
Digital Marketing Assignment – Module 6

Basic:

1. What are events in Google Analytics?

Google Analytics is a free service offered by Google to allow you track the behavior of your visitors on your website, as well as the performance of your website.

Every website/blog needs a Google Analytics, so that they come to know about the things like –

- How many people visit my website?
- Where do my visitors live?
- Do I need a mobile-friendly website?
- What websites send traffic to my website?
- What marketing tactics drive the most traffic to my website?
- Which pages on my website are the most popular?
- How many visitors have I converted into leads or customers?
- Where did my converting visitors come from and go on my website?
- How can I improve my website's speed?
- What blog content do my visitors like the most?

Answers to all the above questions can be achieved using Google Analytics tool.

By default, Google Analytics (GA) measures the traffic on your site, and tracks metrics like page-views, exits, and bounces. But if you want to track more specific interactions—like form submissions, video views, and external link clicks—you need 'event tracking'.

Tracking events in GA lets you know when users interact with elements and forms on your web pages and can help you understand how their interactions impact your conversion rate.

But there's a catch: like other GA metrics, event tracking only tells you what is happening on your site—to get the most out of event tracking, you still need to get to the why behind user interactions.



What are events in Google Analytics?

Events in Google Analytics are user interactions on your website that cannot be tracked as page-views within a session. Any activity that users take on a page of your website is considered an 'event' or 'event hit'.

For example:

- Button clicks
- Clicks on outbound links
- Form submissions
- Video plays and watch time
- File downloads

What is event tracking in Google Analytics?

Event tracking in Google Analytics tracks users' interactions (known as 'events' or 'event hits') with your website elements.

Event tracking collects data like:

- Total events and average events per session
- Total events based on event categories and individual events
- Session data (like session duration and pages per session) for events and event categories
- Ecommerce data (like average order value and e-commerce conversion rate) for events and event categories

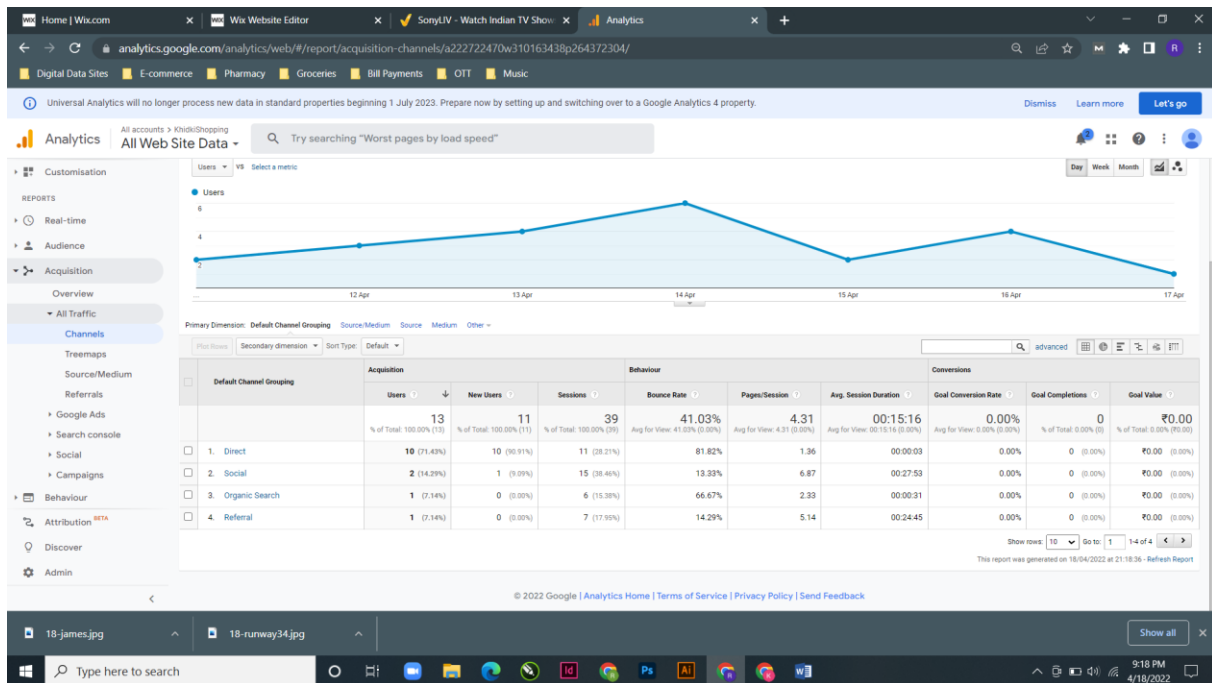
When you track events as part of your overall analytics strategy, you can better understand how users are interacting with your website—which, combined with understanding how they experience your site and why they complete certain actions, can help you drive more conversions and revenue.

2. Connect www.khidkishopping.com to Search Console, Analytics and Google Tag Manager.

Added my Wix website on all the 3 platforms.
Successfully added.

Intermediate:

3. Submit the sitemap and robot.txt file in Search Console for www.khidkishopping.com.



Advanced:

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

I have connected my blog on Google Analytics. But, there is no data right now.

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

I have created 2 goals for my website.

Universal Analytics will no longer process new data in standard properties beginning 1 July 2023. Prepare now by setting up and switching over to a Google Analytics 4 property. [Dismiss](#) [Learn more](#) [Let's go](#)

Analytics

All accounts > KhidiShopping

Try searching "Worst pages by load speed"

ADMIN USER

View [Create View](#)

All Web Site Data

[View Settings](#)

[View Access Management](#)

Goals

[Content Grouping](#)

[Filters](#)

[Channel Settings](#)

[E-commerce Settings](#)

[Did](#) [Calculated metrics BETA](#)

[+ NEW GOAL](#) [Import from Gallery](#)

Search

Goal	ID	Type	Past 7 day conversions	Recording
<input type="checkbox"/> Instagram Landing Page Goal	Goal ID 2 / Goal Set 1	Destination	0	ON
<input type="checkbox"/> OTT Page	Goal ID 1 / Goal Set 1	Pages/Screens per session	0	ON

Show rows: 10 1 - 2 of 2

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Analytics

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Try searching "Week over Week Growth of Sessions"

User Explorer

- Demographics
- Interests
- Geo
- Behaviour
- Technology
- Mobile
- Cross Device [BETA](#)
- Custom
 - Custom Variables
 - User-Defined**
 - Benchmarking
- Users Flow

Acquisition

Behaviour

Conversions

Attribution [BETA](#)

Sessions

Primary Dimension: User-Defined Value

Plot Rows Secondary dimension Sort Type: Default

[Advanced](#)

	Acquisition			Behaviour			Conversions			Goal Value
	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions		
User-Defined Value	42	23.81%	10	47.62%	3.21	00:10:07	21.43%	9	₹0.00	
	% of Total: 100.00% (42)	Avg for View: 23.81% (0.00%)	% of Total: 100.00% (10)	Avg for View: 47.62% (0.00%)	Avg for View: 3.21 (0.00%)	Avg for View: 00:10:07 (0.00%)	Avg for View: 21.43% (0.00%)	% of Total: 100.00% (9)	% of Total: 0.00% (₹0.00)	
1. (not set)	42(100.00%)	23.81%	10(100.00%)	47.62%	3.21	00:10:07	21.43%	9(100.00%)	₹0.00	

Show rows: 10 Go to: 1 1 of 1

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Analytics

All accounts > KhidiShopping

Try searching "Compare bounce rate this week with last week"

Home

Customisation

REPORTS

- Real-time
- Audience**

Overview

Active Users

Lifetime Value

Cohort Analysis [BETA](#)

Audiences

User Explorer

- Demographics
- Interests
- Geo
- Behaviour

Attribution [BETA](#)

Acquisition

Behaviour

Conversions

All Goals

	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
All Users	61	21.31%	13	39.34%	4.05	00:13:18	47.54%	29	₹0.00
	% of Total: 100.00% (61)	Avg for View: 21.31% (0.00%)	% of Total: 100.00% (13)	Avg for View: 39.34% (0.00%)	Avg for View: 4.05 (0.00%)	Avg for View: 00:13:18 (0.00%)	Avg for View: 47.54% (0.00%)	% of Total: 100.00% (29)	% of Total: 0.00% (₹0.00)
Bounced Sessions	24	37.50%	9	100.00%	1.00	00:00:00	20.83%	5	₹0.00
	% of Total: 39.34% (61)	Avg for View: 21.31% (75.96%)	% of Total: 69.23% (13)	Avg for View: 39.34% (104.17%)	Avg for View: 1.00 (-75.30%)	Avg for View: 00:13:18 (-100.00%)	Avg for View: 47.54% (-66.18%)	% of Total: 17.24% (29)	% of Total: 0.00% (₹0.00)
Direct Traffic	19	63.16%	12	57.89%	2.21	00:02:54	15.79%	3	₹0.00
	% of Total: 31.15% (61)	Avg for View: 21.31% (196.36%)	% of Total: 92.31% (13)	Avg for View: 39.34% (48.13%)	Avg for View: 4.05 (-43.41%)	Avg for View: 00:13:18 (-78.16%)	Avg for View: 47.54% (-66.79%)	% of Total: 10.34% (29)	% of Total: 0.00% (₹0.00)
1. (not set)									
All Users	61(100.00%)	21.31%	13(100.00%)	39.34%	4.05	00:13:18	47.54%	29(100.00%)	₹0.00(0.00%)
Bounced Sessions	24(100.00%)	37.50%	9(100.00%)	100.00%	1.00	00:00:00	20.83%	5(100.00%)	₹0.00(0.00%)
Direct Traffic	19(100.00%)	63.16%	12(100.00%)	57.89%	2.21	00:02:54	15.79%	3(100.00%)	₹0.00(0.00%)

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7. Track the following interactions in Google Tag Manager for www.khidkishopping.com

- Link clicks
- Page load
- Time (How long a visitor stayed on a particular page)
- Button click

