

ASSIGNMENT 6

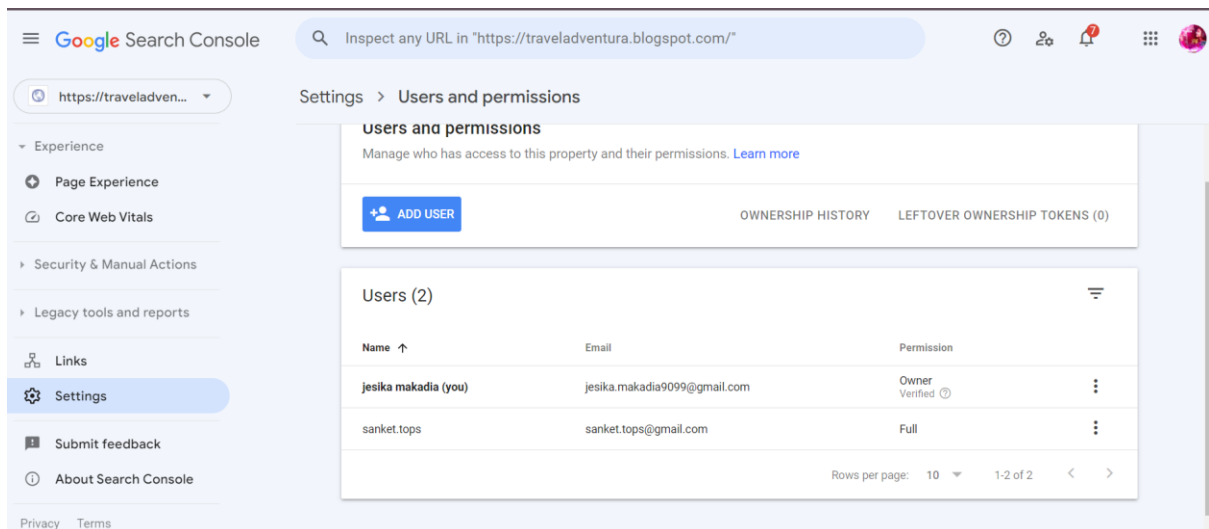
1. What are events in Google analytics?

In Google Analytics, events are user interactions with content on a website or app that can be tracked separately from page views. Events help you understand how users are engaging with your site or app beyond simple page views.

- **Category:** A grouping for related events. For example, you might have events categorized as "Button Clicks," "Video Interactions," or "Downloads."
- **Action:** Describes the specific action or type of interaction within the category. For a "Button Click" category, actions could be "Submit," "Cancel," or "Learn More."
- **Label (optional):** Provides additional information about the event. This is optional and might be used to differentiate between similar events within the same category and action.
- **Value (optional):** A numerical value assigned to the event. This can be used to assign a numerical importance or a monetary value to the event.
- By tracking events, you can gain insights into user behaviour and engagement, helping you make data-driven decisions to improve your website or app's performance.
- To implement event tracking in Google Analytics, you typically need to add additional code to your website or app. This code includes the necessary information about the event, such as category, action, label, and value. Once implemented, you can view event data in the Google Analytics reports to analyse user interactions and behaviours.

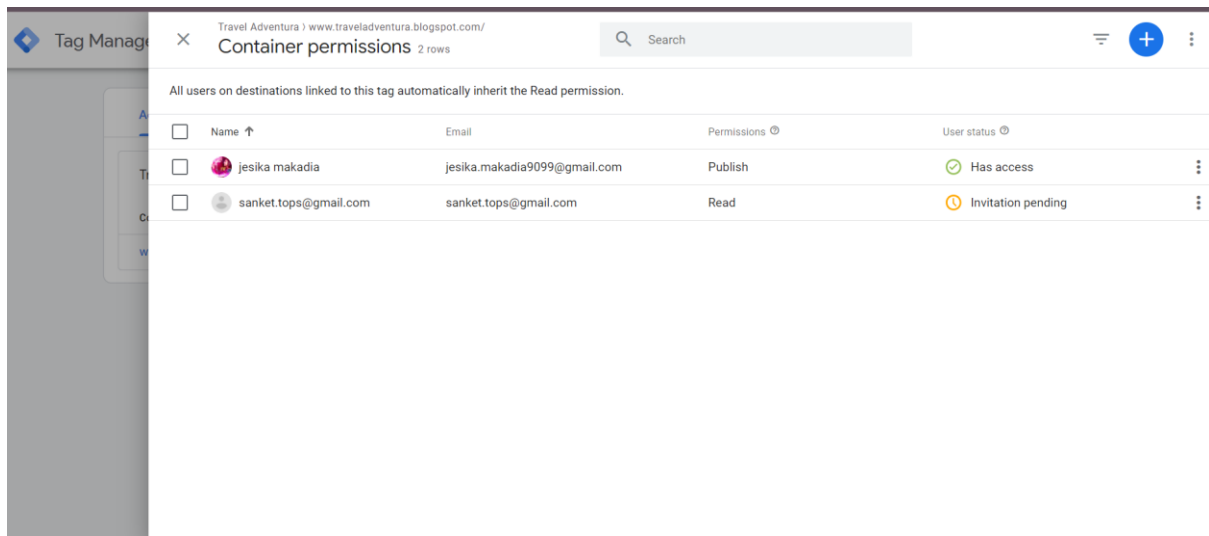
2. Connect your created website and blog to search console, analytics, and google tag manager and add your faculty as user with required permission in it.

➤ Google Search Console



ASSIGNMENT 6

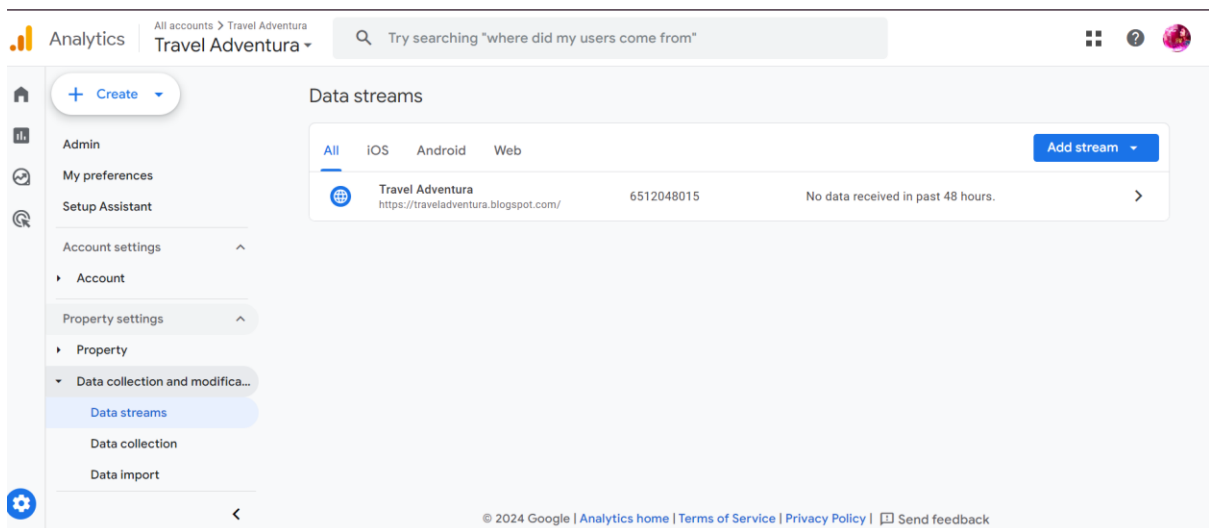
➤ Google Tag Manager



The screenshot shows the Google Tag Manager interface for the container 'Travel Adventura' (ID: 6512048015). The 'Container permissions' tab is active, displaying a table of users and their permissions. A note at the top states: 'All users on destinations linked to this tag automatically inherit the Read permission.'

<input type="checkbox"/>	Name ↑	Email	Permissions ⓘ	User status ⓘ	
<input type="checkbox"/>	jesika makadia	jesika.makadia9099@gmail.com	Publish	✓ Has access	⋮
<input type="checkbox"/>	sanket.tops@gmail.com	sanket.tops@gmail.com	Read	⌚ Invitation pending	⋮

➤ Google Analytics

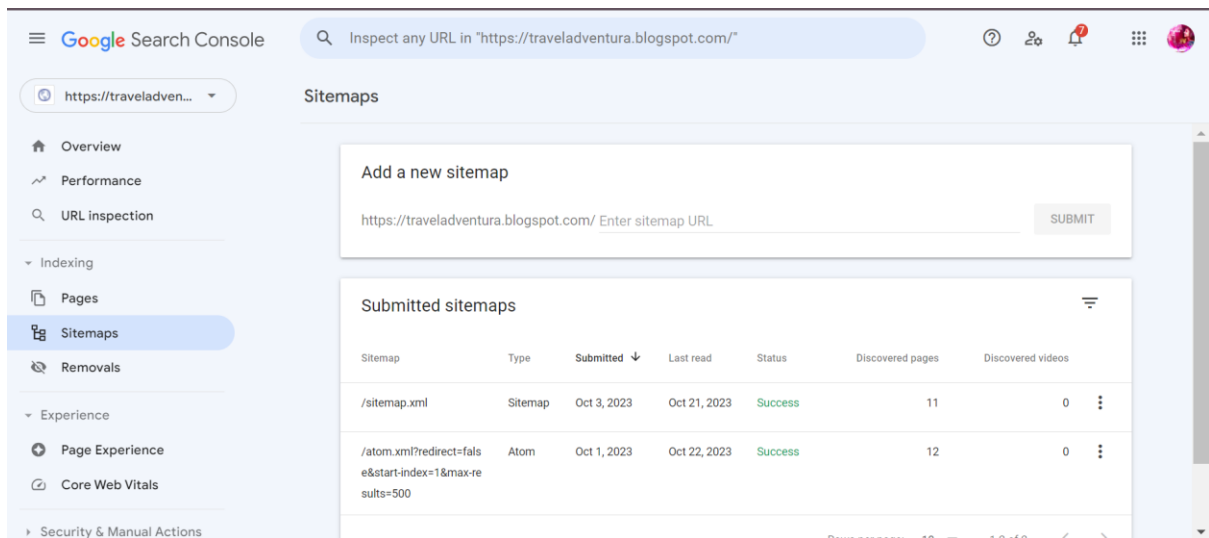


The screenshot shows the Google Analytics interface for the account 'Travel Adventura'. The 'Data streams' section is active, displaying a table of data streams. A note at the top states: 'No data received in past 48 hours.'

All	iOS	Android	Web	
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Travel Adventura https://traveladventura.blogspot.com/ 6512048015 No data received in past 48 hours. >

ASSIGNMENT 6

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



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

