

### **Q-1).What are events in Google analytics?**

#### **ANSWER:-**

In Google Analytics, events are interactions that users have with your website or app that you can track independently from pageviews. Events help you measure specific actions taken by users, such as:

**Clicks:-** Button or link clicks.

**Downloads:-** When a file is downloaded (like a PDF).

**Video Views:-** Interactions with video content, like play, pause, or completion.

**Form Submissions:-** When a user submits a form on your site.

Events typically consist of four main components:

**1.Category:-** A name that describes the group of objects you want to track (e.g., "Videos").

**2.Action:-** A name that describes the specific interaction (e.g., "Play").

**3.Label:-** An optional description that provides additional context (e.g., the title of the video).

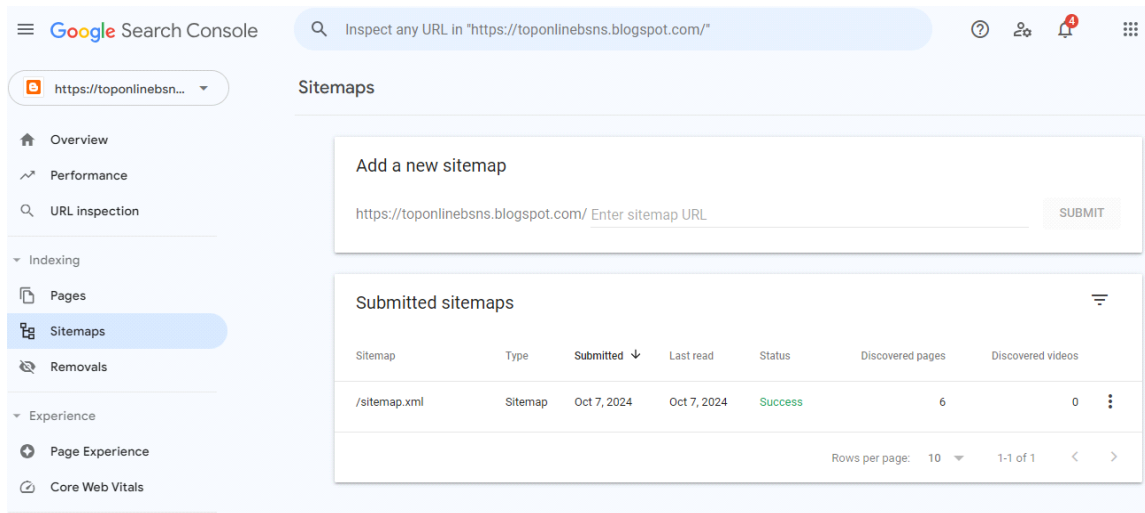
**4.Value:-** An optional numeric value associated with the event (e.g., a score or amount).

By setting up event tracking, you can gain deeper insights into user behavior, identify trends, and measure the effectiveness of various elements on your site.

### **Q-2). Connect your created website and blog to search console, analytics, and google tag manager and add your faculty as user with required permission in it.**

#### **ANSWER:-**

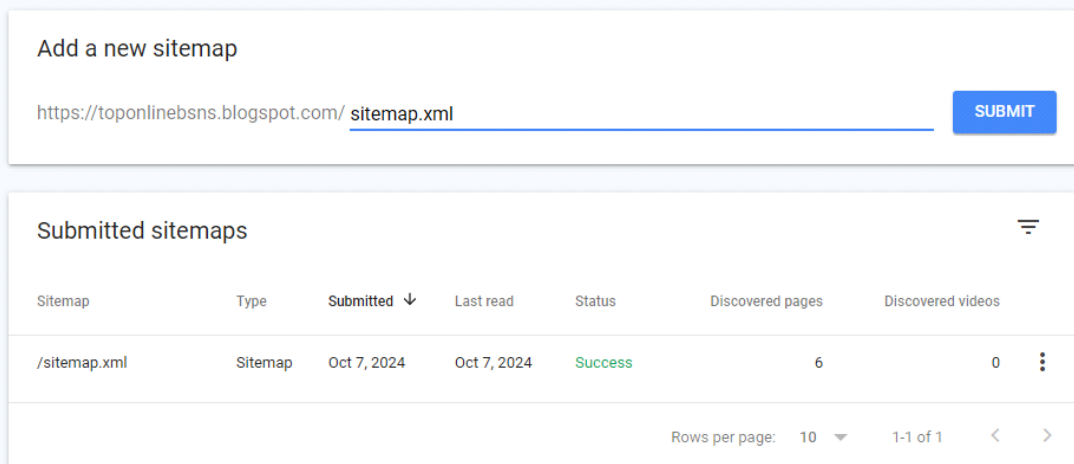
## 1).Google search console



The screenshot shows the Google Search Console interface for the URL <https://toponlinebsns.blogspot.com/>. The left sidebar contains navigation links: Overview, Performance, URL inspection, Indexing, Pages, Sitemaps (selected), Removals, Experience, Page Experience, and Core Web Vitals. The main content area is titled 'Sitemaps' and features a form to 'Add a new sitemap' with the input field containing <https://toponlinebsns.blogspot.com/> and a 'SUBMIT' button. Below this is a table titled 'Submitted sitemaps' showing one entry: </sitemap.xml>, which was submitted on Oct 7, 2024, is of type 'Sitemap', and has a status of 'Success'. The table also shows 6 discovered pages and 0 discovered videos. The bottom of the table indicates 'Rows per page: 10' and '1-1 of 1'.

Sitemap	Type	Submitted ↓	Last read	Status	Discovered pages	Discovered videos
/sitemap.xml	Sitemap	Oct 7, 2024	Oct 7, 2024	Success	6	0

### Sitemaps

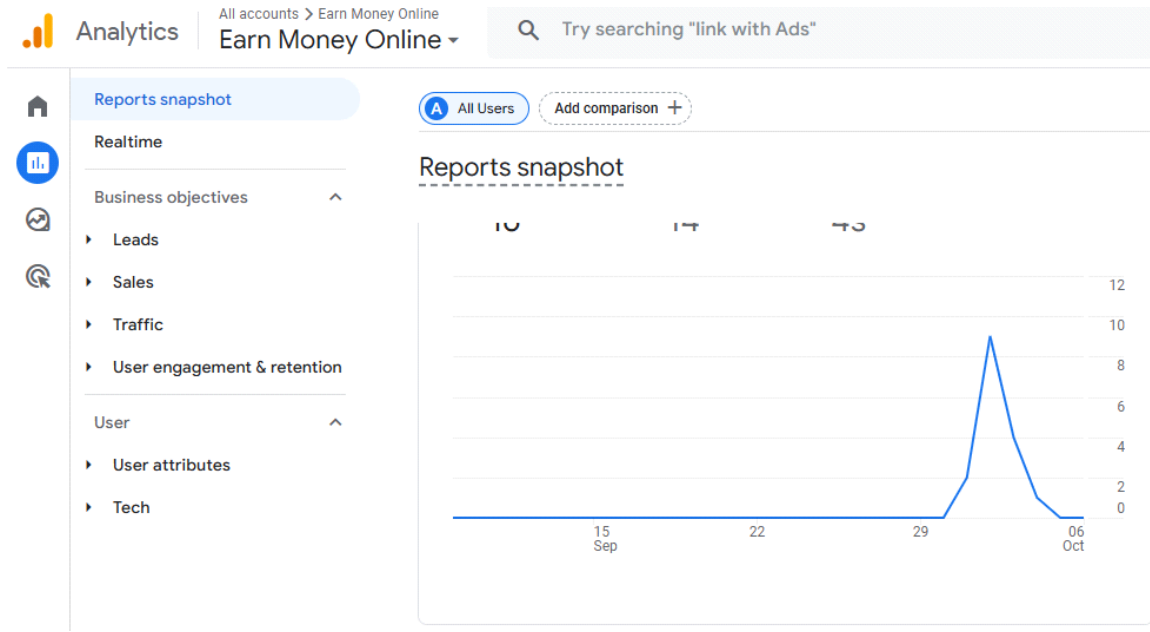


This detailed view of the 'Sitemaps' section shows the 'Add a new sitemap' form with the URL <https://toponlinebsns.blogspot.com/sitemap.xml> and a blue 'SUBMIT' button. Below the form is the 'Submitted sitemaps' table, which is identical to the one in the screenshot above, showing the </sitemap.xml> file with a 'Success' status and 6 discovered pages.

Sitemap	Type	Submitted ↓	Last read	Status	Discovered pages	Discovered videos
/sitemap.xml	Sitemap	Oct 7, 2024	Oct 7, 2024	Success	6	0

## 2). Google Analytics

## DIGITAL MARKETING (MODULE 6 ASS.)



### 3).Google Tag Manager

www.toonlinebsns.blogspot.com GTM-N6X8W25S

Version 4 is Live

Published Oct 3, 2024 by gujaratidhaval603@gmail.com

1 Tag, 0 Triggers, 0 Variables

Versions ☐ Show deleted

Version ID ↓	Status	Name	Created	Published	Published By
4	Live, Latest		10/03/2024	10/03/2024	gujaratidhaval603@gmail.cc
3			10/03/2024	10/03/2024	gujaratidhaval603@gmail.cc
2			10/02/2024	10/02/2024	gujaratidhaval603@gmail.cc

**Q-3). Submit the sitemap and robot.txt file in the search console for your website**

**ANSWER:-**

#### 1). Sitmap Submission

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### Sitemaps

Add a new sitemap

<https://toponlinebsns.blogspot.com/sitemap.xml>

SUBMIT

### Submitted sitemaps

Sitemap	Type	Submitted ↓	Last read	Status	Discovered pages	Discovered videos
/sitemap.xml	Sitemap	Oct 7, 2024	Oct 7, 2024	Success	6	0

Rows per page: 10 1-1 of 1

### 2). robot.txt file

Custom robots.txt

User-agent: Googlebot

Disallow:

User-agent: googlebot-image

Disallow:

User-agent: googlebot-mobile

Disallow:

632 / 10,240

CANCEL SAVE

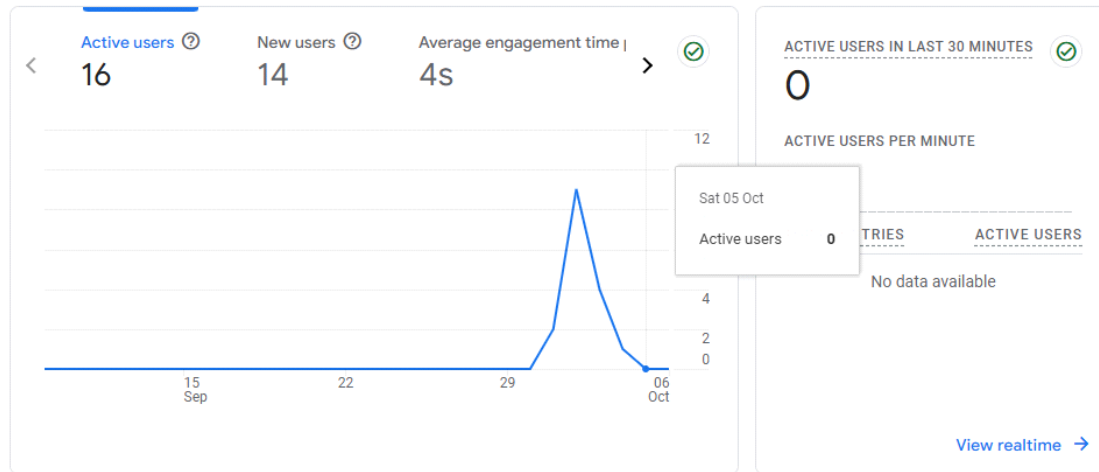
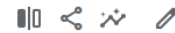
**Q-4).Submit the user flow and traffic source reports for your website.**

**ANSWER:-**

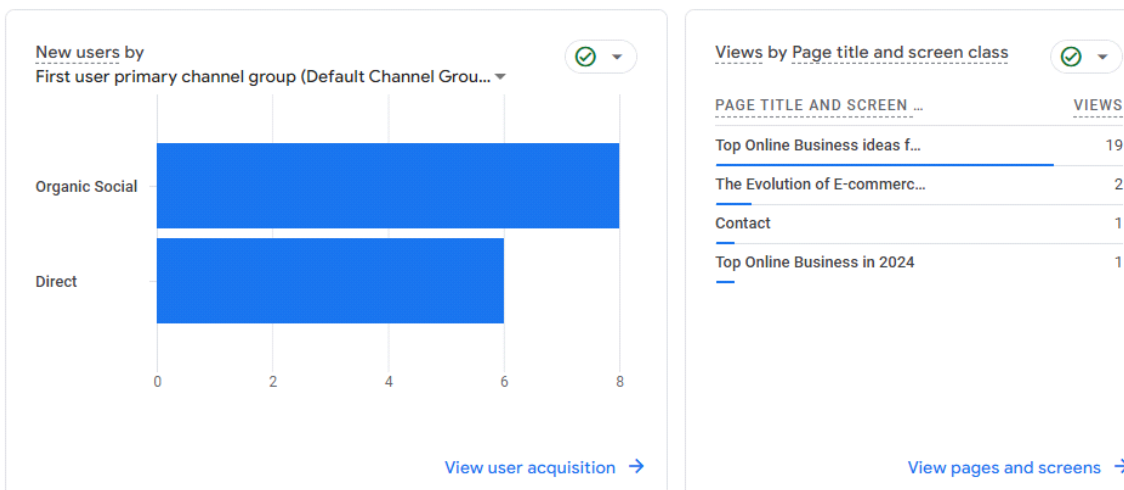
1).

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### Reports snapshot



2).



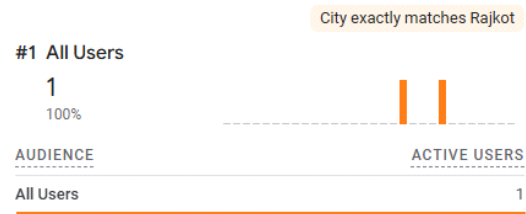
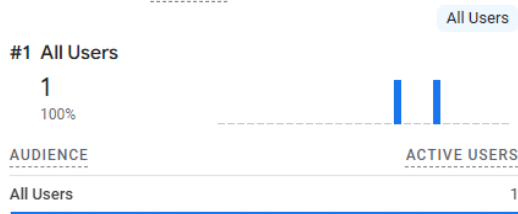
**Q-5).Connect your blog to Google Analytics and study the different types of traffic on your site.**

**ANSWER:-**

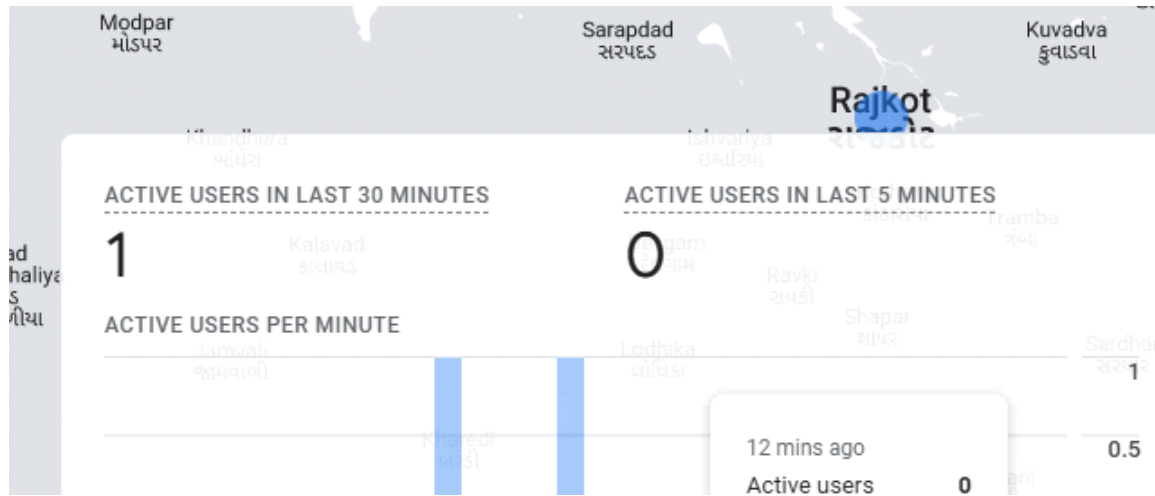
1).

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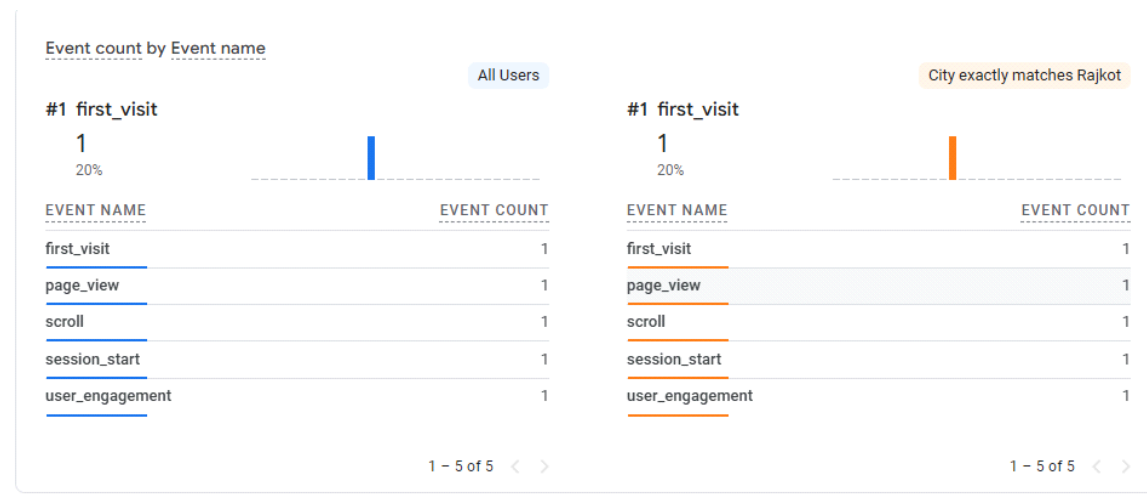
Active users by Audience



2).



3).



4).

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Views by Page title and screen name

All Users

City exactly matches Rajkot

#1 Top Online Business ideas for 2024 |Earn Online

#1 Top Online Business ideas for 2024 |Earn Online

1

100%

1

100%

PAGE TITLE AND SCREEN NAME

VIEWS

PAGE TITLE AND SCREEN NAME

VIEWS

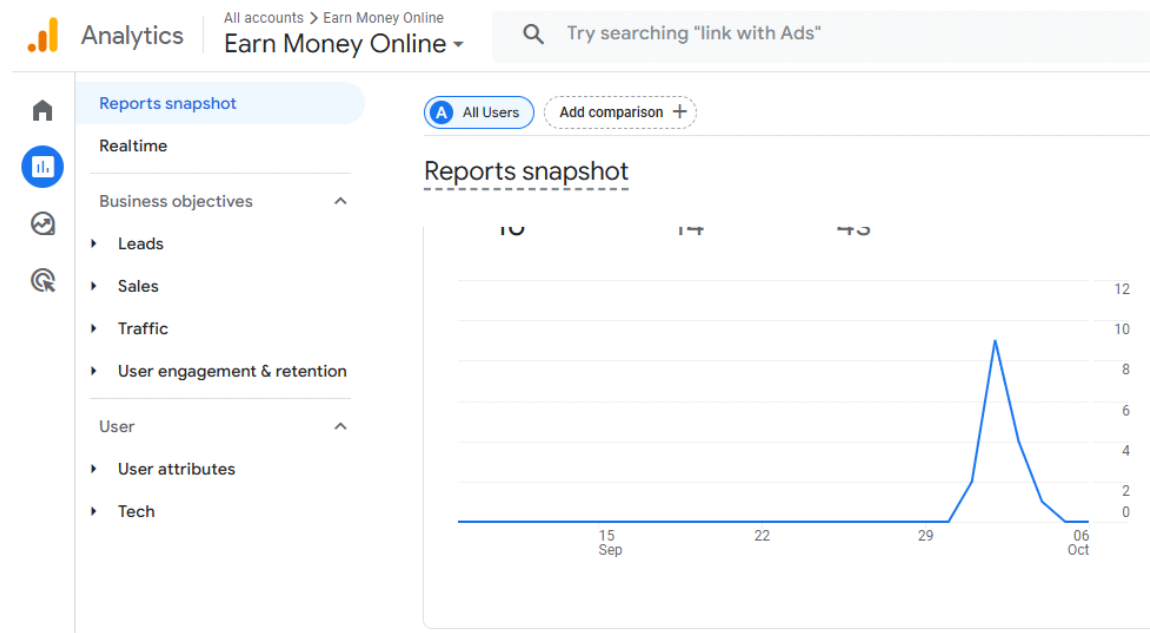
Top Online Business ideas for 2024 ...

1

Top Online Business ideas for 2024 ...

1

5).



**Q-6).Create a goal for your business and study reports whether it has been completed or not.**

**ANSWER:-**

**Q-7). Track the following interactions in Google tag manager for www.esellerhub.com**

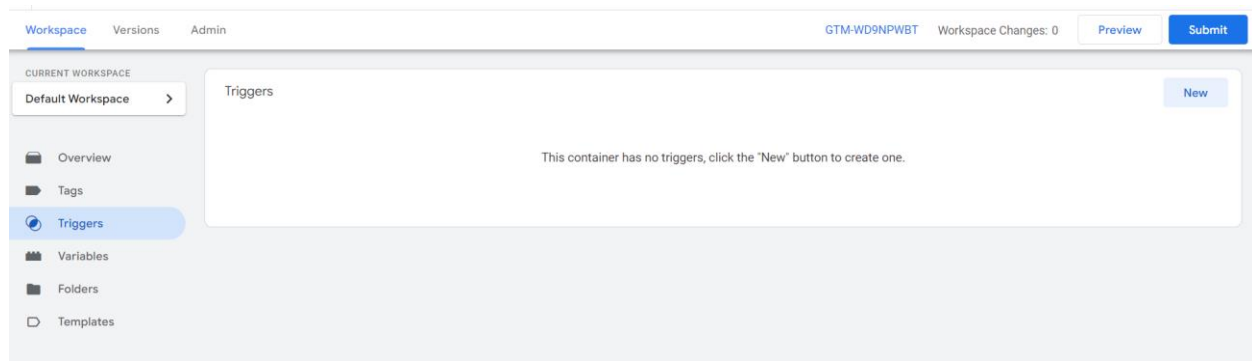
- Link clicks
- Page load

## DIGITAL MARKETING (MODULE 6 ASS.)

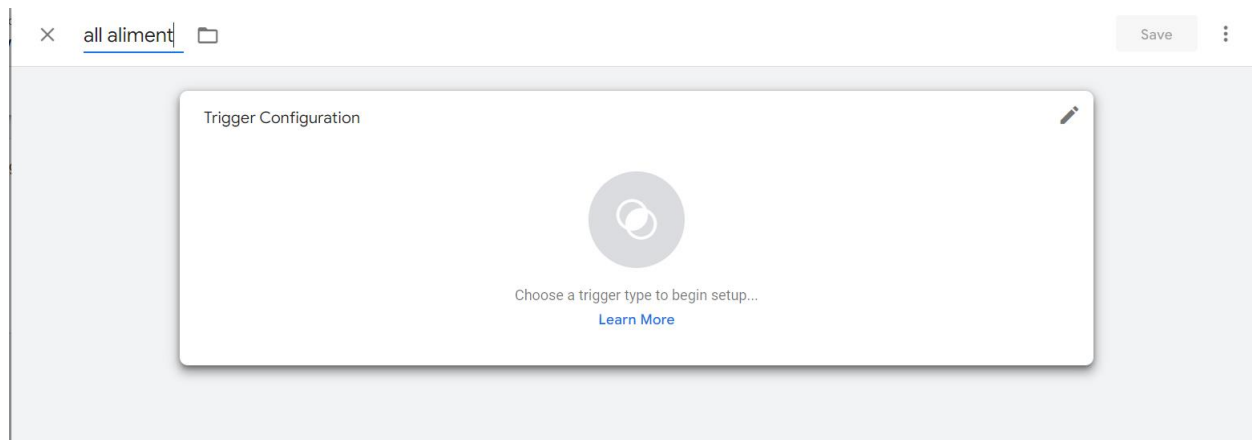
- **Time (How long a visitor stayed on a particular page )**
- **Button click**

**ANSWER:-**

1).



2).



3).



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all aliment Save

Trigger Configuration

Trigger Type

☒ Click - All Elements

This trigger fires on

☒ All Clicks ☐ Some Clicks

4).

CURRENT WORKSPACE

Default Workspace

Overview  
Tags  
Triggers  
**Variables**  
Folders  
Templates

Built-In Variables  Configure

Name ↑	Type
Event	Custom Event
Page Hostname	URL
Page Path	URL
Page URL	URL
Referrer	HTTP Referrer

User-Defined Variables New

This container has no user-defined variables, click the "New" button to create one.

5).

Workspace Versions Admin

CURRENT WORKSPACE

Default Workspace

Overview  
Tags  
Triggers  
**Variables**  
Folders  
Templates

Built-In Variables

Name ↑	Type
Click Classes	Data Layer Variable
Click Element	Data Layer Variable
Click ID	Data Layer Variable
Click Target	Data Layer Variable
Click Text	Auto-Event Variable
Click URL	Data Layer Variable
Event	Custom Event
Form Classes	Data Layer Variable
Form Element	Data Layer Variable
Form ID	Data Layer Variable
Form Target	Data Layer Variable
Page Hostname	URL

Clicks

- ☒ Click Element
- ☒ Click Classes
- ☒ Click ID
- ☒ Click Target
- ☒ Click URL
- ☒ Click Text

Forms

- ☒ Form Element
- ☒ Form Classes
- ☒ Form ID
- ☒ Form Target
- ☒ Form URL
- ☒ Form Text

Saving...

6).

## DIGITAL MARKETING (MODULE 6 ASS.)

### Connect Tag Assistant to your site



#### Google Tag Debug Mode

Enter a URL to your site to debug all of the Google tags on that domain. Debug information will only be visible in this web browser.

Your website's URL [?](#)

<https://www.esellerhub.com/>

Connect

Opens your site in a new window

☒ Include debug signal in the URL [i](#)

7).

esellerhub.com

Google tag found

GTM-WD9NPWBT

G-HJX2NKL3S7

Summary

Talk to Experts | eSellerHub

eCommerce Software Deve...

Google Tag: GTM-WD9NPWBT

Please verify that the

- Is installed on this page
- Is not being blocked

[Learn more](#)

For an improved debugging experience for untagged pages, install the Tag Assistant Companion browser extension [Install](#)

Connected!

Tag Assistant

esellerhub.com

Debug information from the connected window will appear in this window. Both windows must remain open for debug mode to operate. [Learn more](#)

Continue

