Module-6

1. What are events in Google analytics?

An event allows you to measure a specific interaction or occurrence on your website or app. For example, you can use an event to measure when someone loads a page, clicks a link, or completes a purchase, or to measure system behavior, such as when an app crashes or an impression is served.

Types of events-

- **Automatically collected events** –

  Automatically collected events are events that are collected by default when you set up Google Analytics on your website or app.

- **Enhanced measurement events-**

  Enhanced measurement events are events that are collected when you set up Google Analytics on your website or app and enhanced measurement is enabled.

  You must implement the following types of events in order to see them in Analytics:

- **Recommended events-**

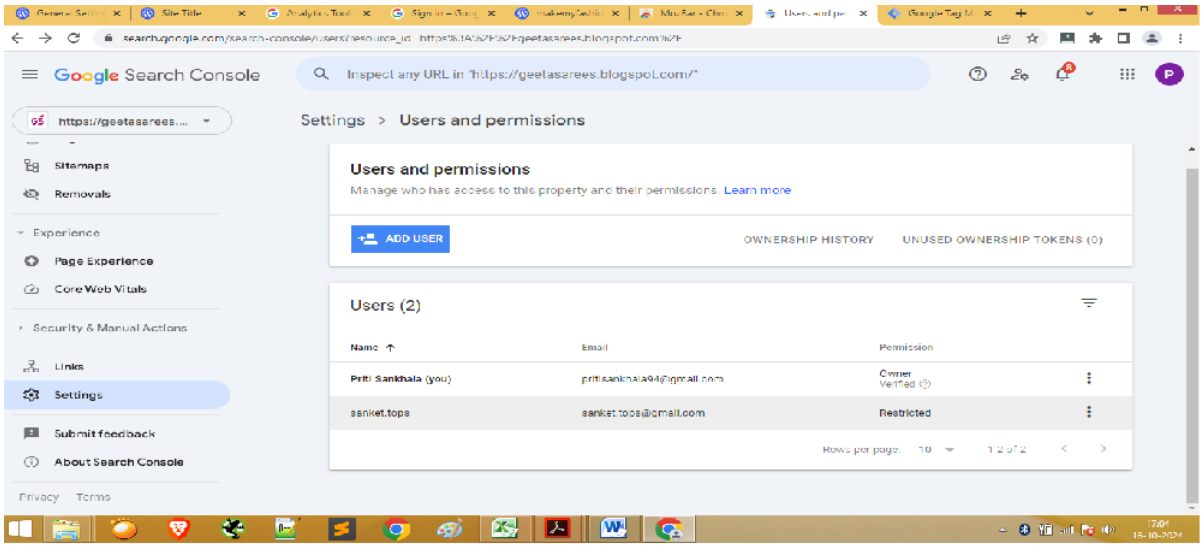
  Recommended events are events that you implement, but that have predefined names and parameters. These events unlock existing and future reporting capabilities.

- **Custom events**-

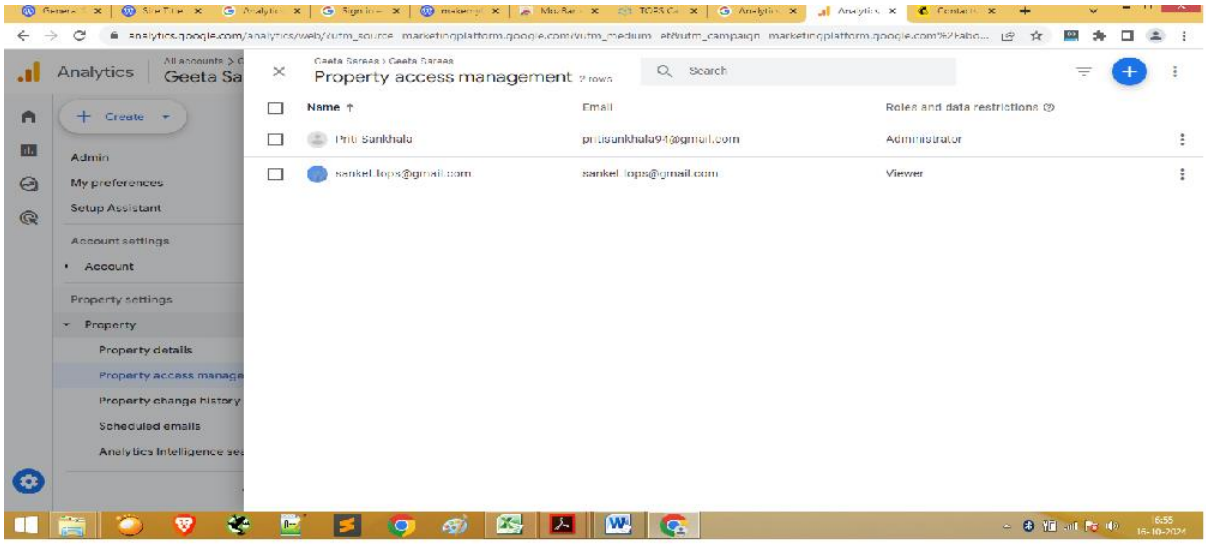
Custom events are events that you define. Make sure you only create custom events when no other events work for your use case. Custom events don't show up in most standard reports so you need to set up custom reports or explorations for meaningful analysis.

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.

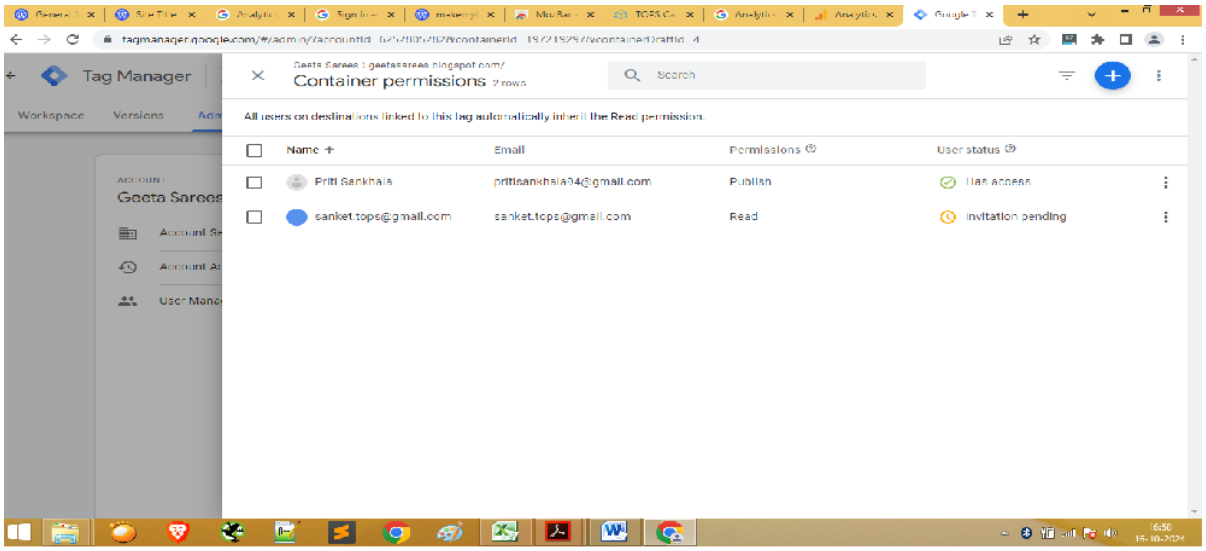
Google search console-



Google analytics-

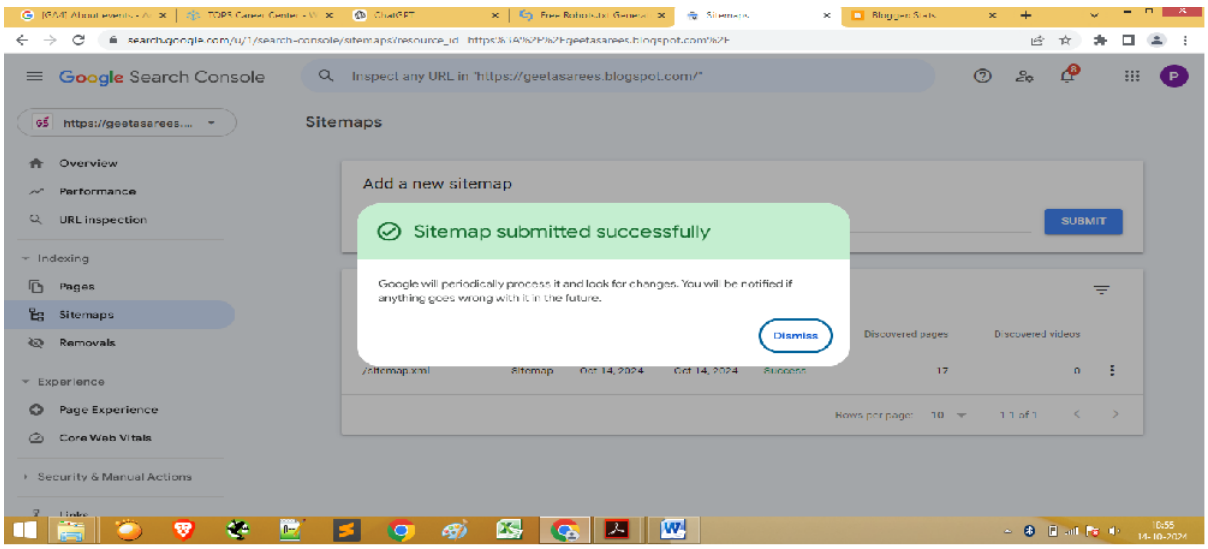


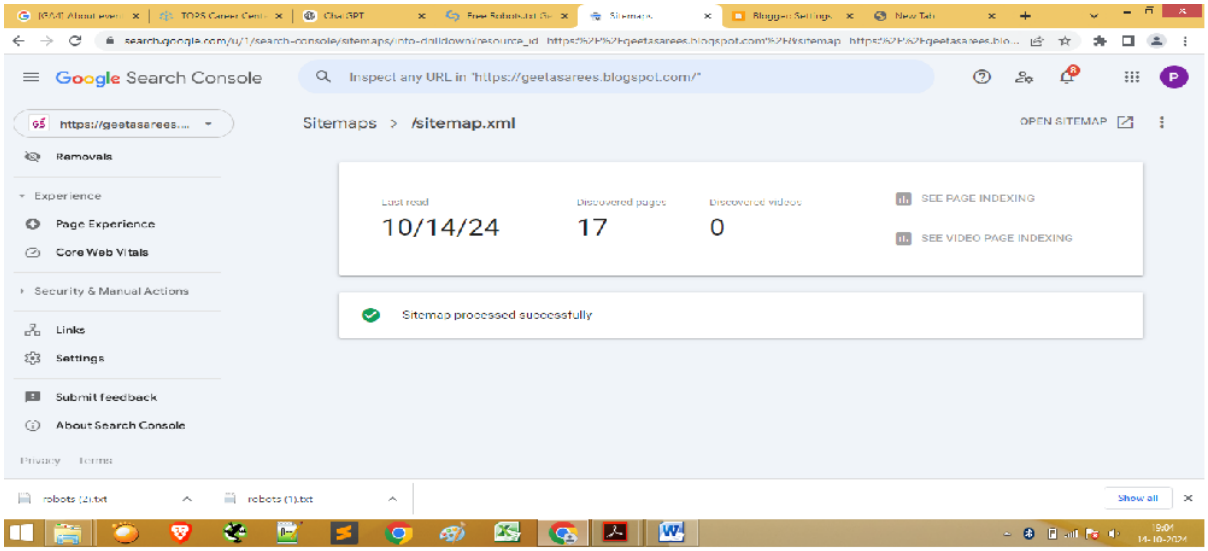
Google tag manager-



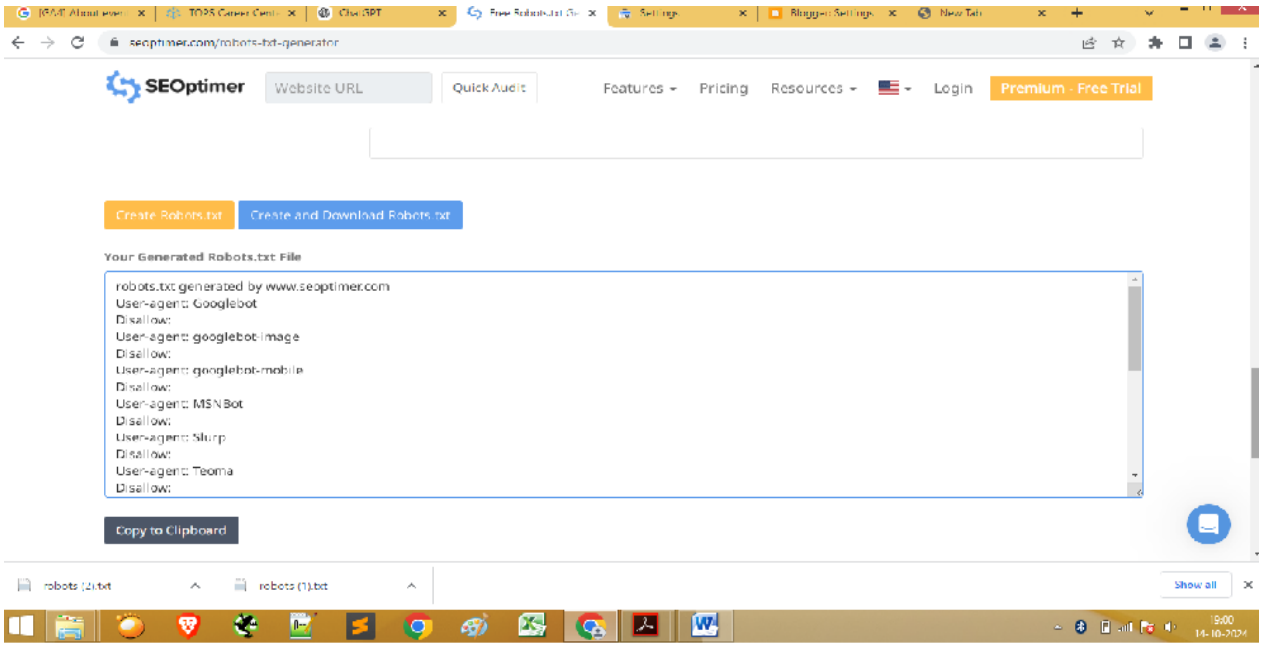
3. **Submit the sitemap and robot.txt file in the search console for your website.**

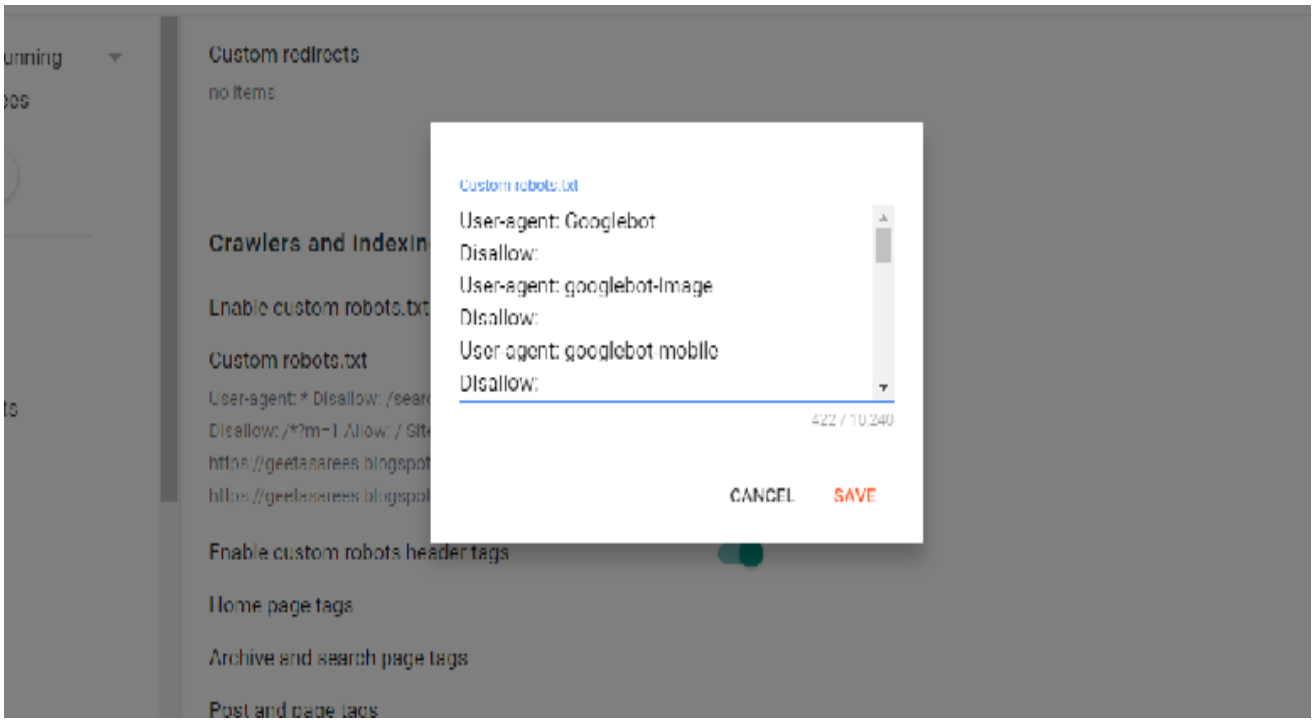
Sitemap-



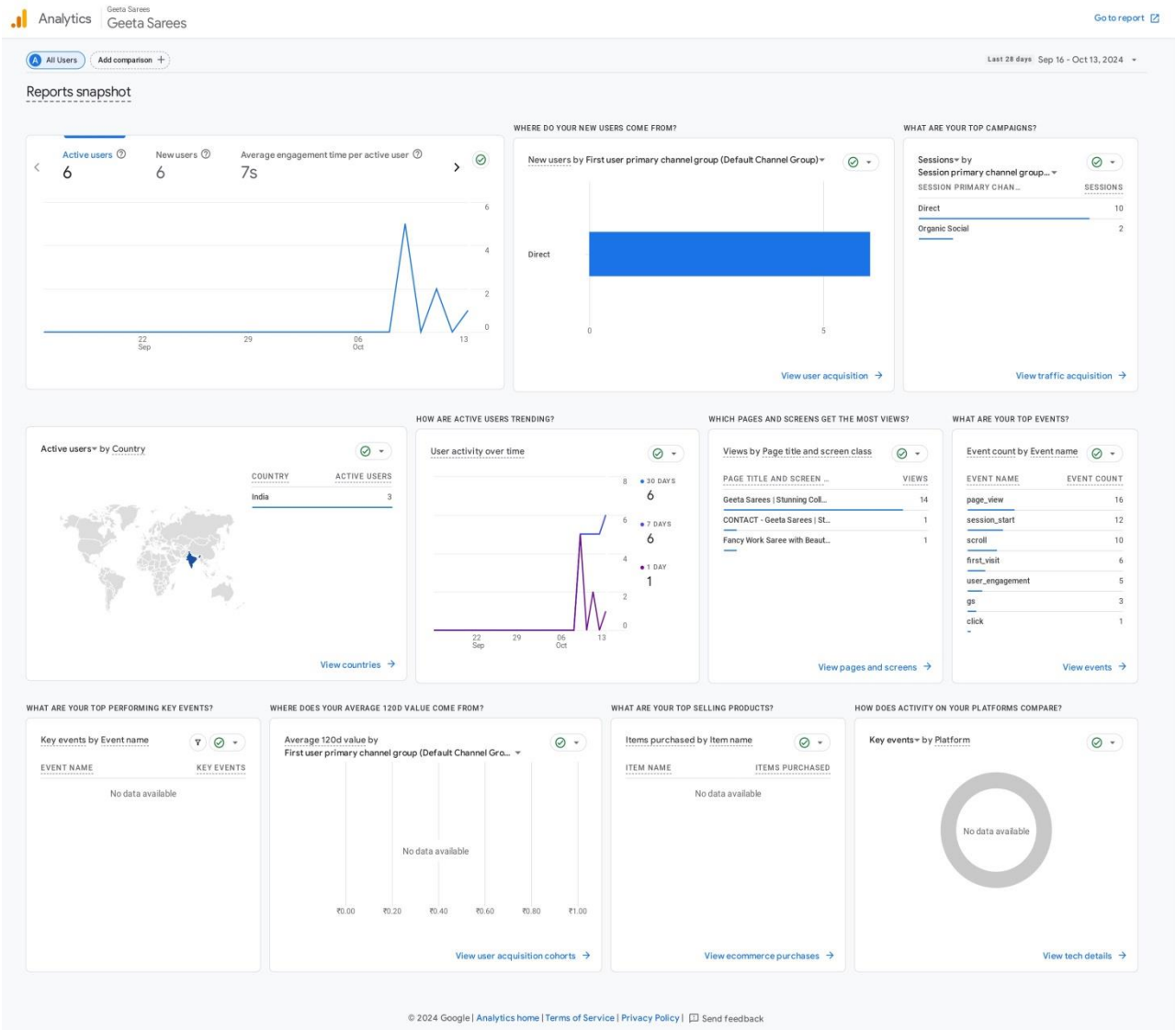


robot.txt-


SEOptimer
Website URL
Quick Audit
Features
Pricing
Resources
Login
Premium - Free Trial
Create Robots.txt
Create and Download Robots.txt
Your Generated Robots.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:
Copy to Clipboard


Custom redirects
no items
Crawlers and Indexin
Enable custom robots.txt
Custom robots.txt
Custom robots.txt
User-agent: Googlebot
Disallow:
User-agent: googlebot-Image
Disallow:
User agent: googlebot mobile
Disallow:
CANCEL
SAVE
Enable custom robots header tags
Home page tags
Archive and search page tags
Post and page tags

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



Analytics | Geeta Sarees

Geeta Sarees

Go to report

All Users | Add comparison +

Last 28 days Sep 16 - Oct 13, 2024

Traffic overview

Active users by Country

COUNTRY	ACTIVE USERS
India	3

View countries →

Active users by City

CITY	ACTIVE USERS
Rajkot	3
Surat	1

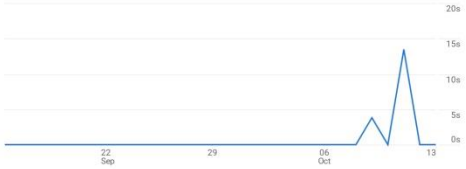
View cities →

Average engagement time per active user

7s

Engaged sessions per active u

0.83



Event count by Event name

EVENT NAME	EVENT COUNT
page_view	16
session_start	12
scroll	10
first_visit	6
user_engagement	5
gs	3
click	1

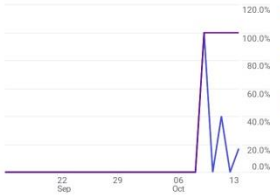
View events →

Views by Page title and screen class

PAGE TITLE AND SCREEN ...	VIEWS
Geeta Sarees | Stunning Coll...	14
CONTACT - Geeta Sarees | St...	1
Fancy Work Saree with Beaut...	1

View pages and screens →

User stickiness



DAU / MAU
16.7%

DAU / WAU
16.7%

WAU / MAU
100.0%

Active users by Language

View languages →

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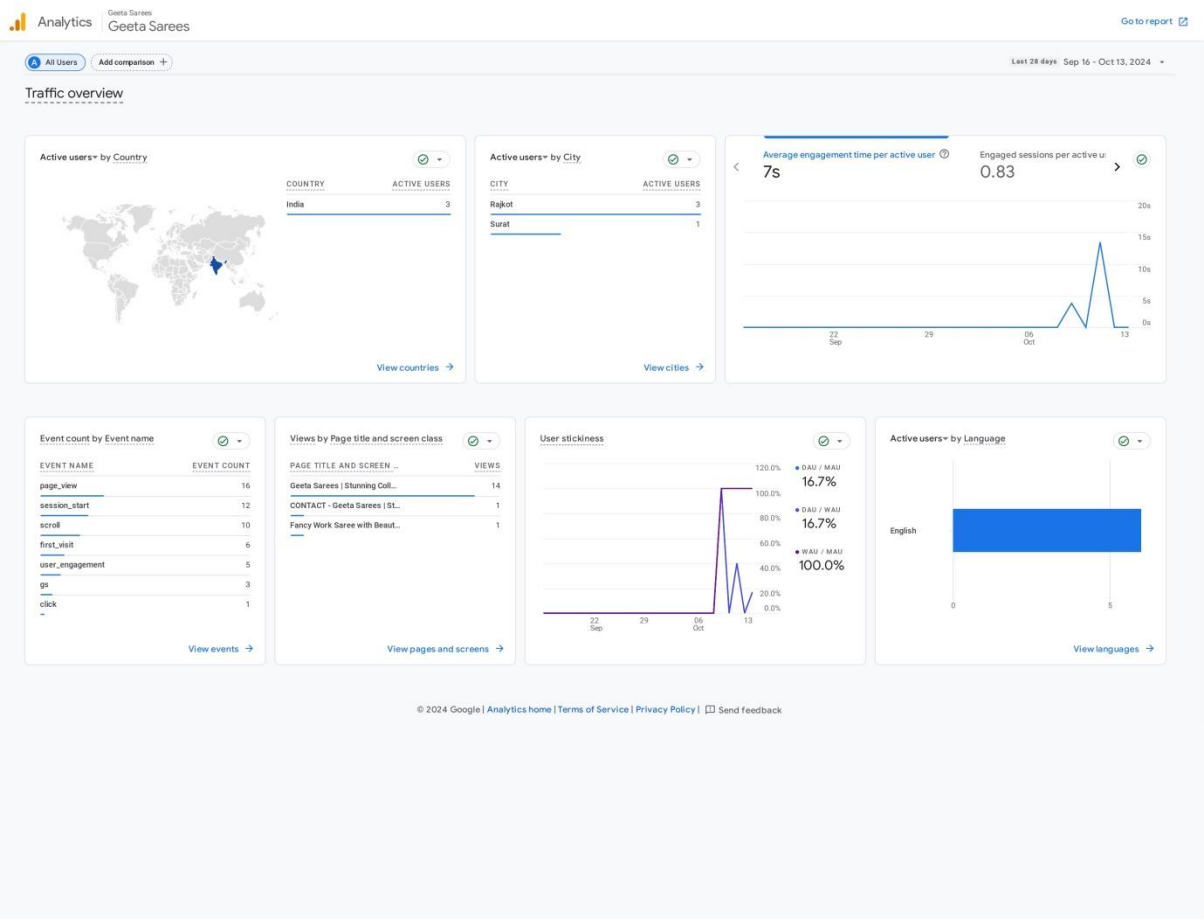
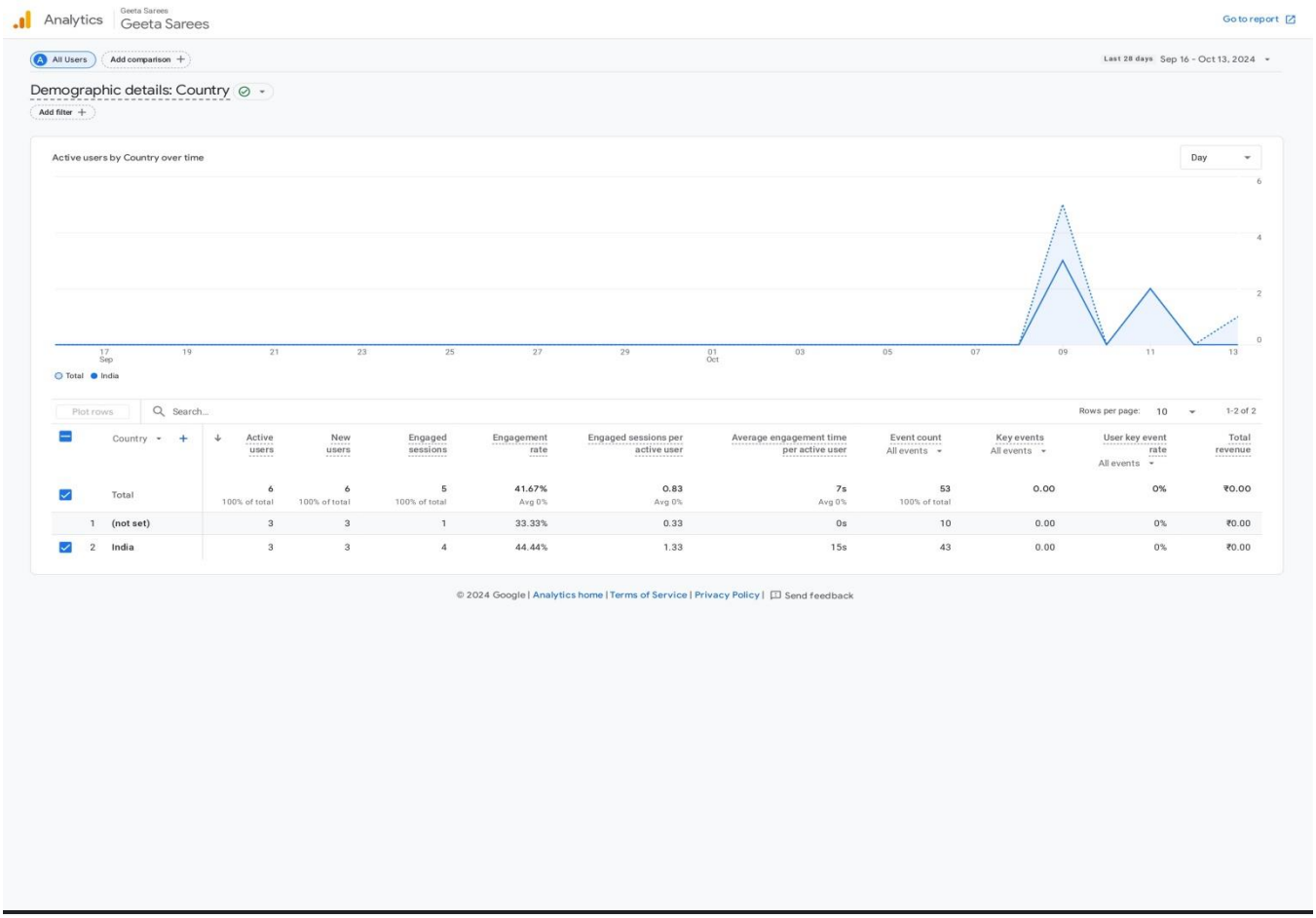
5. **Connect your blog to Google Analytics and study the different types of traffic on your site.**

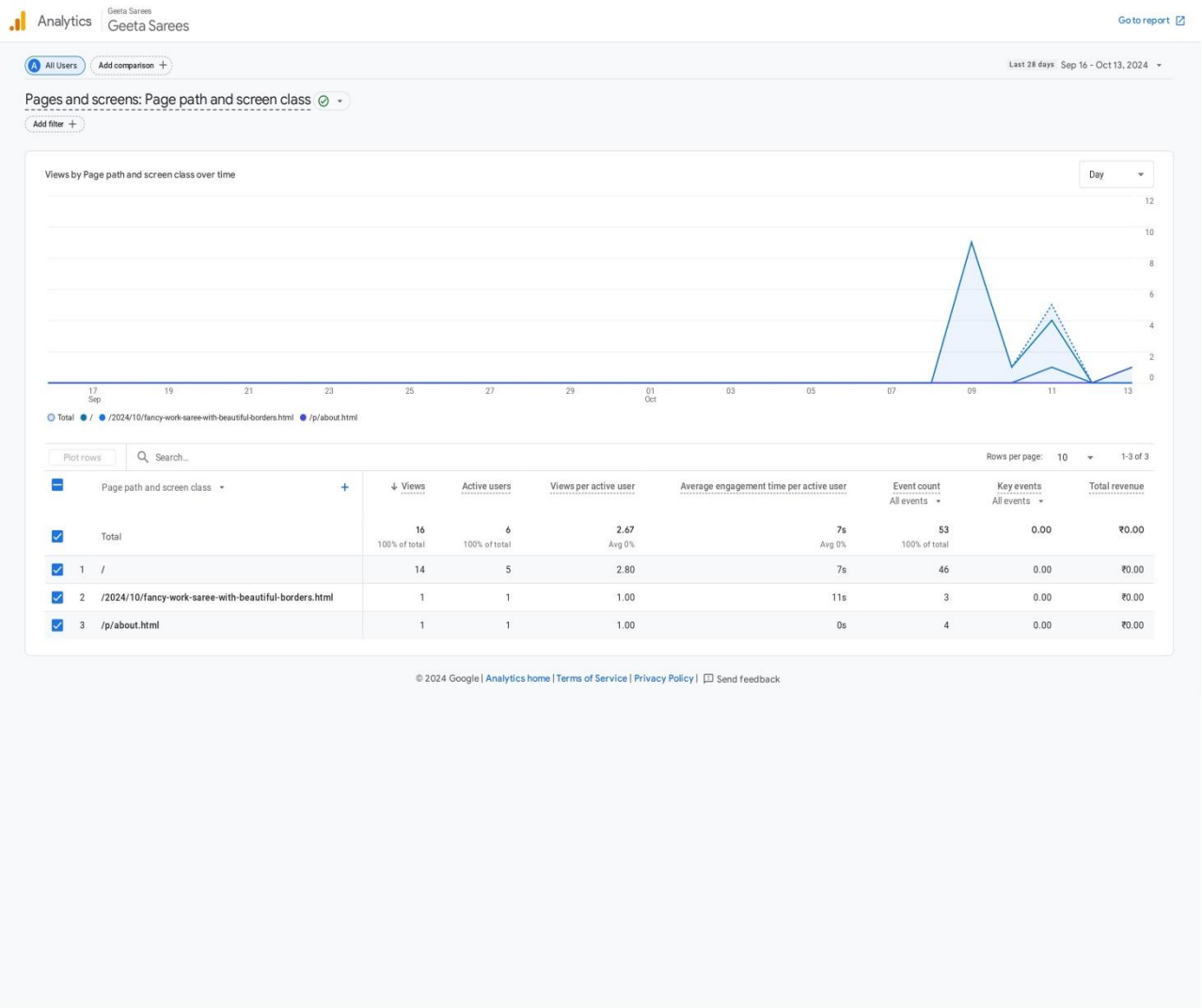
Traffic-



Demographic details: Country-



Pages and screens-



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

   Excel sheet uploaded…..

7. **Track the following interactions in Google tag manager for www.esellerhub.com**
   - **Link clicks**
   - **Page load**
   - **Time (How long a visitor stayed on a particular page)**
   - **Button click**

Not a owner of this site that’s why I have not a permission of google tag manager —

www.esellerhub.com