

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

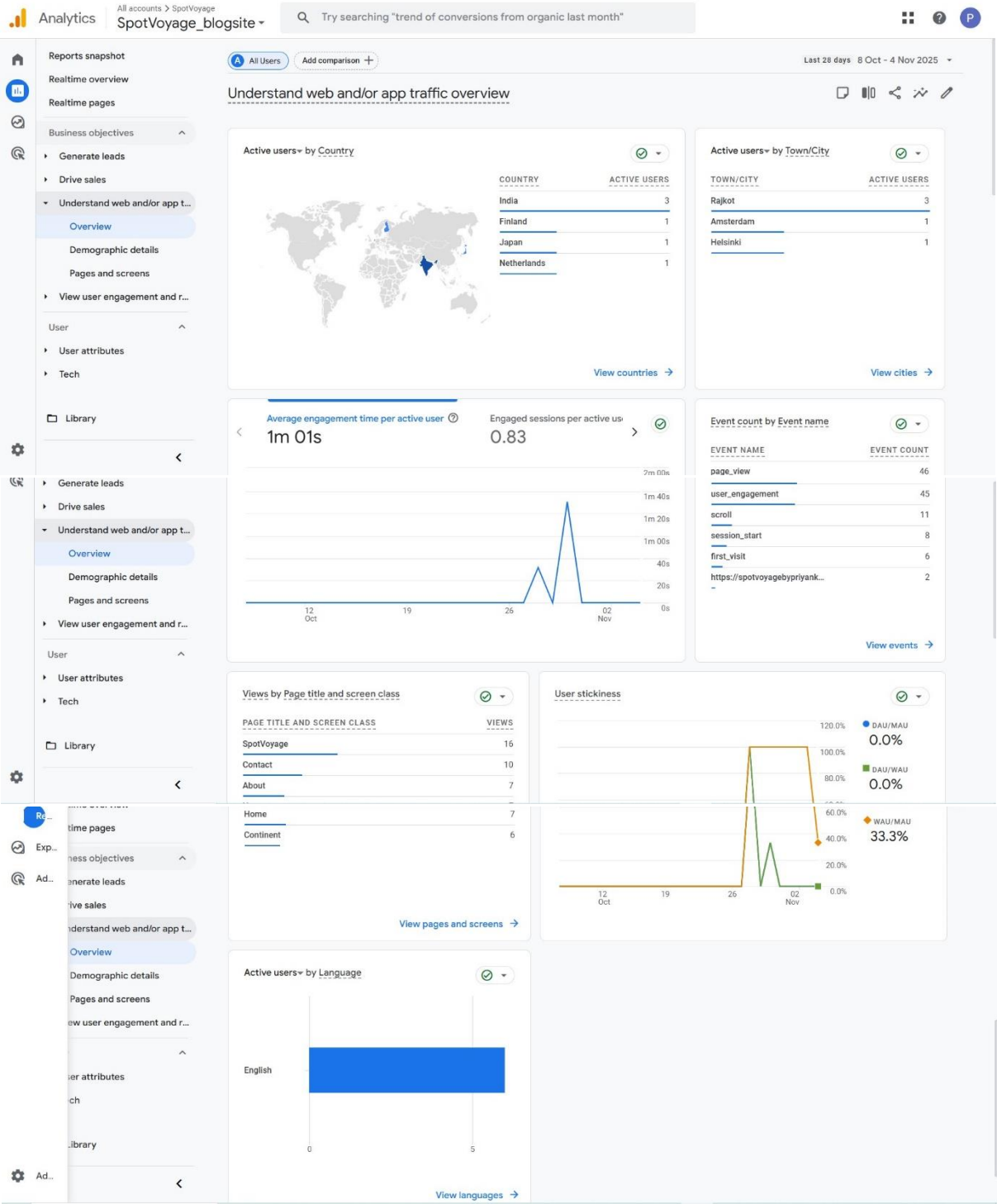
3. Analyze Reports

- 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 goal
 - 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.



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

Workspace Versions Admin

← Add a New Account

Account Setup

Account Name

SpotVoyage_

Country

India

☐ Share data anonymously with Google and others

Container Setup

Container name

spotvoyagebypriyanka.blogspot.com

Target platform

Web

For use on desktop and mobile web pages

India

☐ Share

Container

Container na

spotvoja

Target platf

Create

Google Tag Manager Terms of Service Agreement

No Yes

English

By clicking "Yes" below or by using the Google Tag Manager service (the "Service"), you and the legal entity on whose behalf you are using the Service (if any) (together, "You") agree to use the Service in accordance with the Google Terms of Service (located at <https://www.google.com/intl/en/policies/terms/>), the Google Privacy Policy (located at <https://www.google.com/intl/en/policies/privacy/>), and the Google Tag Manager Use Policy (located at <https://www.google.com/analytics/tag-manager/use-policy/>), each as may be modified from time to time and collectively, the "Google Tag Manager Terms of Service."

Google Tag Manager Use Policy

Use of the Google Tag Manager (the "Service") is subject to this Google Tag Manager Use Policy (the "GTM Use Policy").

If You use the Service to support products or services from a 3rd party or designed by You (together, "3rd Party Tags") or Google, You will have and abide by an appropriate privacy policy and will comply with the EU user consent policy (located at <https://www.google.com/about/company/user-consent-policy.html>) and all applicable agreements and regulations (also relating to the collection of information), including for example:

- the Google Analytics Terms of Service located at: <https://www.google.com/analytics/terms/us.html>,
- the agreement between You and Google that is in effect during the dates that You are participating in the Service, and
- the Google LLC Advertising Program Terms (or, if applicable, as negotiated).

If You have 3rd Party Tags delivered through the Service:

- Google is not responsible for 3rd Party Tags.
- Google may screen such 3rd Party Tags to ensure compliance with this GTM Use Policy.
- You guarantee that You have the rights to upload the 3rd Party Tags.
- You agree not to, and not to allow third parties to use the Service or interfaces provided with the Service:

1. To engage in or promote any unlawful, infringing, defamatory or otherwise harmful activity.

☐ I also accept the Data Processing Terms as required by GDPR. [Learn more](#)

← Tag Manager

All accounts > SpotVoyage_

spotvoyagebypriyanka.blog...

Search workspace

Workspace Versions Admin

GTM-W2JK5DRQ Workspace Changes: 0 Preview Submit

CURRENT WORKSPACE

Default Workspace

Overview

Tags

Triggers

Variables

Folders

Templates

Container quality: No

New Tag

Choose from over 50

Add a new tag

Description

Edit description

Workspace Change

Install Google Tag Manager

×

Copy the code below and paste it on to every page of your website.

1. Paste this code as high in the <head> of the page as possible:

```
<!-- Google Tag Manager -->
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
  new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
  j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
    'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
  })(window,document,'script','dataLayer','GTM-W2JK5DRQ');
<!-- End Google Tag Manager -->
```

2. Paste this code immediately after the opening <body> tag:

```
<!-- Google Tag Manager (noscript) -->
<noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-W2JK5DRQ"
  height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
<!-- End Google Tag Manager (noscript) -->
```

3. Test your website (optional):

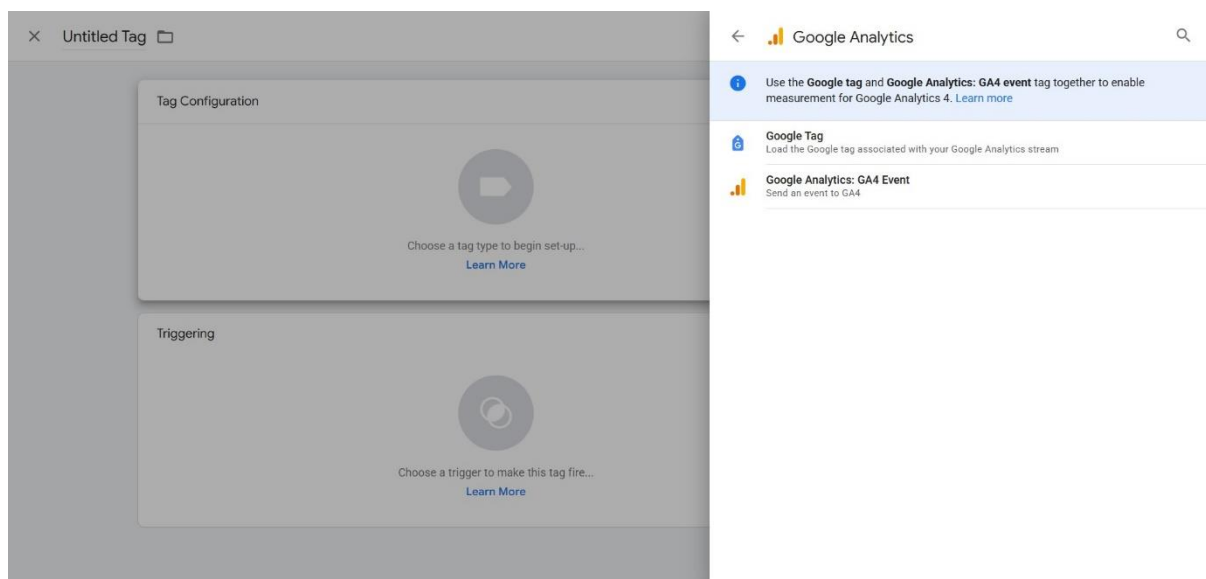
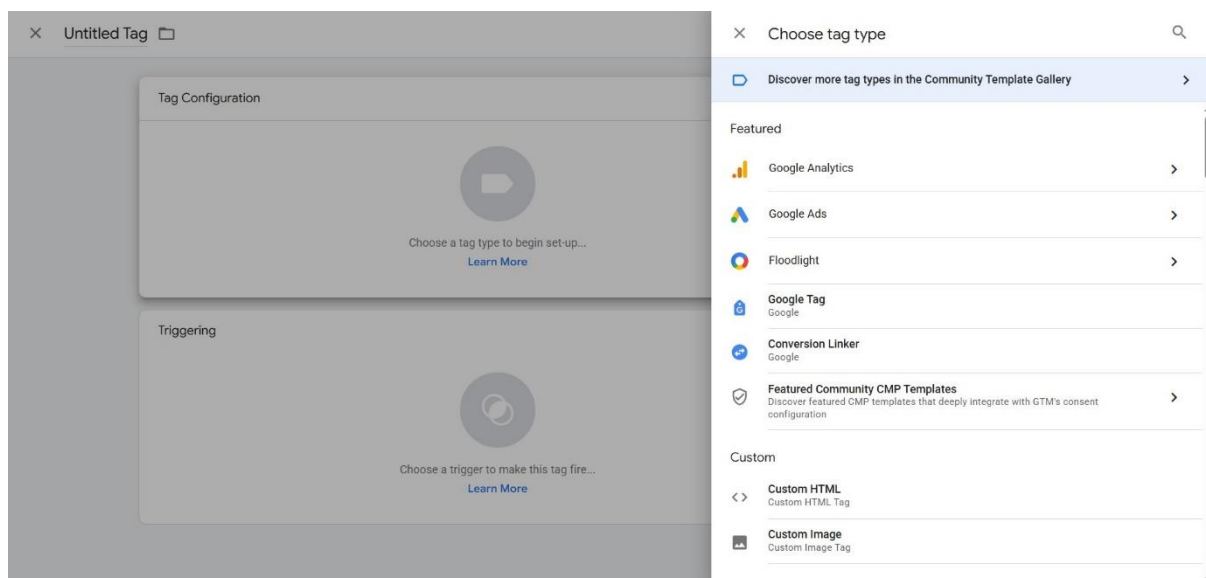
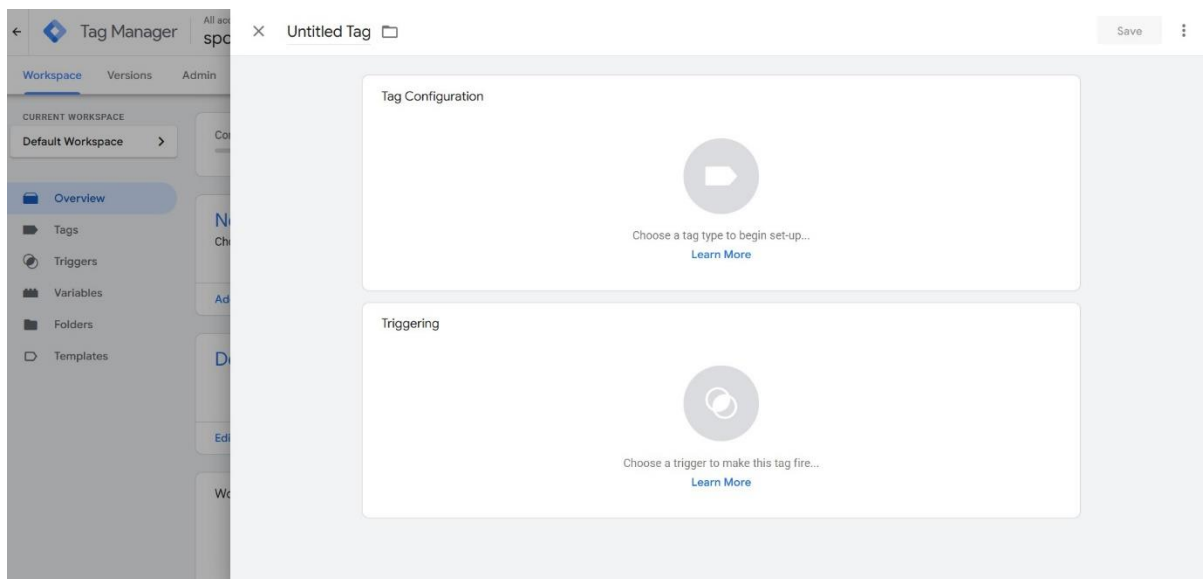
✓

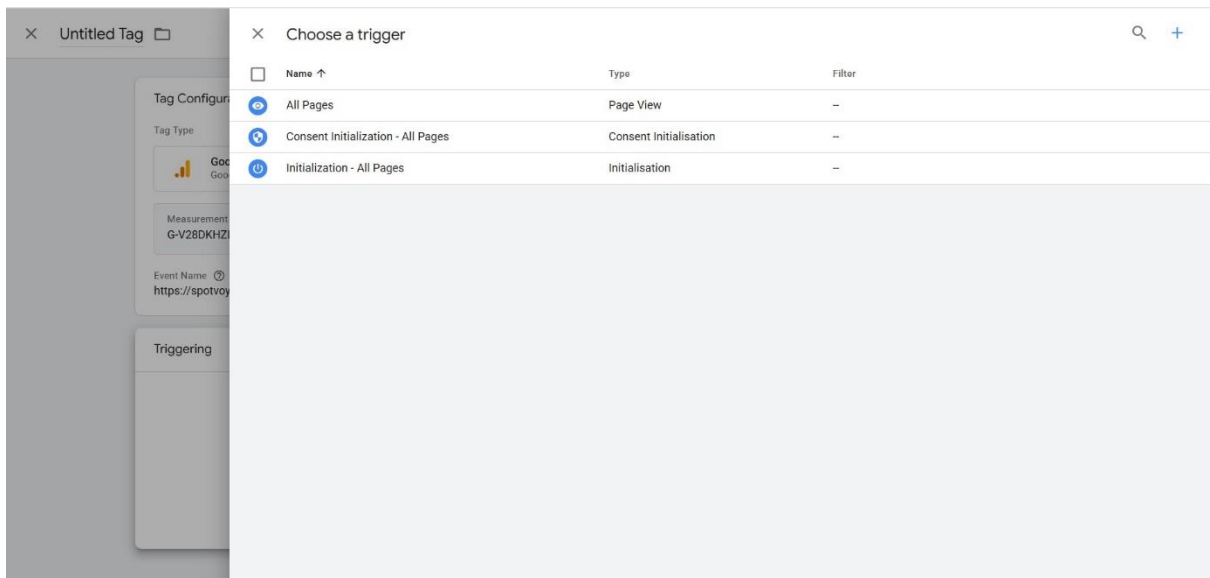
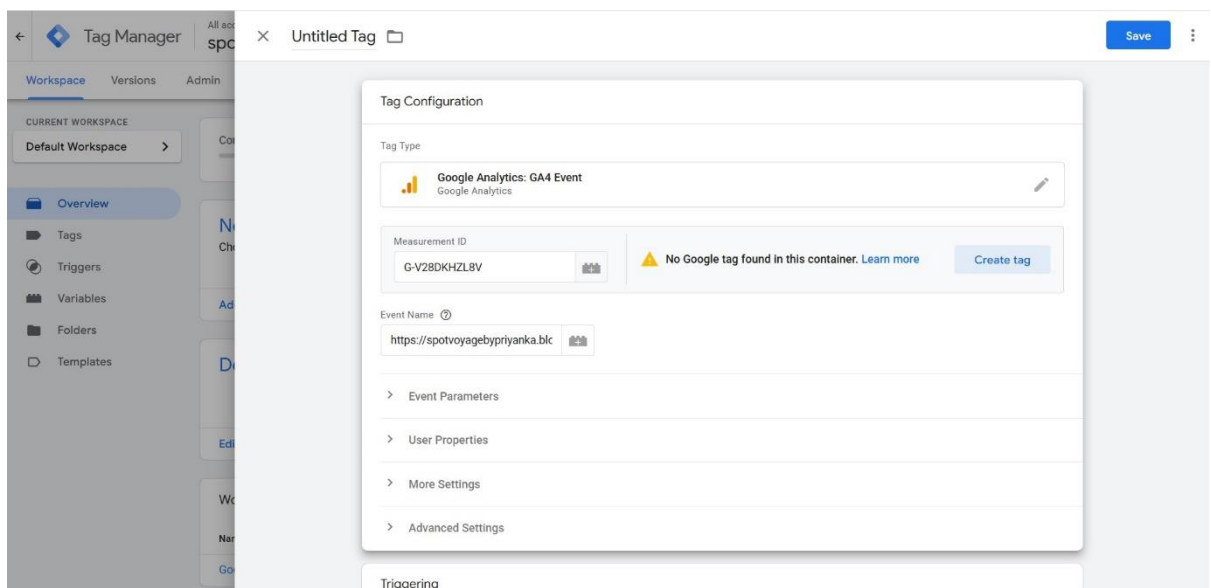
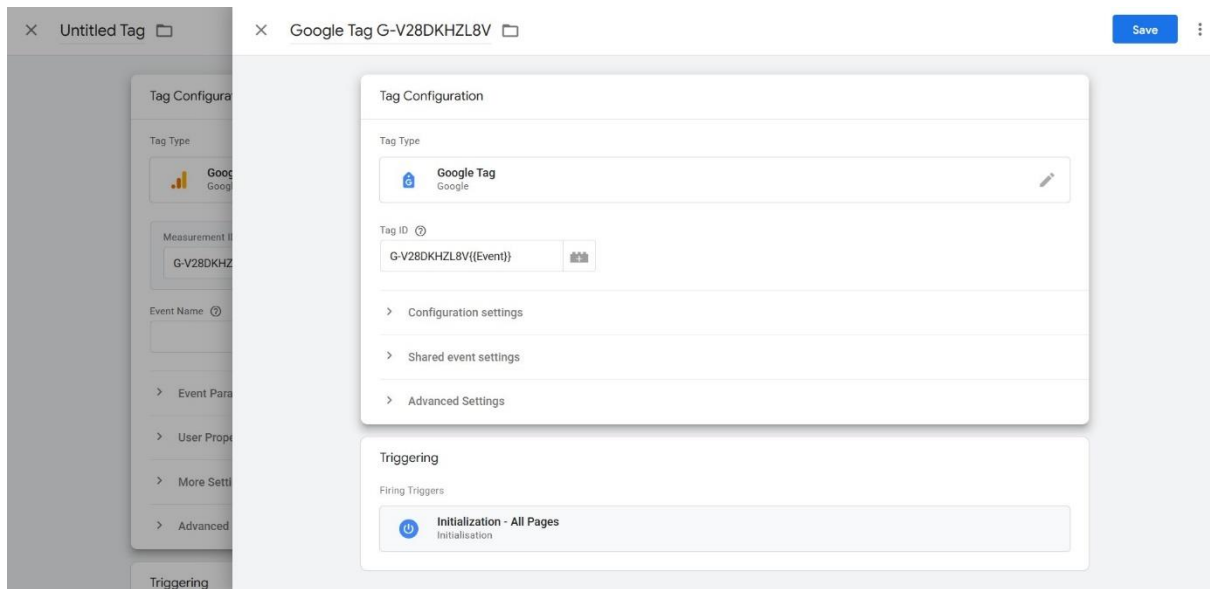
<https://spotvoyagebypriyanka.blogspot.com/>

✕

Test

For more information about installing the Google Tag Manager snippet, visit our [Quick start guide](#).





Tag Manager

Untitled Tag

Save

Workspace

Versions

Admin

CURRENT WORKSPACE

Default Workspace

Overview

Tags

Triggers

Variables

Folders

Templates

Tag Configuration

Tag Type

Google Analytics: GA4 Event

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

spotvoyagebypriyanka.blog...

Search workspace

GTM-W2JK5DRQ

Workspace Changes: 2

Preview

Submit

CURRENT WORKSPACE

Default Workspace

Overview

Tags

Triggers

Variables

Folders

Templates

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](#)

New Tag

Choose from over 50 tag types

[Add a new tag](#)

Now Editing

Default Workspace

Workspace Changes

0 Modified

2 Added

0 Deleted

[Manage workspaces](#)

Changes Not Published

Add tags and publish to make your changes live.

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
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←

Tag Manager

All accounts

Workspace

Versions

Admin

spotvoyagebyp...

Version 2

Published 5 Nov 2025

Versions

Version ID ↓

2

1

Version 2

Version Summary

Published

05/11/2025, 1:34 by priyanka@protoconvert.com

Created

05/11/2025, 1:34 by priyanka@protoconvert.com

Description

No description

Version Items

2

0

5

Tags

Triggers

Variables

Version Changes

Name ↑	Type	Change
Google Analytics GA4 Event	Tag	Added
Google Tag G-V28DKHZL8V	Tag	Added

Activity History

>

Tags

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Name ↑	Type	Firing Triggers	Last Edited
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