

# Module-6

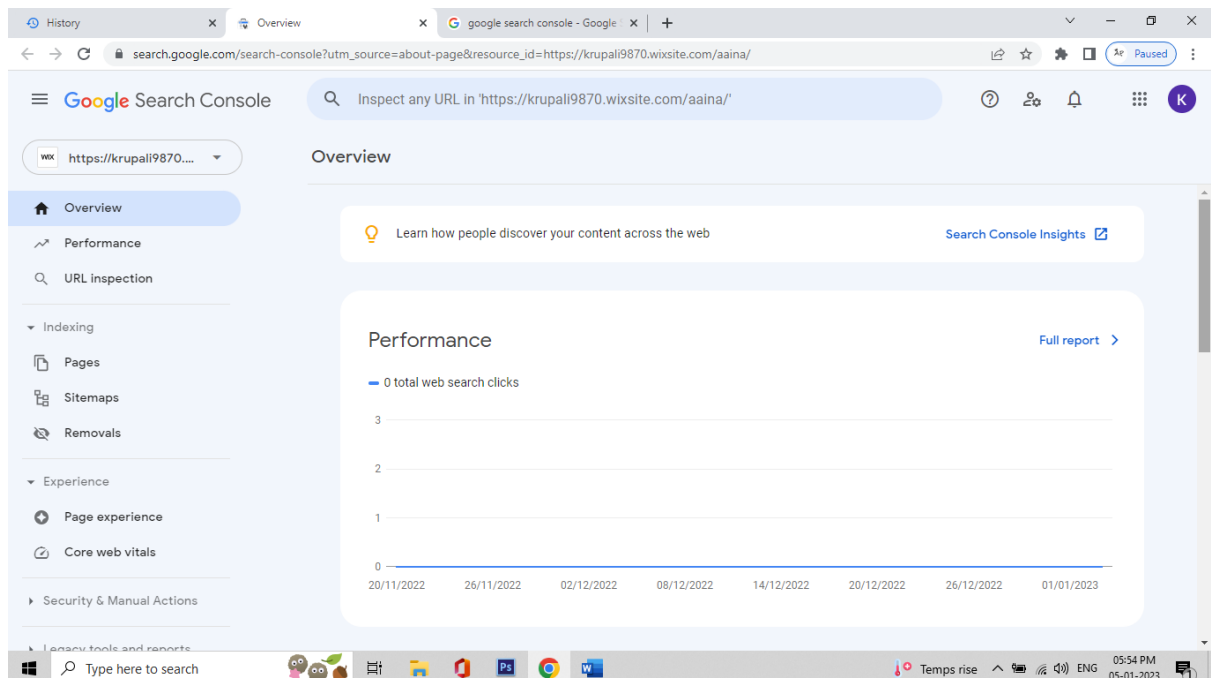
## 1. What are events in Google analytics?

An event allows you to measure a distinct user interaction on a website or app. For example, loading a page, clicking a link, and completing a purchase are all interactions you can measure with events.

Types of events:

- **Automatically collected events** are events that Google Analytics collects by default.
- **Enhanced measurement events** are events that Google Analytics collects from websites.
- **Recommended events** are events that you implement, but that have predefined names and parameters.
- **Custom events** are events that you define.

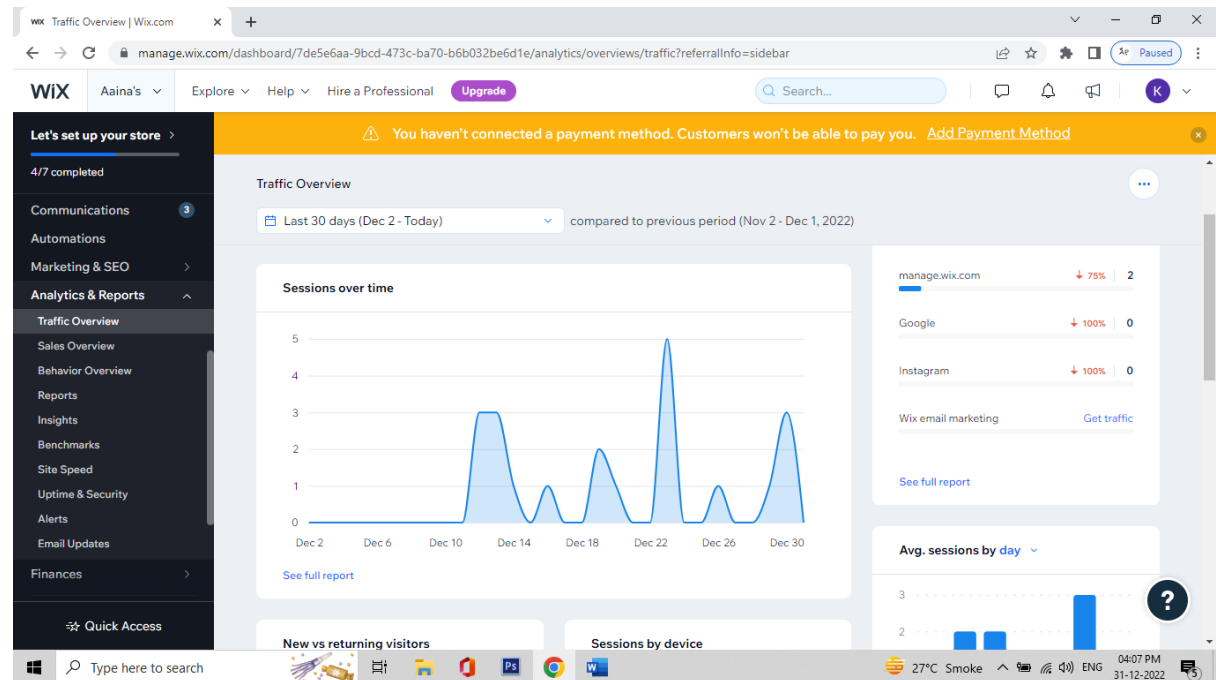
## 2. Connect your created website and blog to search console, analytics, and google tag manager and add your faculty as user with required permission in it.



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

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

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



6. Create a goal for your business and study reports whether it has been completed or not.
7. Track the following interactions in Google tag manager for [www.esellerhub.com](http://www.esellerhub.com)
8. Link clicks
9. Page load
10. Time (How long a visitor stayed on a particular page )
11. Button click