

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

ANSWER :-

In Google Analytics, events are user interactions with content that can be tracked independently from a web page or a screen load.

Key Components of Events in Google Analytics:

- 1. Category:** A top-level descriptor for the event. This is used to group similar types of events. For example, "Video" could be a category for all video-related interactions.
- 2. Action:** Describes the specific action the user took. Examples include "Play", "Pause", "Download", etc.
- 3. Label (Optional):** Provides additional information about the event. For example, the label could be the name of the video being played or the file being downloaded.
- 4. Value(Optional):** A numeric value associated with the event. This could be something like the duration of a video played or the price of a purchased item.

Why Events Matter:

Custom Interaction Tracking: Events let you track custom user interactions, giving you more flexibility and insights into user behavior.

Conversion Tracking: Events can be used to track critical actions like form submissions or purchases, helping you understand conversion rates and user flow.

Goal Creation: In Google Analytics, you can set up goals based on specific events, allowing you to track when users complete desired actions

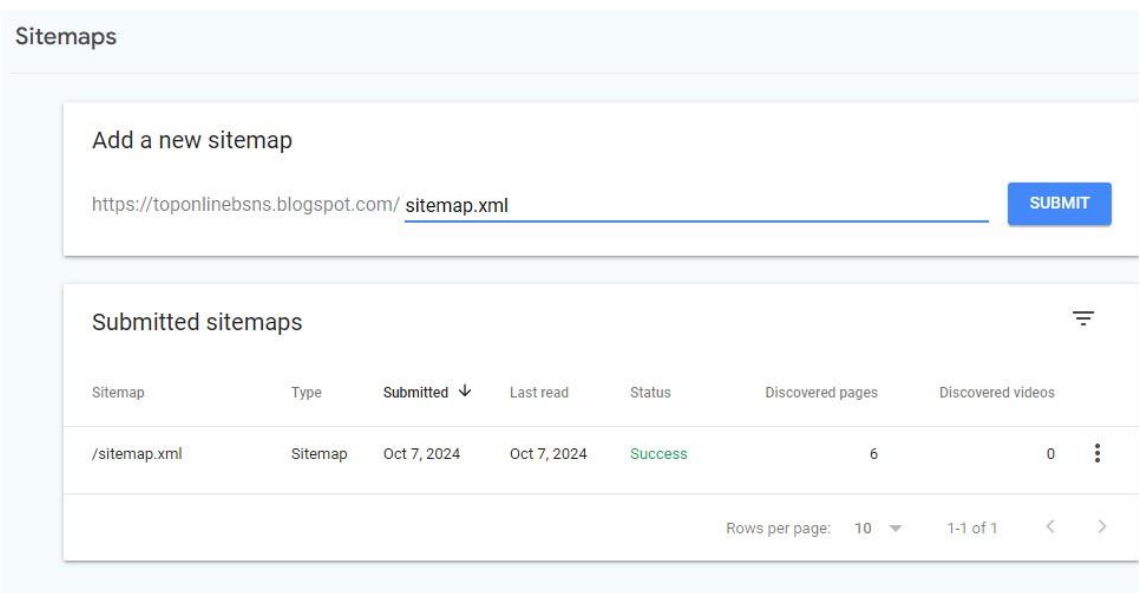
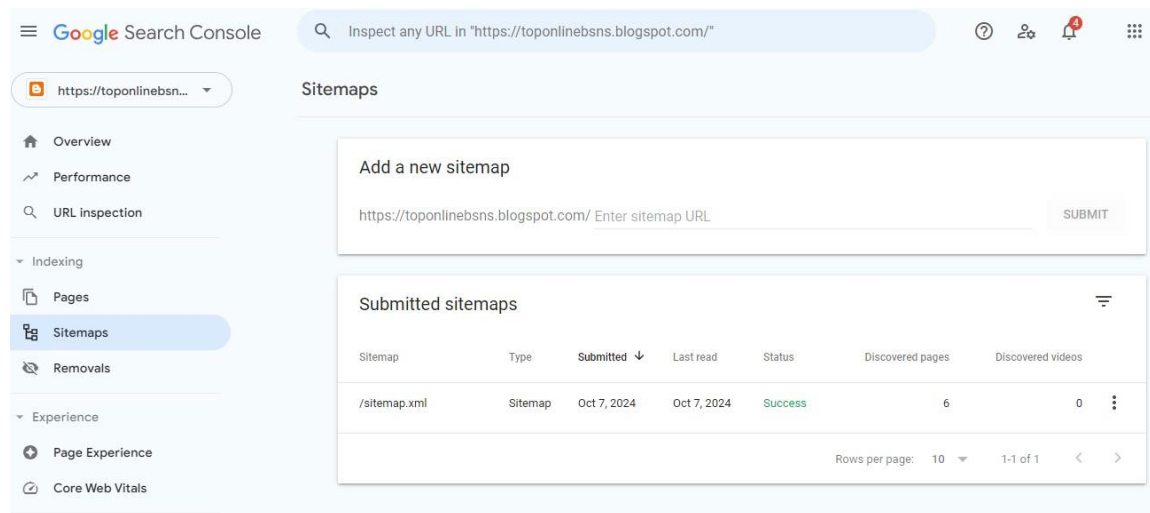
In the newer Google Analytics 4 (GA4), events are central to the tracking model. Everything is event-based (page views, screen views, clicks, transactions, etc.). GA4 doesn't distinguish between hit types (such as pageviews, events, or e-

commerce) as Universal Analytics did; instead, all user interactions are recorded as events.

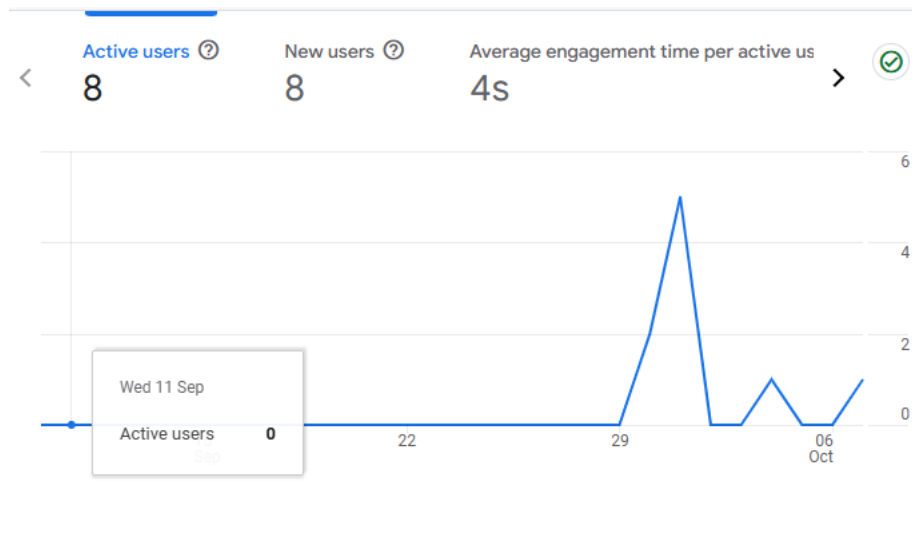
Q-2). Connect your created website and blog to search console, analytics, and google tag manager and add your faculty as user with required permission in it.

ANSWER:-

1).Google search console



2). Google Analytics



3).TAG MANAGER

Version Summary

Published

10/01/2024, 11:26 PM by fyparasara8@gmail.com

Created

10/01/2024, 11:26 PM by fyparasara8@gmail.com

Description

No description

Version Items

2

Tags

0

Triggers

5

Variables

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

ANSWER:-

1). Sitemap 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: |

635 / 10,240

CANCEL

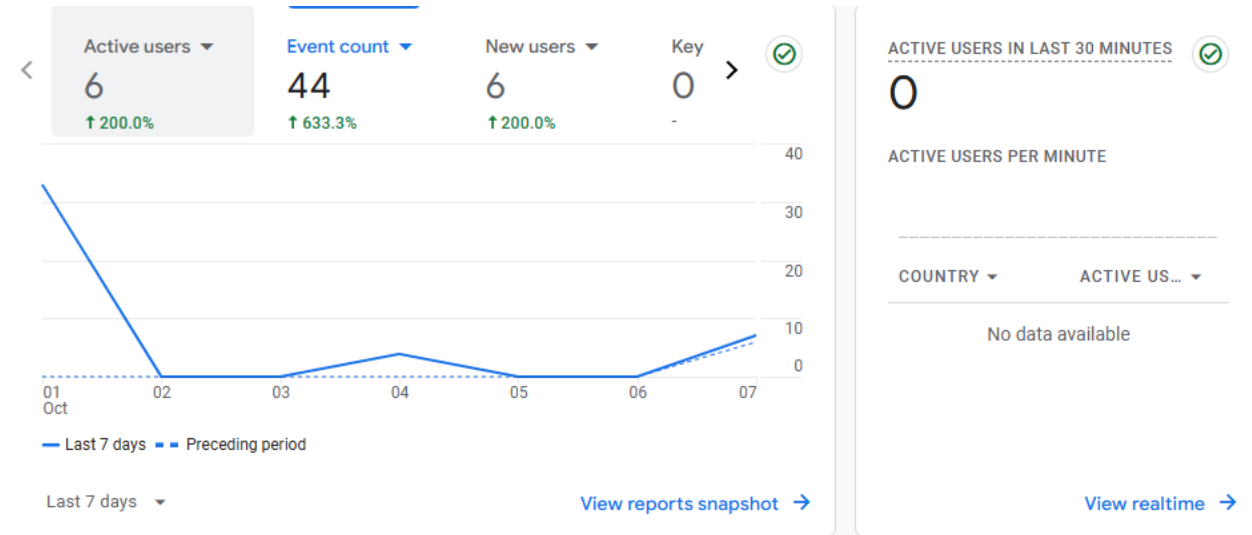
SAVE

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

ANSWER:-

1).

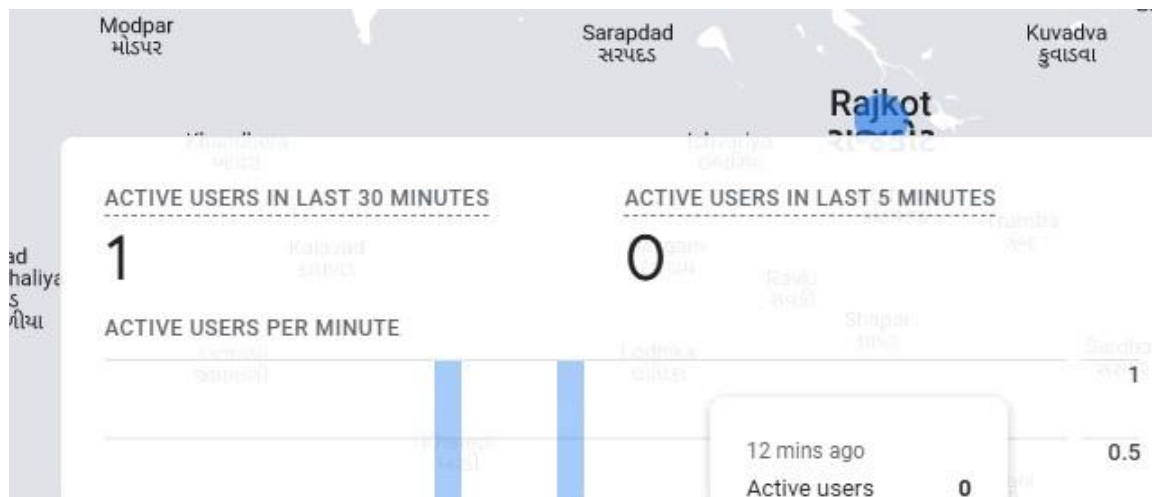
Digital Marketing (Module 6 ass.)



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

ANSWER:-

1).



2).

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Views by Page title and screen class



PAGE TITLE AND SCREEN CLASS	VIEWS
Magic Photography Studio	12
The importance of IT	3
contact	1

Event count by Event name

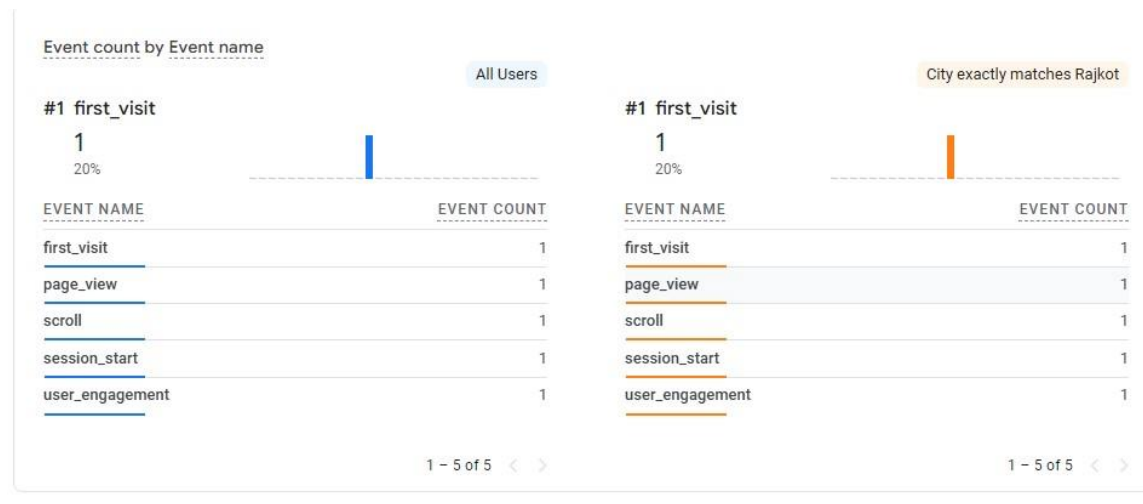


EVENT NAME	EVENT COUNT
page_view	16
session_start	9
first_visit	8
scroll	5
user_engagement	5

[View pages and screens →](#)

[View events →](#)

3).



4).

Event count by Event name

All Users

#1 page_view

2
50%

EVENT NAME	EVENT COUNT
page_view	2
session_start	2

EVENT COUNT
session_start 2 (50%)

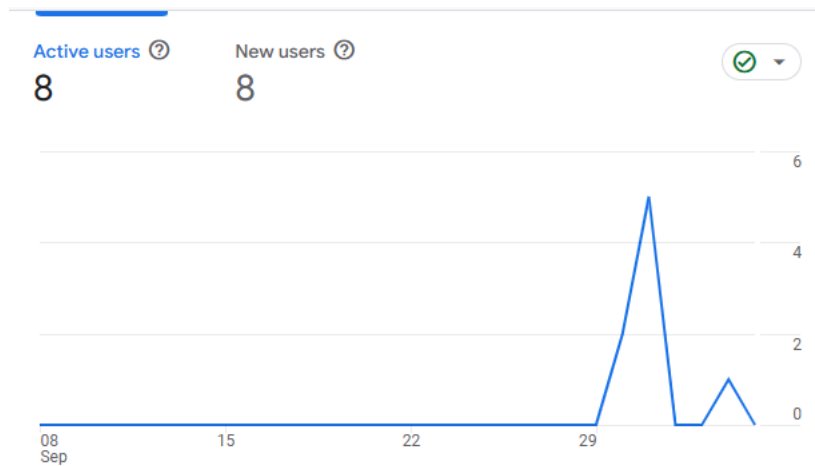
City exactly matches Ahmedabad, Rajkot

#1 page_view

2
50%

EVENT NAME	EVENT COUNT
page_view	2
session_start	2

5).



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

ANSWER:-

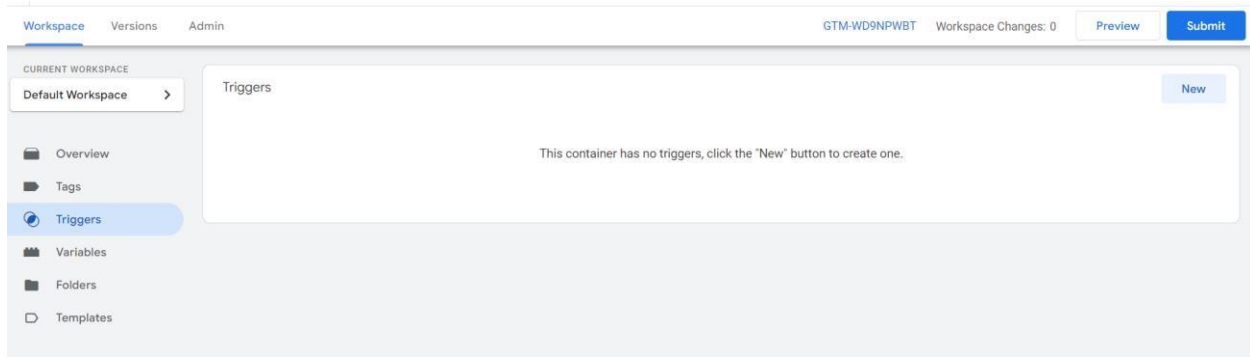
Q-7). Track the following interactions in Google tag manager for www.esellerhub.com

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

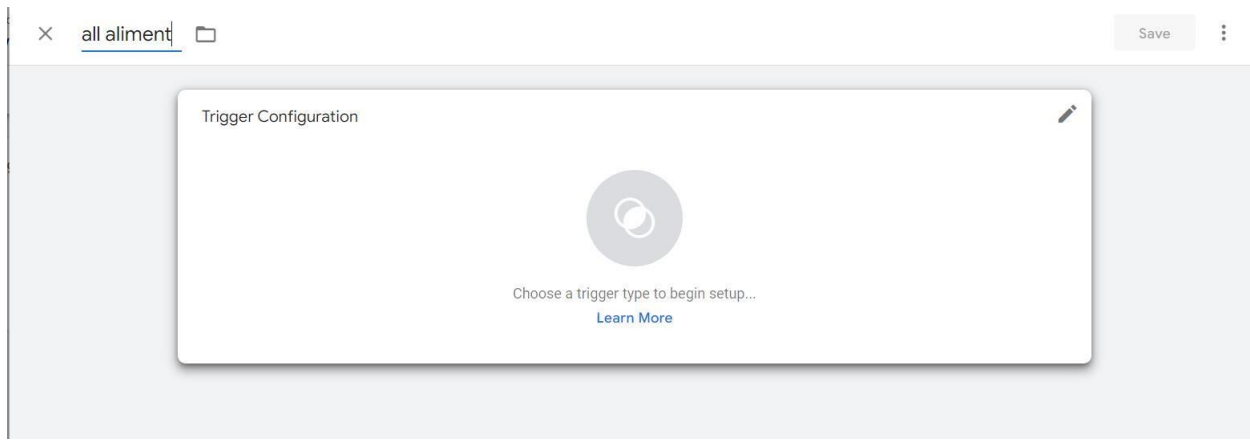
ANSWER:-

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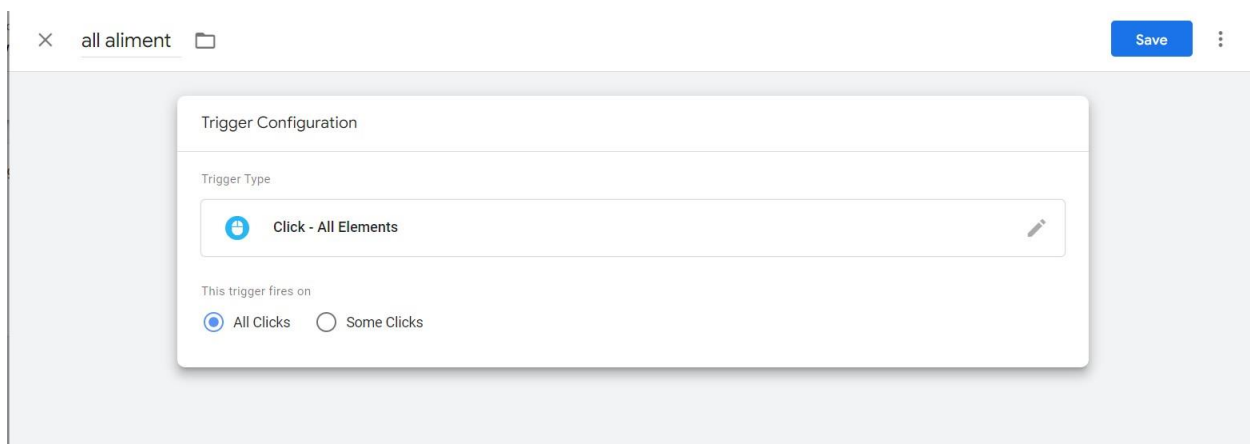
1).



2).

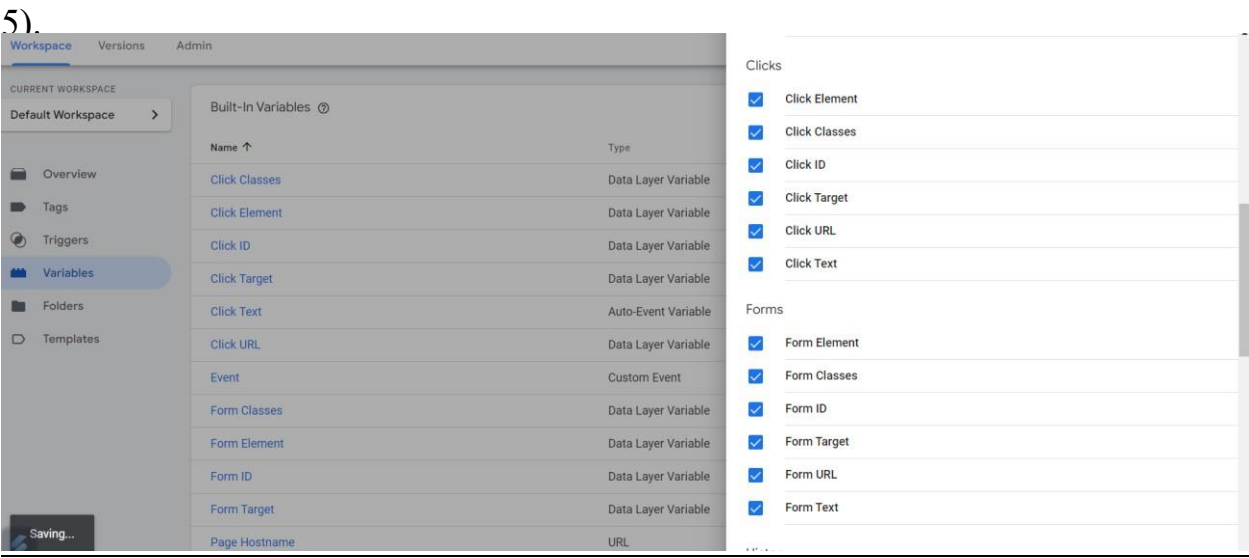
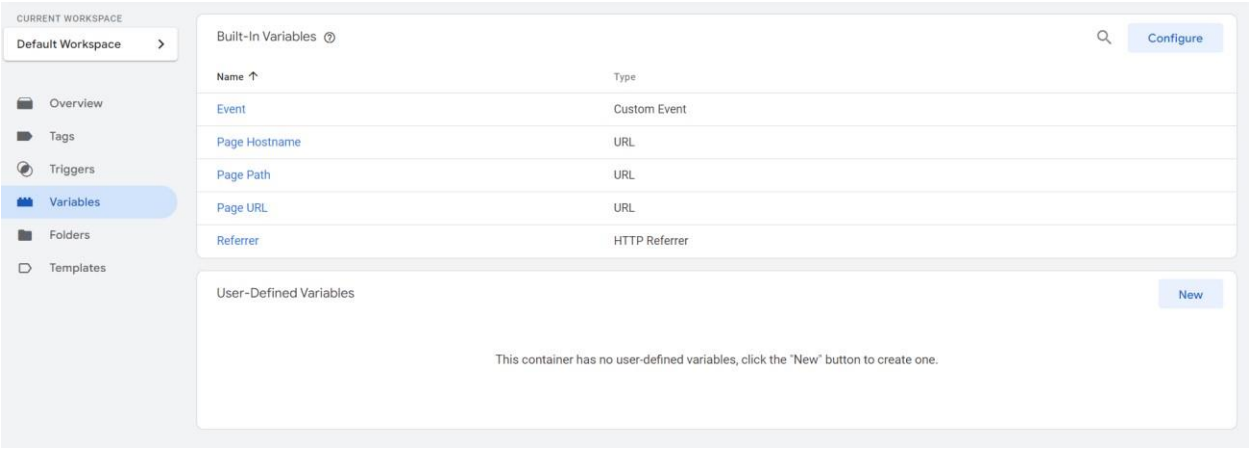


3).




4).

Digital Marketing (Module 6 ass.)



6).

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 [?](#)

Connect

Opens your site in a new window

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

7).

esellerhub.com

1 Google tag found

GTM-WD9NPWBT

G-HJX2NKL3S7

Summary

Talk to Experts | eSellerHub

eCommerce Software Deve...

Summary

Google Tag: GTM-

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

