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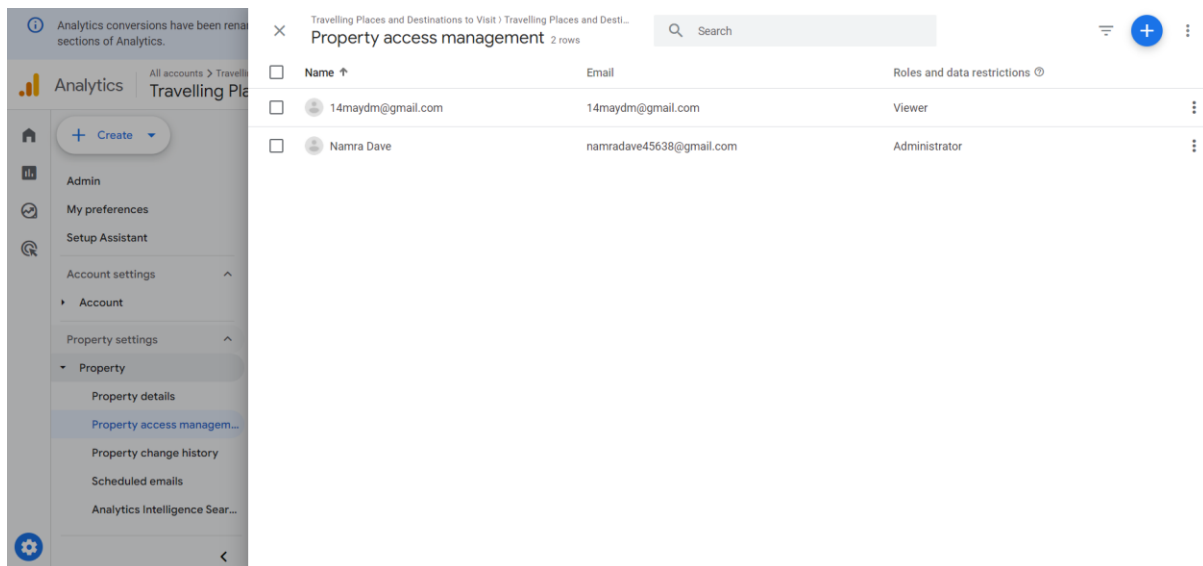
Q.3 Submit the sitemap and robot.txt file in the search console for your website.

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	Discovered pages	Discovered videos	
10/5/24	4	0	📊 SEE PAGE INDEXING
			📊 SEE VIDEO PAGE INDEXING

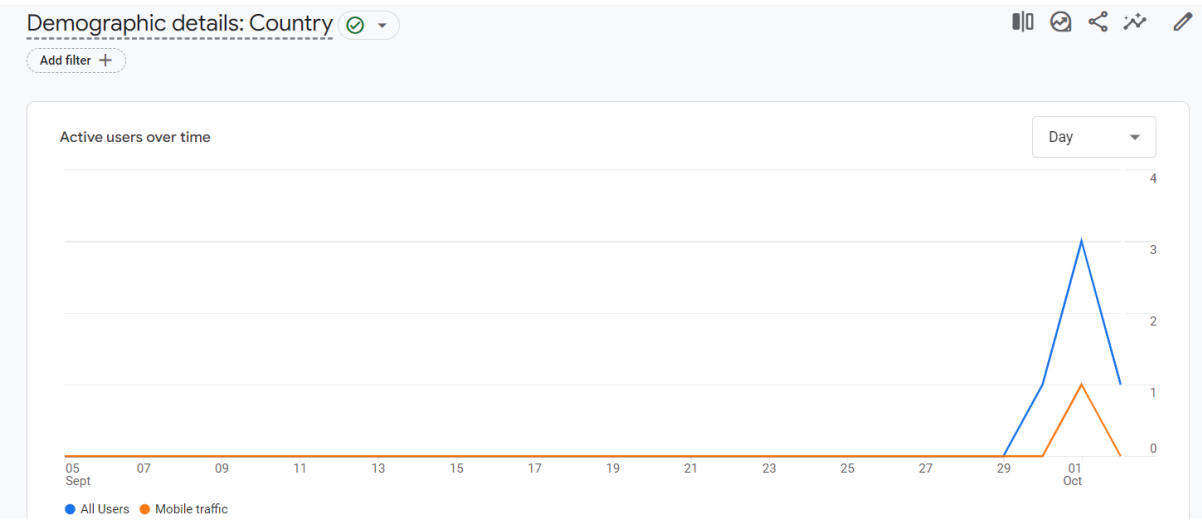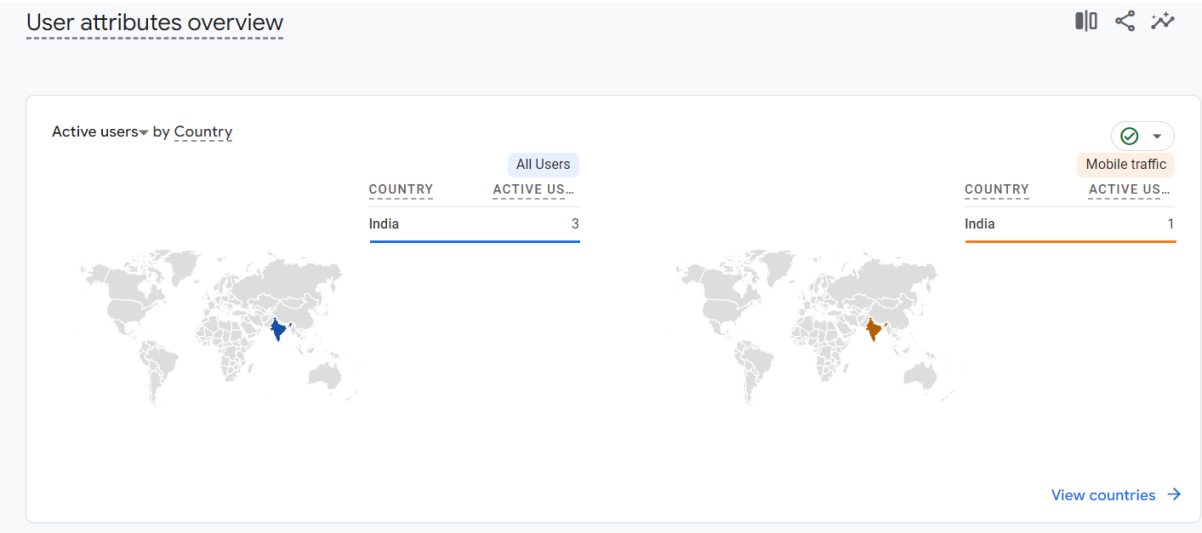✅ Sitemap processed successfully

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

Ans.

- **Users**

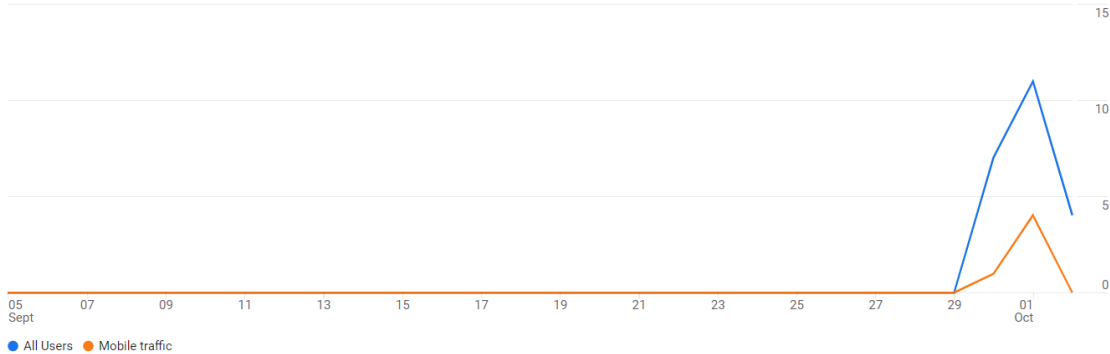|	Town/City	Comparison	Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time per active user
	All Users		4 100% of total	4 100% of total	5 100% of total	71.43% Avg 0%	1.25 Avg 0%	2m 48s Avg 0%
	Mobile traffic		2 50% of total	2 50% of total	1 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

Audiences ⊘ ▾

Add filter +

Total users over time   Day ▾

● All Users   ● Mobile traffic

🔍 Search...   Rows per page: 10 ▾   1-1 of 1

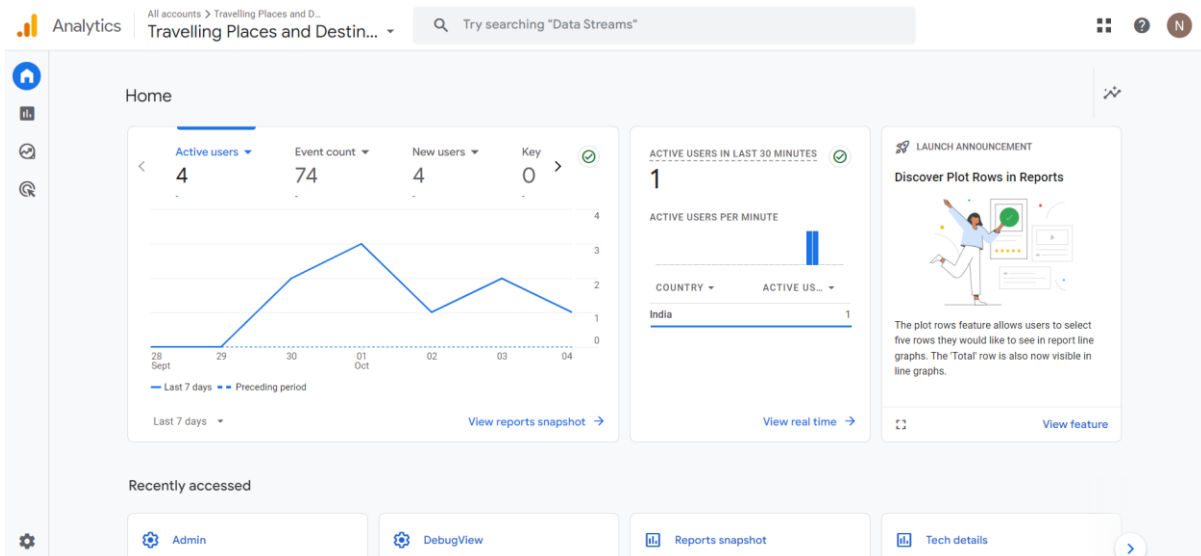|	Audience name	Comparison	Total users	New users	Sessions	Views per session	Average session duration	Total revenue
	All Users		4 100% of total	4 100% of total	7 100% of total	3.29 Avg 0%	23m 31s Avg 0%	₹0.00
	Mobile traffic		2 50% of total	2 50% of total	2 28.57% of total	2.50 Avg -23.91%	15m 18s Avg -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

- **Traffic**

Traffic overview

Active users▾ by Country

COUNTRY	ACTIVE US... (All Users)
India	3

COUNTRY	ACTIVE US... (Mobile traffic)
India	1

View countries →

Demographic details

Add filter +

Active users over time

	Day ▾

● All Users ● Mobile traffic

Search...

Rows per page: 10 ▾ 1-2 of 2

	Town/City ▾ +	Comparison	↓ Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time per active user	Eve All e
	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%	1
	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%	24
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	

Pages and screens

Add filter +

Views over time

Day ▾

● All Users ● Mobile traffic

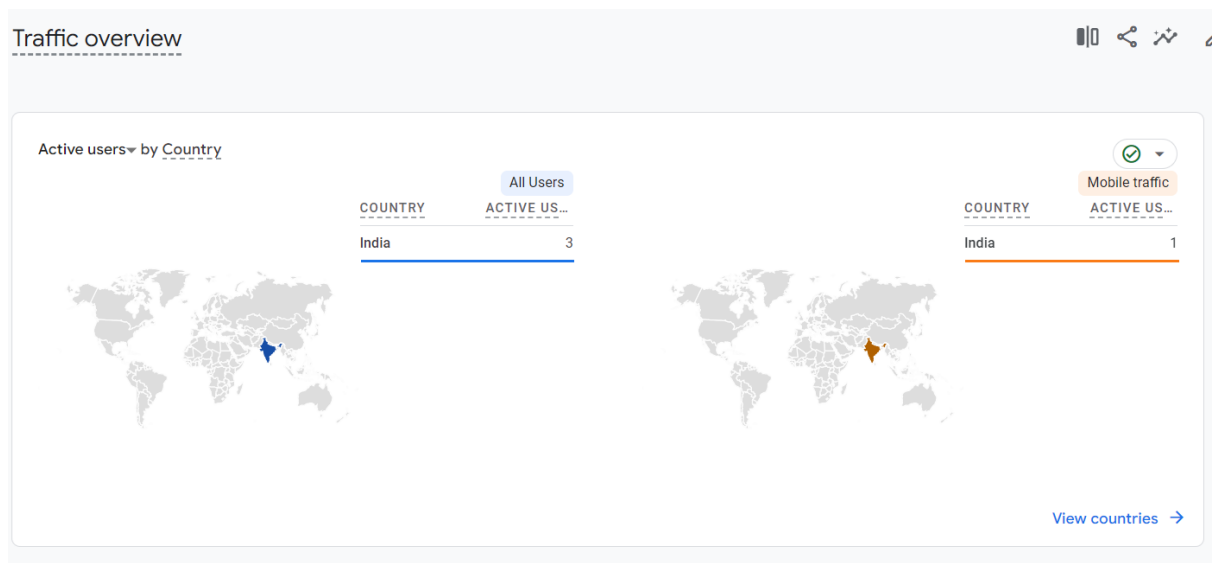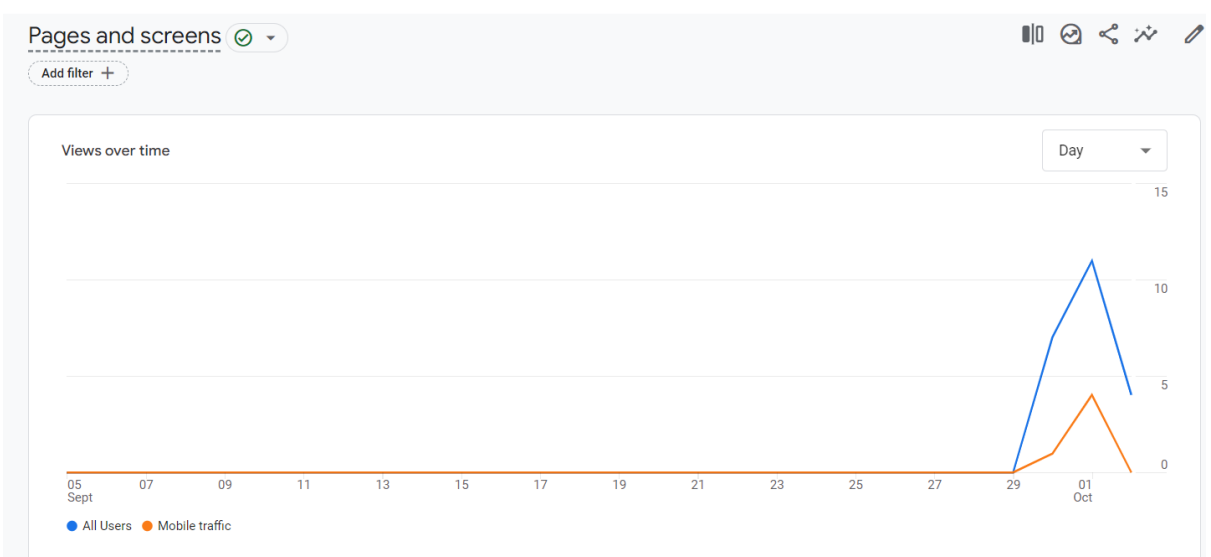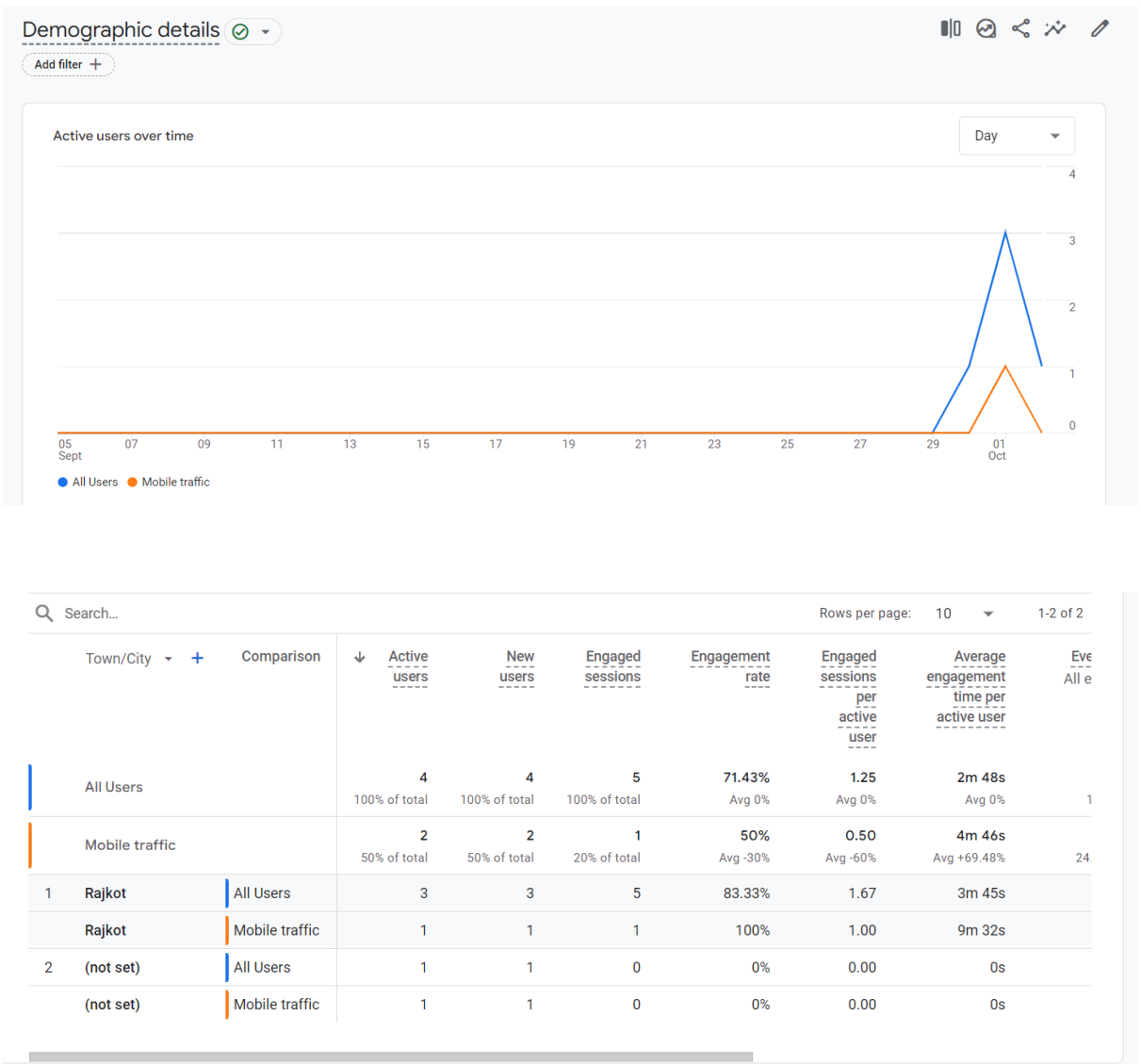| Q Search…				Rows per page:	10 ▾	1-2 of 2
Page path and screen class ▾ +	Comparison	↓ Views	Active users	Views per active user	Average engagement time per active user	Event count All events ▾
All Users		22 100% of total	4 100% of total	5.50 Avg 0%	2m 48s Avg 0%	54 100% of total
Mobile traffic		5 22.73% 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:

Demographic details

Add filter +

Active users over time

Day ▾

● All Users ● Mobile traffic

Search...

Rows per page: 10 ▾   1-2 of 2

Town/City +	Comparison	↓ Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time per active user	Eve All e
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%	1
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%	24.
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	

Pages and screens

Add filter +

Views over time

Day ▾

● All Users ● Mobile traffic

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.

Q.8 Page load

Ans.

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

Ans.

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

All Users

1 – 2 of 2

Event name exactly matches 'user_engagement' **AND** Platfo…

Mobile traffic

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