

# **Module 6**

## **Question 1 : What are Events in Google Analytics?**

### **Answer :**

**Events** in Google Analytics are user interactions tracked independently from standard page loads.

Examples include:

- **Link clicks** – when a user clicks an external or internal link.
- **Form submissions** – contact or registration forms completed.
- **Downloads** – PDFs, images, or files downloaded.
- **Video plays** – tracking when a visitor plays, pauses, or completes a video.
- **Button clicks** – “Buy Now”, “Add to Cart”, or CTA buttons.

Events are defined by four parameters:

- **Category** – groups similar events (e.g., “Videos”)
- **Action** – type of interaction (e.g., “Play”)
- **Label** – additional detail (e.g., “Homepage video”)
- **Value** – numerical value (e.g., 30 seconds)

 **Purpose:** To measure how users engage with your content beyond just viewing pages.

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## Question 2 : Connect Your Website and Blog to Search Console, Analytics, and Google Tag Manager

**Answer :**

**Steps:**

### A. Google Search Console

1. Go to <https://search.google.com/search-console/>
2. Click “**Add Property**” → **Enter your website URL.**
3. Verify ownership via one of the following:
  - Upload HTML file to your website root directory.
  - Add an HTML meta tag to your homepage <head>.
  - Verify using your domain provider (like GoDaddy, Hostinger).
4. Once verified, you’ll see performance reports (clicks, impressions, queries, countries).

### B. Google Analytics (GA4)

1. Go to <https://analytics.google.com/>
2. Create a **new property** → Add your website name and URL.
3. Copy the **Tracking ID (G-XXXXXXX)**.
4. Add this tracking code in the website <head> section or via Tag Manager.

### C. Google Tag Manager (GTM)

1. Visit <https://tagmanager.google.com/>
2. Create an account → Add your website as a container.
3. Copy the GTM script and paste it in the website <head> and <body> sections.

4. Add Google Analytics tags through GTM (no direct coding needed).
5. Publish and preview tags to confirm tracking.

#### D. Add Faculty as a User

In each tool (GSC, GA, GTM):

- Go to **Admin** → **Account Access Management** → **Add User**.
- Add their **email ID**.
- Assign permissions:
  - **Viewer** or **Editor** in Analytics.
  - **Full access** or **Publish** in Tag Manager.
  - **Restricted** or **Full** in Search Console.

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### Question 3 : Submit the Sitemap and Robots.txt File in Search Console

**Answer :**

#### A. Sitemap

1. Create an XML sitemap – example: [www.yourwebsite.com/sitemap.xml](http://www.yourwebsite.com/sitemap.xml)
2. In Google Search Console → “Sitemaps” → Enter sitemap URL → **Submit**.
3. This helps Google discover all pages faster.

#### B. Robots.txt

Create a **robots.txt** file in root directory:

```
User-agent: *
Disallow: /admin/
Allow: /
Sitemap: https://www.yourwebsite.com/sitemap.xml
```

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1. Submit robots.txt under **Settings** → **Crawl** → **robots.txt Tester** in Search Console.

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## Question 4 : Submit User Flow and Traffic Source Reports for Your Website

### Answer :

After connecting Analytics:

#### User Flow Report

- Go to **Google Analytics** → **Reports** → **Engagement** → **Pages and Screens** → **User Flow**.
- It shows how visitors navigate between pages (entry, interaction, and exit).

#### Traffic Source Report

- Go to **Acquisition** → **Traffic Acquisition**.
  - View traffic sources:
    - **Organic** (Google Search)
    - **Direct** (Typed URL)
    - **Social** (Facebook, Instagram, etc.)
    - **Referral** (From other sites)
    - **Paid** (Google Ads)
  - Export both reports as PDF/CSV for submission.
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## Question 5 : Connect Your Blog to Google Analytics and Study Traffic Types

## **Answer :**

1. Add the same **GA tracking code or GTM container** to your blog.
2. In Analytics, go to:
  - **Audience → Overview:** Users, sessions, bounce rate.
  - **Acquisition → Overview:** Channel breakdown.
3. Study **traffic types:**
  - **Organic Traffic** – Visitors from search engines.
  - **Direct Traffic** – Visitors typing your URL.
  - **Referral Traffic** – From other websites.
  - **Social Traffic** – From social media.
  - **Paid Traffic** – From ads.

👉 Analyze engagement, session duration, and returning visitors.

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## **Question 6 : Create a Goal and Study Completion Reports**

## **Answer :**

### **Steps to Create Goal in GA4:**

1. Go to **Admin → Events → Create Custom Event.**
2. Define your conversion (e.g., form submission, button click).
3. Mark it as a **conversion** under “Conversions.”
4. View reports:
  - **Reports → Engagement → Conversions.**

- Track how many users completed the goal (e.g., “Thank You” page visited).

Example Goal:

- **Goal name:** Contact Form Submission
  - **Event condition:** `page_view` + page path = “/thank-you.html”
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## Question 7 : Track Interactions in Google Tag Manager ([www.esellerhub.com](http://www.esellerhub.com))

Answer :

### A. Link Clicks

1. In GTM → Triggers → New → Choose “Just Links”.
2. Enable “Wait for Tags” and “Check Validation”.
3. Add trigger for “Click URL contains https”.
4. Create Tag → GA4 Event → Event name: “link\_click”.

### B. Page Load

1. Trigger Type → Page View → All Pages.
2. Tag → GA4 Event → Event Name: “page\_load”.

### C. Time on Page

1. Trigger Type → Timer.
2. Set Interval (e.g., 15000ms = 15 seconds).
3. Fire tag for “GA4 Event” with Event name: “time\_spent”.

### D. Button Click

1. Inspect website to identify button class or ID.
2. Create Trigger → Click → “Some Clicks” → CSS selector matches button ID.
3. Tag → GA4 Event → Event Name: “button\_click”.

 After adding, click **Preview** → test all events in GTM debug mode → then **Publish**.

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