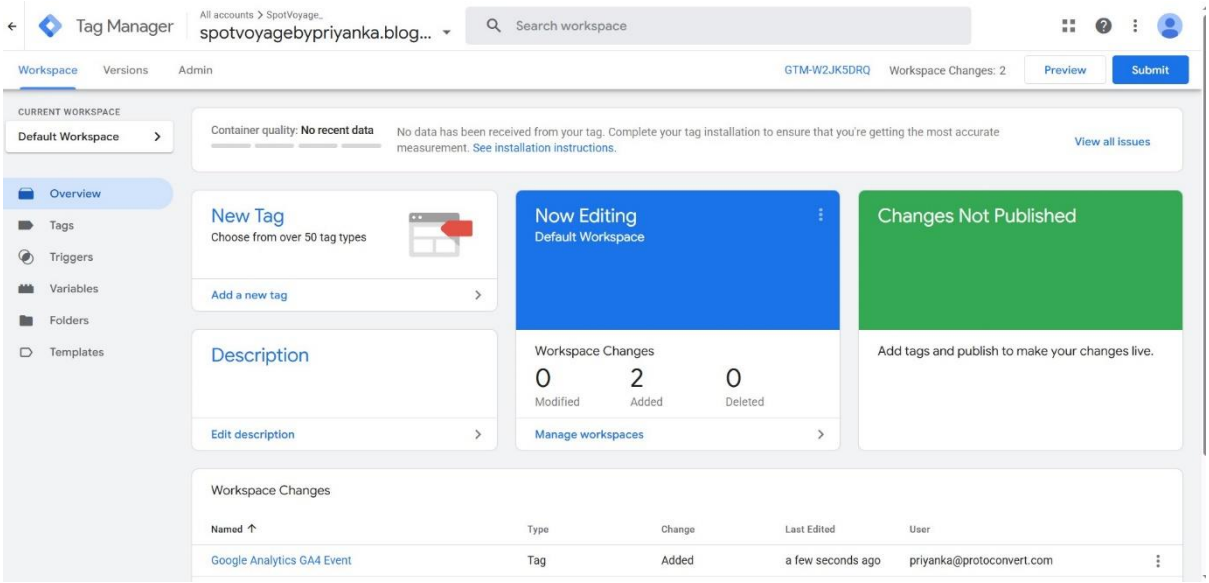
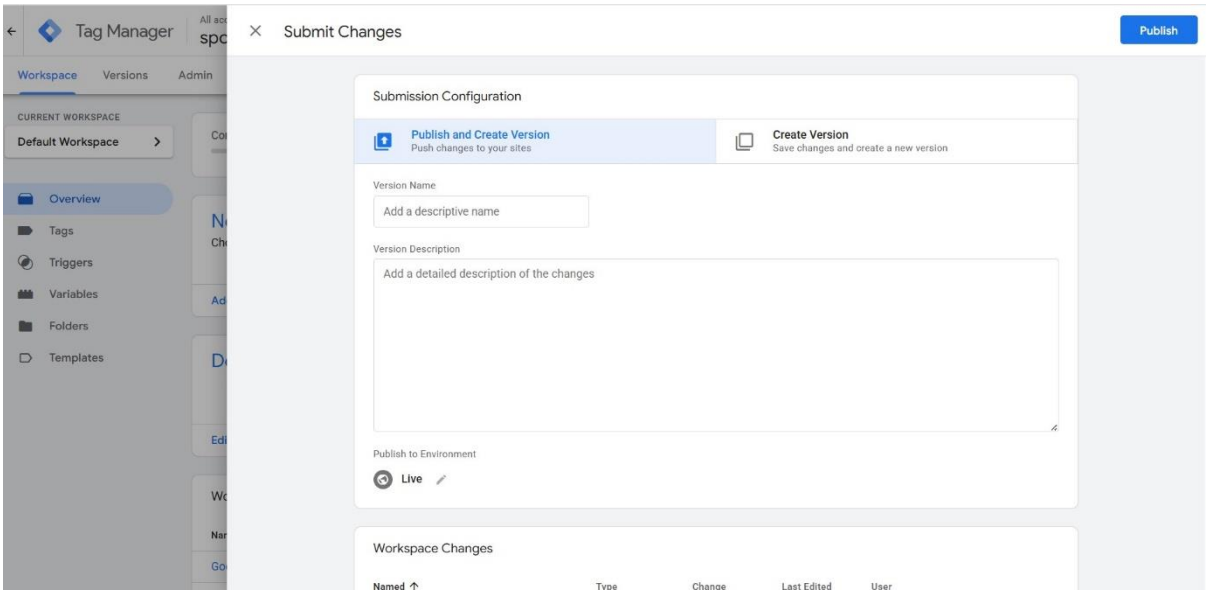
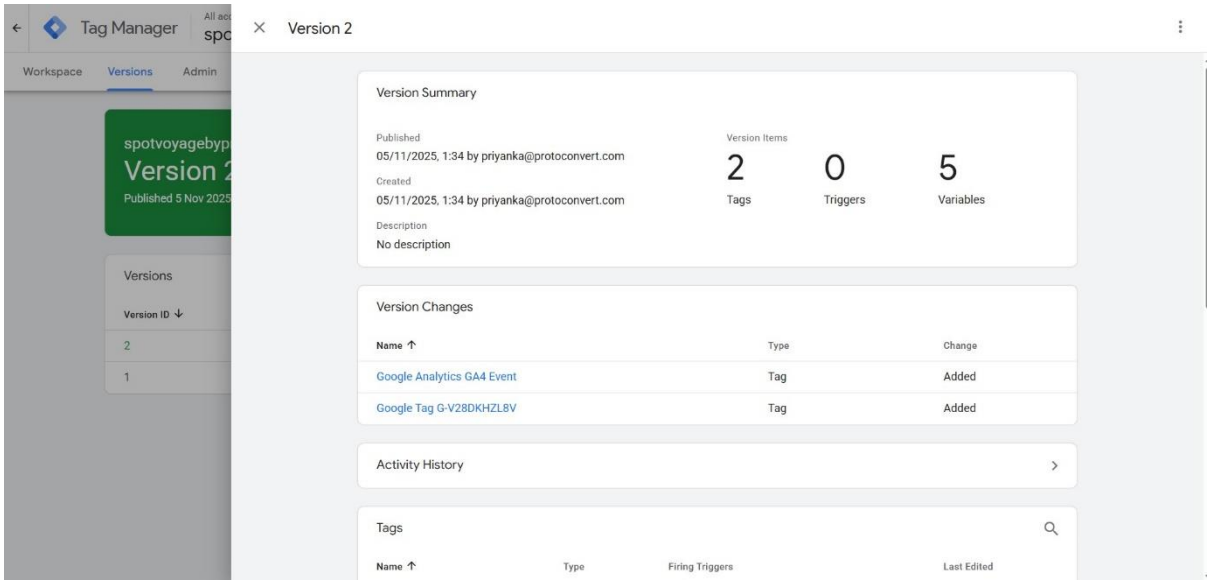
Default Workspace
Overview
Tags
Triggers
Variables
Folders
Templates
Tag Configuration
Tag Type
Google Analytics: GA4 Event
Google Analytics
Measurement ID
G-V28DKHZL8V
No Google tag found in this container. Learn more
Event Name
https://spotvoyagebypriyanka.blogspot.com/2025/09/contact.html
Triggering
Firing Triggers
All Pages
Page View
Add Exception


Tag Manager
All accounts > SpotVoyage_
spotvoyagebypriyanka.blog...
Search workspace
Workspace
Versions
Admin
GTM-W2JK5DRQ
Workspace Changes: 2
Preview
Submit
CURRENT WORKSPACE
Default Workspace
Container quality: No recent data
No data has been received from your tag. Complete your tag installation to ensure that you're getting the most accurate measurement. See installation instructions.
View all issues
Overview
Tags
Triggers
Variables
Folders
Templates
New Tag
Choose from over 50 tag types
Add a new tag
Now Editing
Default Workspace
Changes Not Published
Add tags and publish to make your changes live.
Description
Edit description
Workspace Changes
0
Modified
2
Added
0
Deleted
Manage workspaces
Workspace Changes
Named
Type
Change
Last Edited
User
Google Analytics GA4 Event
Tag
Added
a few seconds ago
priyanka@protoconvert.com


Tag Manager
Submit Changes
Publish
Workspace
Versions
Admin
CURRENT WORKSPACE
Default Workspace
Overview
Tags
Triggers
Variables
Folders
Templates
Submission Configuration
Publish and Create Version
Push changes to your sites
Create Version
Save changes and create a new version
Version Name
Add a descriptive name
Version Description
Add a detailed description of the changes
Publish to Environment
Live
Workspace Changes
Named
Type
Change
Last Edited
User


Tag Manager
Workspace
Versions
Admin
Version 2
Published 5 Nov 2025
Versions
Version ID
2
1
Version 2
Version Summary
Published
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Created
05/11/2025, 1:34 by priyanka@protoconvert.com
Description
No description
Version Items
2
Tags
0
Triggers
5
Variables
Version Changes
Name
Type
Change
Google Analytics GA4 Event
Tag
Added
Google Tag G-V28DKHZL8V
Tag
Added
Activity History
Tags
Name
Type
Firing Triggers
Last Edited