Assignment 6

Q. What are events in Google analytics?

In Google Analytics, events are user interactions with content that are tracked separately from page views. They provide valuable insights into how users engage with your website beyond simply browsing pages. Events can include actions such as clicks on buttons, downloads of files, video plays, form submissions, and more.

Events consist of four components:

1. Category: This is the highest level of organization and typically represents the type of interaction or object being tracked. For example, "Button Clicks", "Downloads", "Video Plays", etc.

2. Action: This describes the specific action or behaviour taken by the user within the category. For instance, "Submit Form", "Click", "Play", etc.

3. Label (optional): This provides additional information about the event, such as the specific element clicked or the name of the file downloaded.

4. Value (optional): This is a numerical value assigned to the event, often used to denote the importance or significance of the interaction being tracked.

Events are particularly useful for tracking interactions that don't result in a new page being loaded, such as interactions within single-page applications, AJAX-based elements, or interactions with multimedia content.

By tracking events in Google Analytics, you can gain insights into user behavior, identify popular features or content, optimize user experience, and measure the effectiveness of marketing campaigns or website changes.

Q. 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.

Ans. Already Connected with google search console, Analytics, and google tag manager.

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

Sitemap: https://traveladventura.blogspot.com/sitemap.xml

Robot.txt file - robots.txt generated by www.seoptimer.com

User-agent: Googlebot

Disallow:

User-agent: googlebot-image

Disallow:

User-agent: googlebot-mobile

Disallow:

User-agent: MSNBot

Disallow:

User-agent: Slurp

Disallow:

User-agent: Teoma

Disallow:

User-agent: Gigabot

Disallow:

User-agent: Robozilla

Disallow:

User-agent: Nutch

Disallow:

User-agent: ia_archiver

Disallow:

User-agent: baiduspider

Disallow:

User-agent: naverbot

Disallow:

User-agent: yeti

Disallow:

User-agent: yahoo-mmcrawler

Disallow:

User-agent: psbot
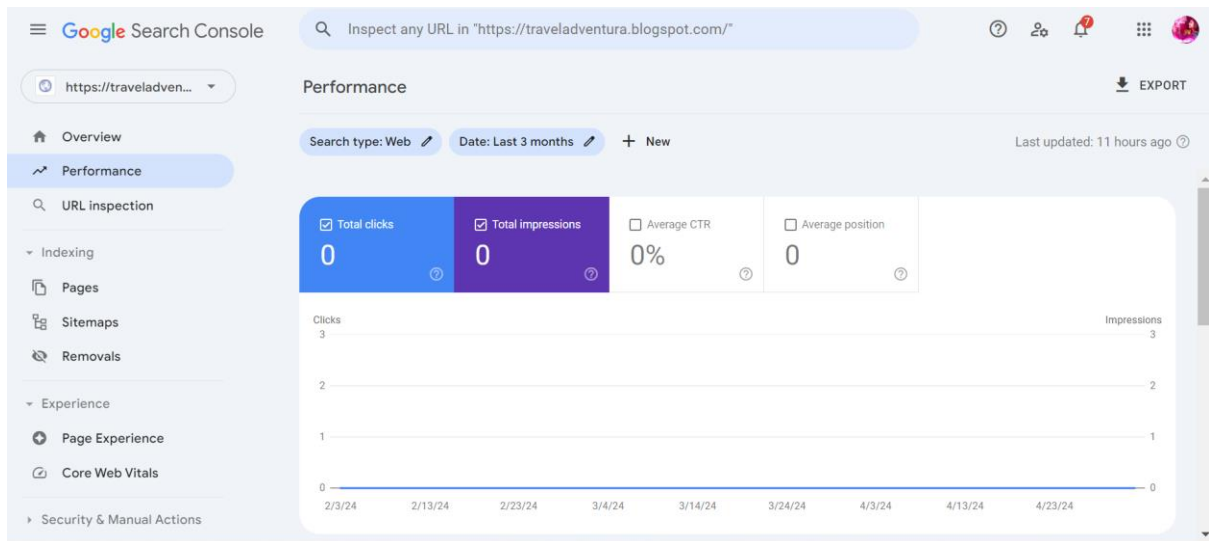
Disallow:
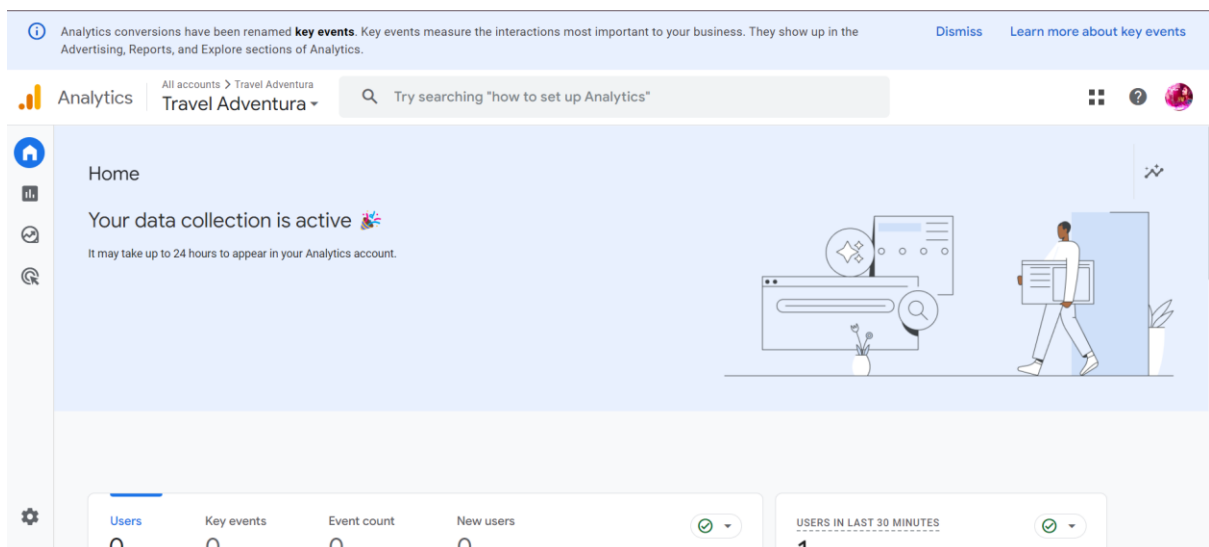
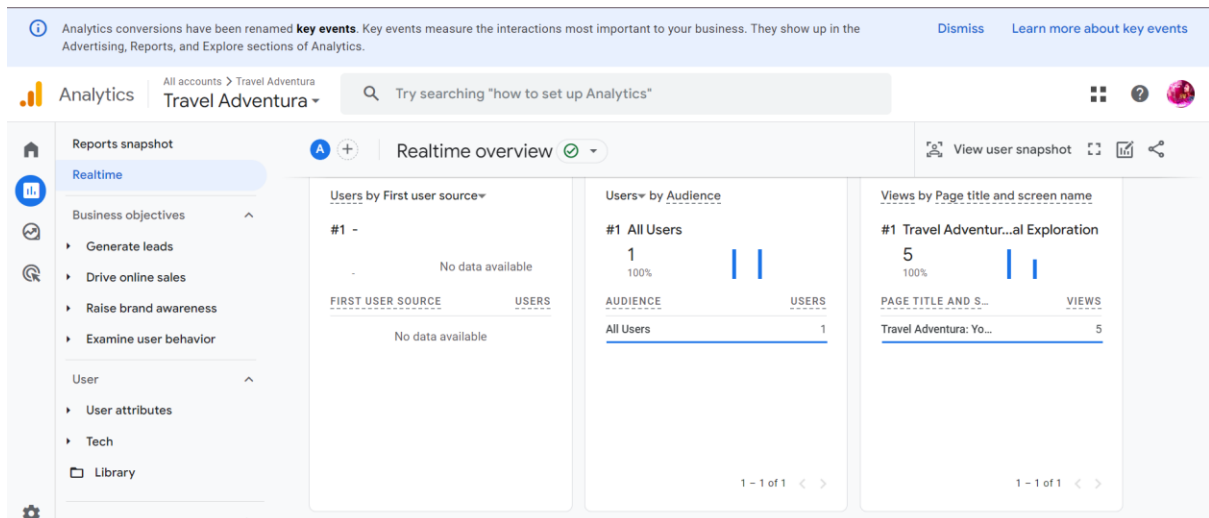User-agent: yahoo-blogs/v3.9

Disallow:

User-agent: *

Disallow:

Disallow: /cgi-bin/

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

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