

ASSIGNMENT

Module-6

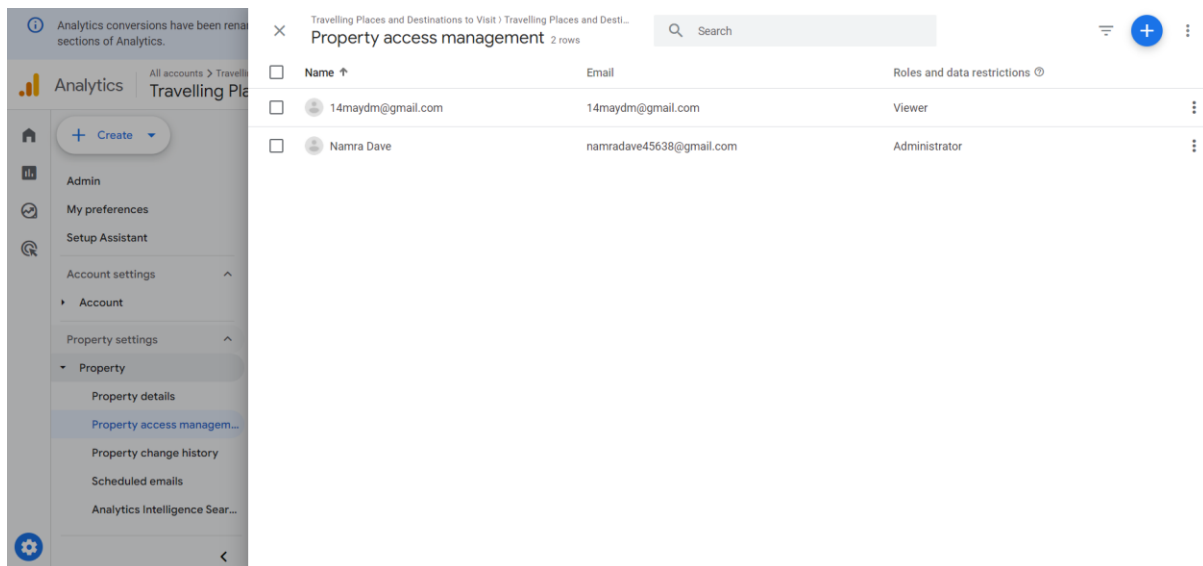
Q.1 What are events in Google analytics?

Ans. In Google Analytics, **events** are user interactions with content that can be tracked independently from a web page or a screen load. These interactions include things like clicks, downloads, video plays, form submissions, and more. Event tracking allows you to capture specific actions users take on your website or app, giving you deeper insights into how people engage with your content. For example:

- A user clicks a button.
- A form is submitted.
- A video is played or paused.
- A file is downloaded.
- Scrolling behavior or element visibility on a page.

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.

Ans.



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

Ans.

Custom robots.txt

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:

Disallow:
User-agent: Nutch
Disallow:
User-agent: ia_archiver
Disallow:
User-agent: baiduspider


Disallow:
User-agent: naverbot
Disallow:
User-agent: yeti
Disallow:

603/10,240

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

Disallow:
User-agent: *
Disallow:
Sitemap:
<https://namradave12345.blogspot.com/>

Sitemaps > /sitemap.xml

OPEN SITEMAP 

Last read

10/5/24

Discovered pages

4

Discovered videos

0

 SEE PAGE INDEXING

 SEE VIDEO PAGE INDEXING

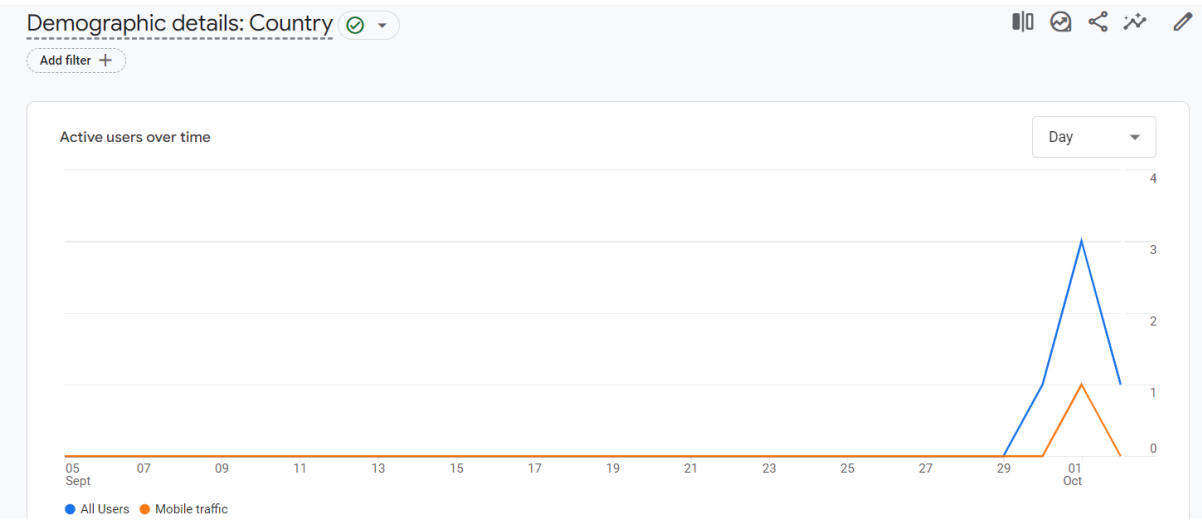
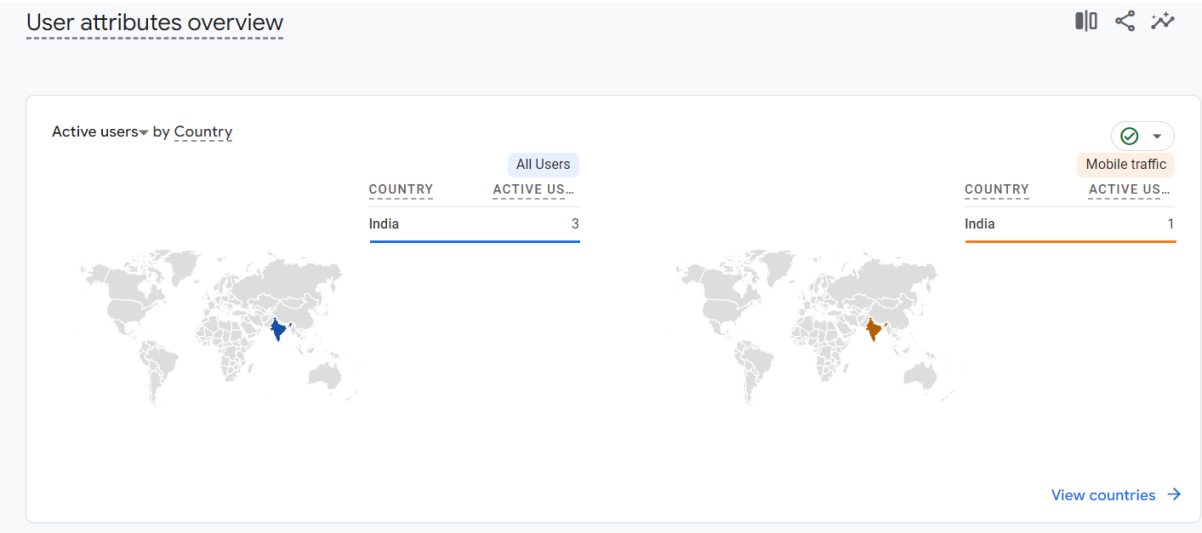


Sitemap processed successfully

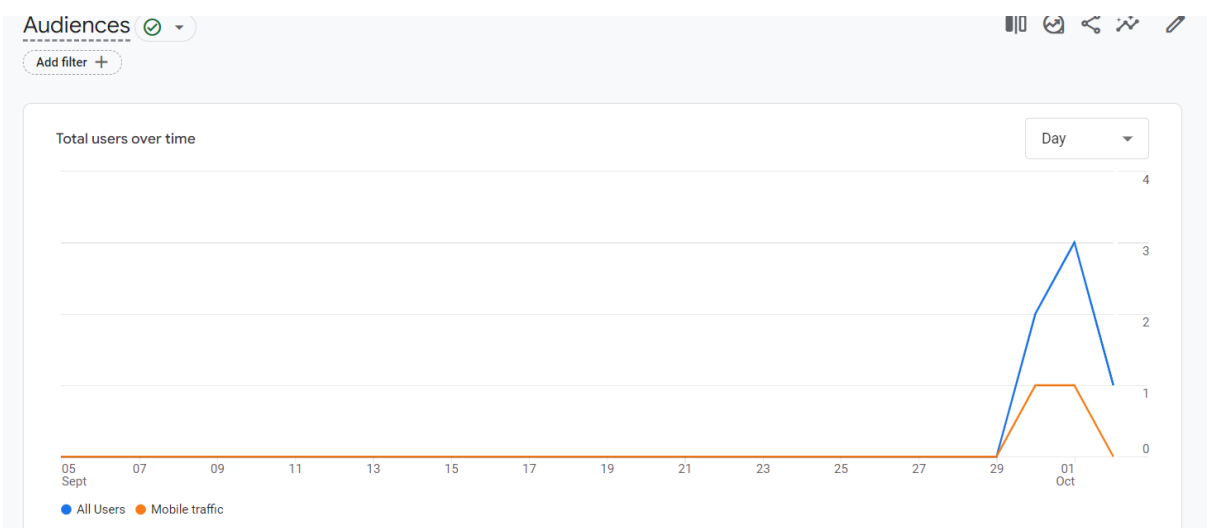
Q.4 Submit the user flow and traffic source reports for your website.

Ans.

- Users



| <div> <div>Search...</div> <div>Rows per page: 10</div> </div> | | | | | | | |
|--|----------------|--------------------|--------------------|--------------------|------------------|----------------------------------|---|
| Town/City | Comparison | Active users | New users | Engaged sessions | Engagement rate | Engaged sessions per active user | Average engagement time per active user |
| All Users | | 4 100% of total | 4 100% of total | 5 100% of total | 71.43% Avg 0% | 1.25 Avg 0% | 2m 48s Avg 0% |
| Mobile traffic | | 2 50% of total | 2 50% of total | 1 20% of total | 50% Avg -30% | 0.50 Avg -60% | 4m 46s Avg +69.48% |
| 1 Rajkot | All Users | 3 | 3 | 5 | 83.33% | 1.67 | 3m 45s |
| Rajkot | Mobile traffic | 1 | 1 | 1 | 100% | 1.00 | 9m 32s |
| 2 (not set) | All Users | 1 | 1 | 0 | 0% | 0.00 | 0s |
| (not set) | Mobile traffic | 1 | 1 | 0 | 0% | 0.00 | 0s |

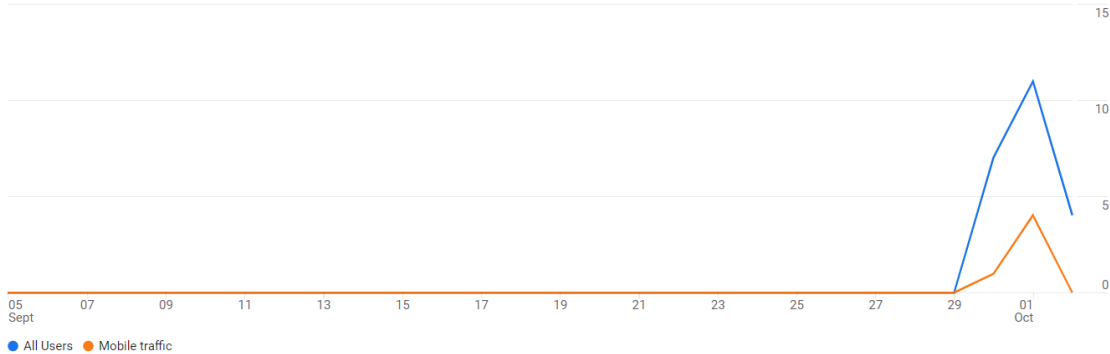


| <div> <div>Search...</div> <div>Rows per page: 10</div> <div>1-1 of 1</div> </div> | | | | | | | |
|--|----------------|--------------------|--------------------|----------------------|---------------------|--------------------------|---------------|
| Audience name | Comparison | Total users | New users | Sessions | Views per session | Average session duration | Total revenue |
| All Users | | 4 100% of total | 4 100% of total | 7 100% of total | 3.29 Avg 0% | 23m 31s Avg 0% | ₹0.00 |
| Mobile traffic | | 2 50% of total | 2 50% of total | 2 28.57% of total | 2.50 Avg -23.91% | 15m 18s Avg -34.92% | ₹0.00 |
| 1 All Users | All Users | 4 | 4 | 7 | 3.29 | 23m 31s | ₹0.00 |
| All Users | Mobile traffic | 2 | 2 | 2 | 2.50 | 15m 18s | ₹0.00 |

Add filter +

Views over time

Day ▾



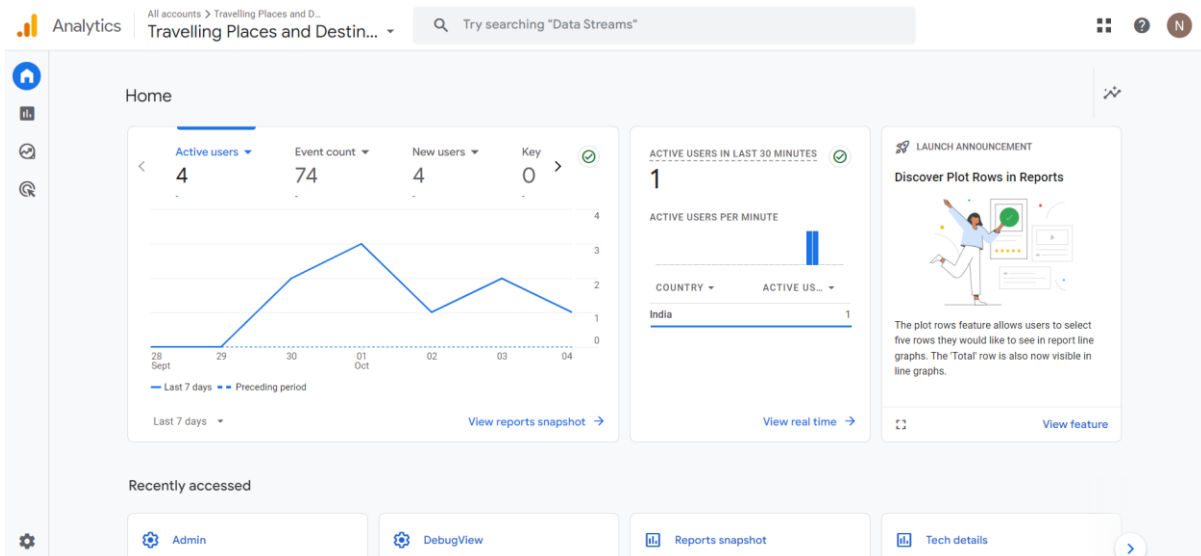
🔍 Search...

Rows per page: 10 ▾ 1-2 of 2

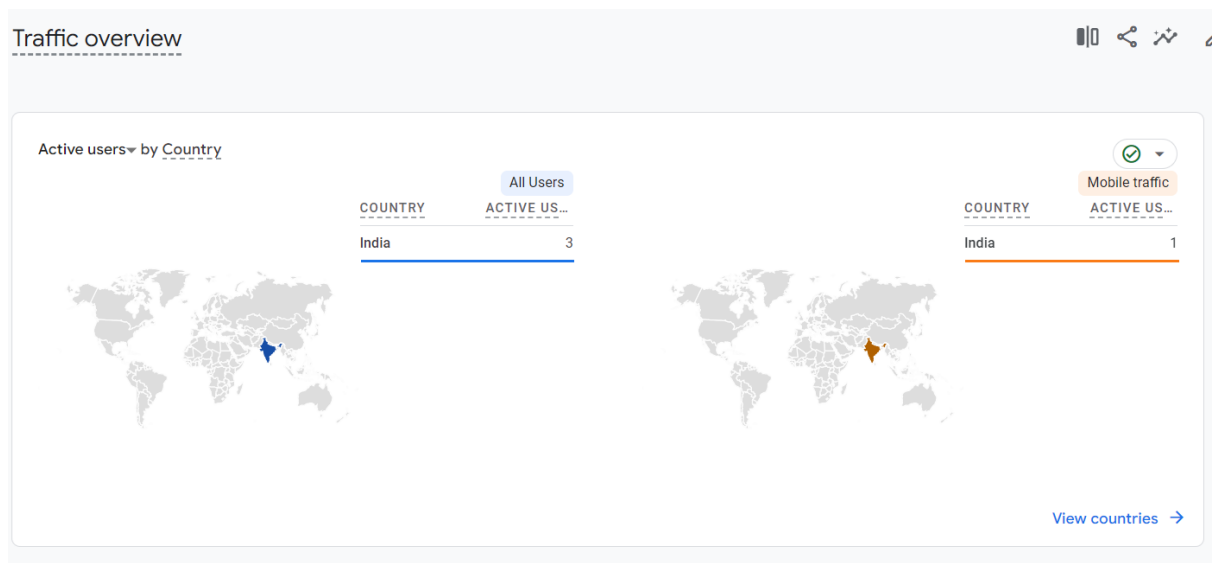
| Page path and screen class ▾ + | | | Comparison | ↓ Views | Active users | Views per active user | Average engagement time per active user | Event count All events ▾ |
|--------------------------------|--|--|----------------|----------------------|--------------------|-----------------------|---|--------------------------|
| All Users | | | | 22 100% of total | 4 100% of total | 5.50 Avg 0% | 2m 48s Avg 0% | 54 100% of total |
| Mobile traffic | | | | 5 22.73% of total | 2 50% of total | 2.50 Avg -54.55% | 4m 46s Avg +69.48% | 13 24.07% of total |
| 1 | / | | All Users | 20 | 4 | 5.00 | 26s | 49 |
| | / | | Mobile traffic | 3 | 2 | 1.50 | 1s | 8 |
| 2 | /2024/07/timeless-beauty-of-taj-mahal.html | | All Users | 2 | 1 | 2.00 | 9m 30s | 5 |
| | /2024/07/timeless-beauty-of-taj-mahal.html | | Mobile traffic | 2 | 1 | 2.00 | 9m 30s | 5 |

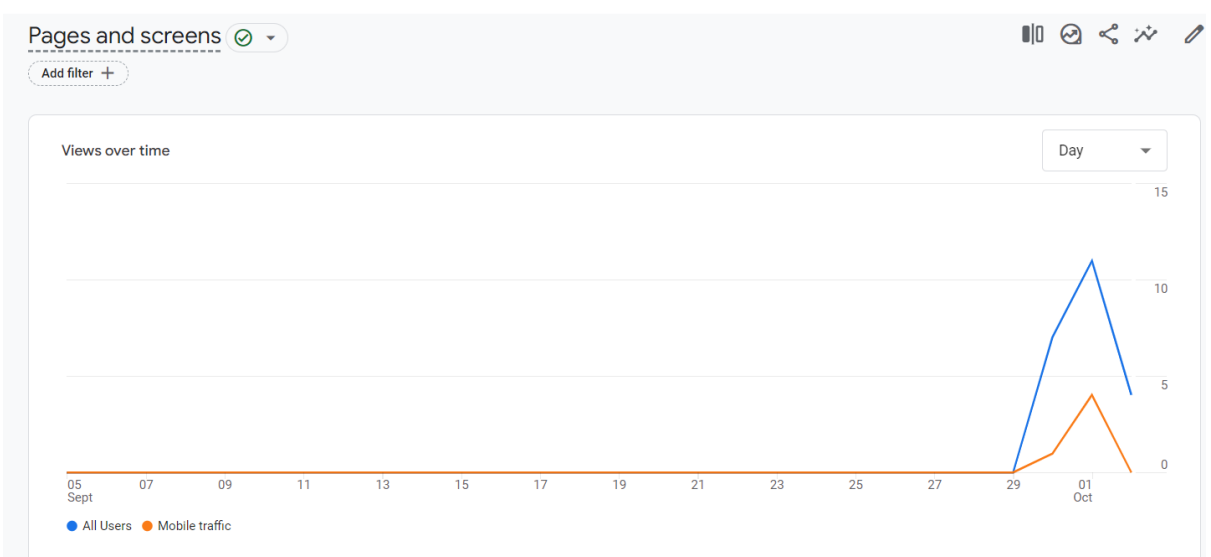
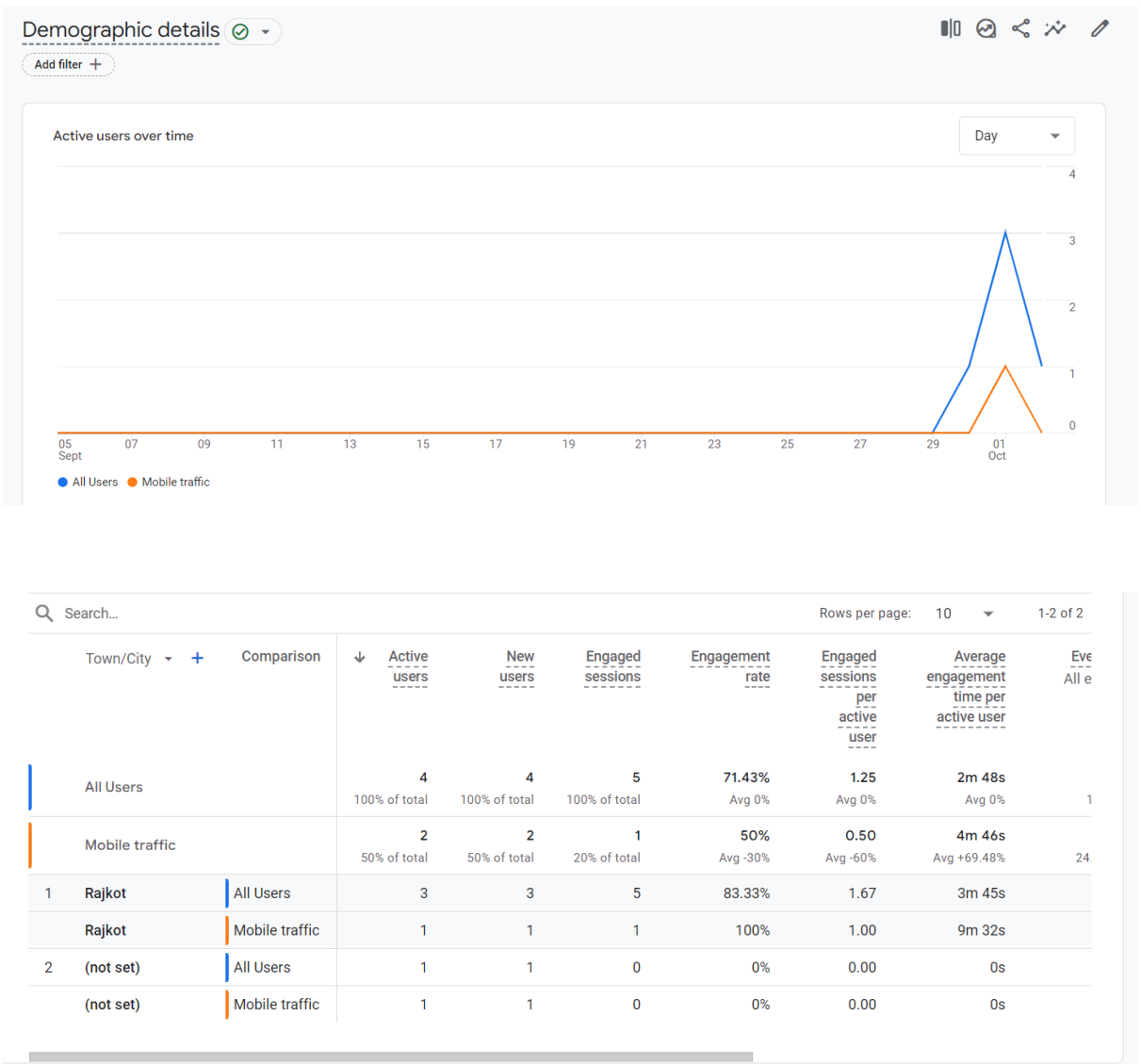
Q.5 Connect your blog to Google Analytics and study the different types of traffic on your site.

Ans. Google Analytics connected with blog:



Different Traffics in my websites:





| Search... | | | Rows per page: 10 | | 1-2 of 2 | |
|--|----------------|----------------------|--------------------|-----------------------|---|------------------------|
| Page path and screen class | Comparison | Views | Active users | Views per active user | Average engagement time per active user | Event count All events |
| All Users | | 22 100% of total | 4 100% of total | 5.50 Avg 0% | 2m 48s Avg 0% | 54 100% of total |
| Mobile traffic | | 5 22.73% of total | 2 50% of total | 2.50 Avg -54.55% | 4m 46s Avg +69.48% | 13 24.07% of total |
| 1 / | All Users | 20 | 4 | 5.00 | 26s | 49 |
| / | Mobile traffic | 3 | 2 | 1.50 | 1s | 8 |
| 2 /2024/07/timeless-beauty-of-taj-mahal.html | All Users | 2 | 1 | 2.00 | 9m 30s | 5 |
| /2024/07/timeless-beauty-of-taj-mahal.html | Mobile traffic | 2 | 1 | 2.00 | 9m 30s | 5 |

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

Ans. The answer is in Excel Sheet.

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

Ans.

Version Summary

Published: 05/10/2024, 11:25 by namradave45638@gmail.com

Created: 05/10/2024, 11:25 by namradave45638@gmail.com

Version Items

3 Tags, 0 Triggers, 5 Variables

Description

eSellerHub is an advanced eCommerce management platform designed to help businesses streamline their multi-channel operations. It provides a comprehensive set of tools for inventory management, order processing, shipping, and fulfillment across various marketplaces like Amazon, eBay, and Walmart. With eSellerHub, sellers can efficiently manage product listings, track sales data, and automate workflows, reducing manual efforts and increasing efficiency.

The platform is highly customizable and scalable, catering to both small retailers and large enterprises. It integrates seamlessly with popular eCommerce platforms and shipping carriers, allowing users to optimize their operations, improve customer service, and enhance profitability. Its powerful reporting and analytics tools enable businesses to make informed decisions, helping them grow and adapt in a competitive market.

Version Changes

Tag Manager

All accounts > WanderSphere

www.namradave12345.blogspot.com

WorkspaceVersionsAdmin

www.namradave12345.blogspot.com GTM-MF4X2NG9

Version 3 is Live

Published 5 Oct 2024 by namradave45638@gmail.com

3

Tags

0

Triggers

0

Variables

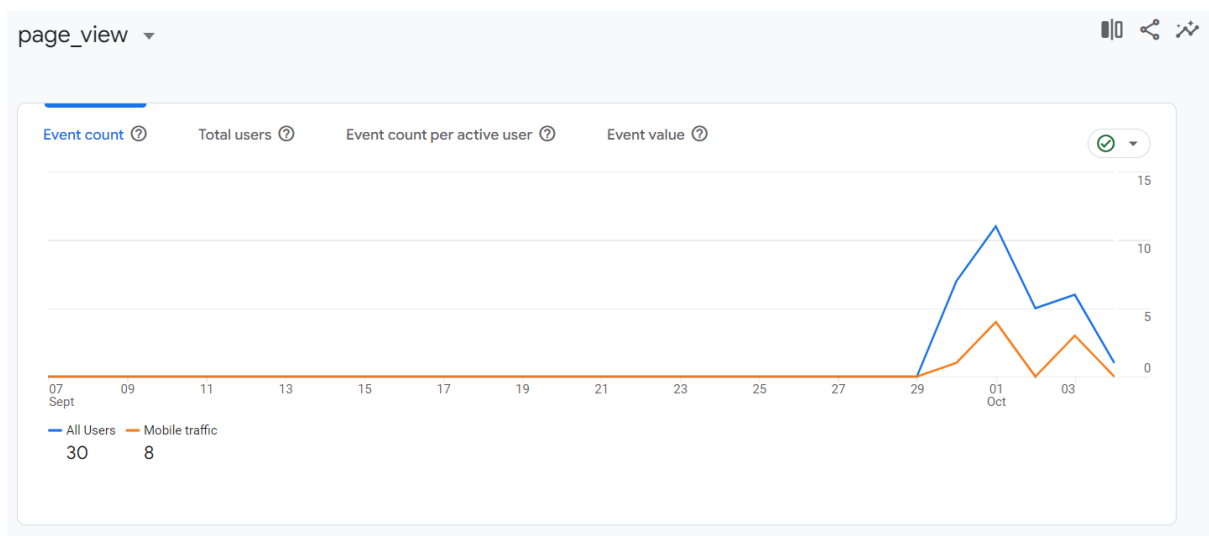
Versions

| Version ID ↓ | Status | Name | Created | Published | Published By |
|--------------|--------------|-----------------|------------|------------|--------------------------|
| 3 | Live, Latest | eSeller-Hub | 05/10/2024 | 05/10/2024 | namradave45638@gmail.com |
| 2 | | | 02/10/2024 | 02/10/2024 | namradave45638@gmail.com |
| 1 | | Empty Container | 02/10/2024 | 02/10/2024 | namradave45638@gmail.com |

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Q.8 Page load

Ans.



Q.9 Time (How long a visitor stayed on a particular page)

Ans.

Event name exactly matches 'user_engagement' AND Platfo...

✓

Mobile traffic

All Users

User engagement > Page title

| TITLE | % TOTAL | AVG. TIME |
|------------------------------|---------|-----------|
| Travelling Places and De... | 54.8% | 31s |
| Timeless Beauty of Taj M... | 45.2% | 4m 45s |
| Adventure Aspirations in ... | 0.1% | 1s |

1 - 2 of 2 < >

User engagement > Page title

| TITLE | % TOTAL | AVG. TIME |
|-----------------------------|---------|-----------|
| Travelling Places and De... | 51.0% | 3m 18s |
| Timeless Beauty of Taj M... | 49.0% | 4m 45s |

1 - 2 of 2 < >