

## Module-6

### Q-1 What are events in Google analytics?

**A-1** In Google Analytics, events are user interactions or actions that occur on your website or app — *beyond just viewing a page*. They help you understand how people engage with your content.

#### Examples include:

- Clicking a button or link
- Watching a video
- Submitting a form
- Downloading a file
- Scrolling a page
- Viewing a product or adding to cart

#### => In Google Analytics 4 (GA4):

GA4 tracks everything as an **event** — unlike Universal Analytics, which separated “pageviews” and “events.”

There are **four main types** of events in GA4:

1. **Automatically Collected Events**  
→ Tracked by default (no setup needed)  
e.g. `page_view, first_visit, session_start`
2. **Enhanced Measurement Events**  
→ Can be turned on/off in settings  
e.g. `scroll, file_download, video_start, site_search`
3. **Recommended Events**  
→ Predefined names recommended by Google for better reporting  
e.g. `purchase, sign_up, add_to_cart`
4. **Custom Events**  
→ Events you define yourself for specific actions  
e.g. `contact_form_submit, banner_click`

**Q-2 Connect your created website and blog to search console, analytics, and google tag manager and add your faculty as a user with required permission in it.**

**A-2** Here I have connected my blog website "<https://bootstrapguide2025.blogspot.com/>" search console, analytics, and google tag manager and added user with "[patel.shweta.md882016@gmail.com](mailto:patel.shweta.md882016@gmail.com)" with required permissions.

→ Google Search Console (blog site added):

The screenshot shows the Google Search Console interface. The left sidebar lists properties: a1hairstylist.weebly.com, bootstrapguide2025.blogspot.com (selected), and patelshweta134883.wixsite.com/spicedarbar/. The main area displays the 'Overview' section for bootstrapguide2025.blogspot.com. It includes a search bar at the top right, a 'Performance' chart showing a single spike on August 25, 2025, and a 'Full report >' link. The left sidebar also shows sections for indexing (Pages, Videos, Sitemaps, Removals) and Experience.

→ Google Search Console (user added with permission):

The screenshot shows the Google Search Console interface under the 'Settings' menu, specifically the 'Users and permissions' section. The left sidebar shows settings for Enhancements, Breadcrumbs, Security & Manual Actions, Links, Achievements, and Settings (which is selected). The main area shows a table of users:

Name	Email	Permission
patel.shweta.md882016	patel.shweta.md882016@gmail.com	Full
Shweta Patel (you)	patel.shweta.13488@gmail.com	Owner Verified

At the bottom, there are links for 'Submit feedback' and 'About Search Console', along with 'Privacy' and 'Terms' links at the very bottom.

## → Google Analytics (blog site added):

The screenshot shows the 'Web stream details' page in Google Analytics. The left sidebar has 'Analytics' selected under 'Data streams'. The main area displays the following information:

STREAM NAME	STREAM URL	STREAM ID
bootstrapguide2025	<a href="https://bootstrapguide2025.blogspot.com">https://bootstrapguide2025.blogspot.com</a>	12357368654

Below this, the 'MEASUREMENT ID' is listed as G-8J8BT09PX6. Under the 'Events' section, there is a toggle switch for 'Enhanced measurement' which is turned on (checked). A note below it states: "Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google." A 'Learn more' link is provided.

## → Google Analytics (user added with permission):

The screenshot shows the 'Property access management' page in Google Analytics. The left sidebar has 'Account' selected under 'Account'. The main area displays a table of users with the following data:

Name ↑	Email	Roles and data restrictions
patel.shweta.md882016@gmail.com	patel.shweta.md882016@gmail.com	Administrator
Shweta Patel	patel.shweta.13488@gmail.com	Administrator

The screenshot shows the Google Analytics 'Account access management' page. The left sidebar is titled 'Analytics' and includes options like 'Create', 'Admin', 'My preferences', 'Setup Assistant', 'Account settings', and 'Account'. Under 'Account', 'Account access management' is selected. The main area displays a table with two rows:

Name	Email	Roles and data restrictions
patel.shweta.md882016@gmail.com	patel.shweta.md882016@gmail.com	Administrator
Shweta Patel	patel.shweta.13488@gmail.com	Administrator

## → Google Tag Manager (blog site added):

The screenshot shows the Google Tag Manager 'Edit container' page. The left sidebar is titled 'Tag Manager' and includes 'Workspace' and 'Versions'. The main area is titled 'Container Settings' and contains the following fields:

- Container name:** bootstrapguide2025.blogspot.com
- Target platform:** Web (For use on desktop and mobile web pages)
- Default workspace name:** Default Workspace
- Additional Settings:** Enable consent overview (BETA) (checkbox)

→ Google Tag Manager (user added with permission):

The screenshot shows the Google Tag Manager interface. On the left, there's a sidebar with options like Workspace, Versions, and Account. The main area is titled "bootstrapguide2025" and shows "Account permissions". It lists two users:

Name	Email	Roles	User status
patel.shweta.md882016@gmail.com	patel.shweta.md882016@gmail.com	Administrator	Invitation pending
Shweta Patel	patel.shweta.13488@gmail.com	Administrator	Has access

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

**A-3** Following are the screenshots for sitemap and robot.txt submission:

→ Sitemap Submission:

The screenshot shows the Google Search Console interface. On the left, there's a sidebar with sections like Performance, URL inspection, Indexing, Pages, Videos, Sitemaps (which is selected and highlighted in blue), Removals, Experience, Core Web Vitals, and HTTPS. The main area is titled "Sitemaps" and shows a form to "Add a new sitemap" with the URL "https://bootstrapguide2025.blogspot.com/sitemap.xml?page=1". Below this, there's a table titled "Submitted sitemaps" showing the submitted sitemap and its details:

Sitemap	Type	Submitted	Last read	Status	Discovered pages	Discovered videos
/sitemap.xml?page=1	Sitemap	Nov 5, 2025	Nov 5, 2025	Success	5	0
/sitemap.xml	Sitemap	Nov 5, 2025	Nov 5, 2025	Success	5	0

Google Search Console

Inspect any URL in "https://bootstrapguide2025.blogspot.com/"

Sitemaps

**Sitemap submitted successfully**

Google will periodically process it and look for changes. You will be notified if anything goes wrong with it in the future.

Dismiss

**Submitted sitemaps**

Sitemap	Type	Submitted	Last read	Status	Discovered pages	Discovered videos
/sitemap.xml?path=1	Sitemap	Nov 5, 2025	Nov 5, 2025	Success	5	0
/sitemap.xml	Sitemap	Nov 5, 2025	Nov 5, 2025	Success	5	0

Google Search Console

Inspect any URL in "https://bootstrapguide2025.blogspot.com/"

Sitemaps

**Submitted sitemaps**

Sitemap	Type	Submitted	Last read	Status	Discovered pages	Discovered videos
/sitemap.xml?path=1	Sitemap	Nov 5, 2025	Nov 5, 2025	Success	5	0
/sitemap.xml	Sitemap	Nov 5, 2025	Nov 5, 2025	Success	5	0

## → Robot.txt Submission:

The screenshot shows the Google Search Console interface. On the left, there's a sidebar with various navigation links like Enhancements, Breadcrumbs, Security & Manual Actions, Links, Achievements, Settings, Submit feedback, and About Search Console. The main area is titled "URL Inspection" and shows the URL <https://bootstrapguide2025.blogspot.com/robots.txt>. Below this, it says "URL is available to Google" with a green checkmark. It also mentions that if indexed, it could appear in search results. There are buttons for "VIEW TESTED PAGE" and "REQUEST INDEXING". To the right, there's a panel titled "Tested page" with tabs for SOURCE, SCREENSHOT, and MORE INFO. The SOURCE tab displays the following raw text:

```
1 User-agent: *
2 Disallow: /search
3 Disallow: /category/
4 Disallow: /tag/
5 Allow: /
6 Sitemap:
https://bootstrapguide2025.blogspot.com/sitemap.xml
7 Sitemap:
https://bootstrapguide2025.blogspot.com/sitemap-pages.xml
```

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

**A-4** User Flow and Traffic Source Reports' pdfs are submitted with a file in the same directory "Module-6".

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

**A-5** As my blog website is already connected to Google Analytics(shown above in answer of Q-2), Here is the study of the different types of traffic on your site based on the Traffic Source Report that was added for Q-4.

This report covering the period from **Oct 8, 2025 - Nov 4, 2025**, shows that all of my traffic for this time frame is categorized as **Direct**.

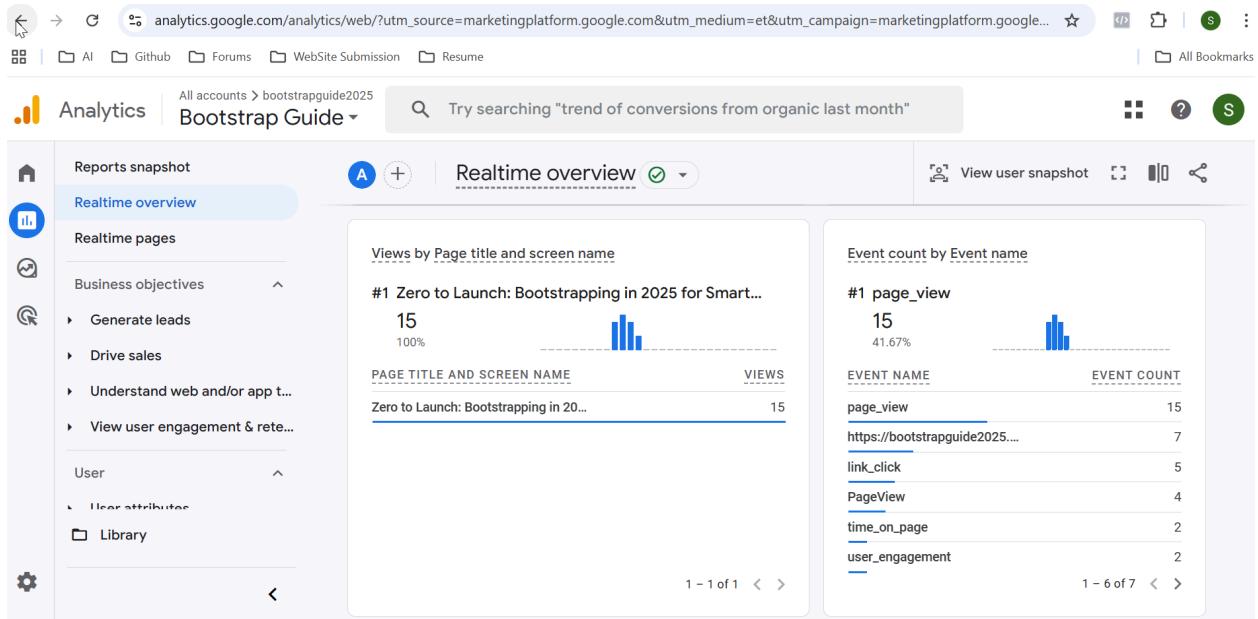
<u>Metric</u>	<u>Totals</u>	<u>Direct Traffic</u>
<b>Sessions</b>	13	13
<b>Engaged Sessions</b>	7	7
<b>Engagement Rate</b>	53.85%	53.85%
<b>Avg. Engagement Time per session</b>	37s	37s
<b>Total Revenue</b>	₹0.00	₹0.00

## **Key Takeaways from Your Data:**

1. **High Direct Traffic Reliance:** Your website had a total of **13 sessions**, and **100% of the traffic** was classified as **Direct**.
2. **Solid Engagement:** The **Engagement Rate of 53.85%** and the **Average Engagement Time of 37 seconds** are good indicators that the users who did arrive were reasonably interested in your content.
3. **Next Steps for Growth:** Since all your recorded traffic is Direct, it suggests that visitors already know your brand or URL. To increase overall visitor volume, you should focus on developing other traffic channels:
  - a. **SEO:** Implement a strategy to target relevant keywords to start generating **Organic Search** traffic.
  - b. **Content & Outreach:** Publish content that other sites would want to link to, which will help generate **Referral** traffic.
  - c. **Social Media:** Create engaging posts on social platforms to drive **Social** traffic.
  - d. **UTM Parameters:** You may also want to verify that links from your email campaigns or social media posts are correctly tagged with UTM parameters. If they are not tagged, they can sometimes be miscategorized as Direct traffic in your analytics report.

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

**A-6** Here the goal is created to engage users that visit more than 2 pages which means showing interest in my content. I have created a **PageView** event which triggers every time page loads and the user visits more pages likewise. Here attached the screenshot of that event report.



**Q-7 Track the following interactions in Google tag manager for <https://bootstrapguide2025.blogspot.com/>**

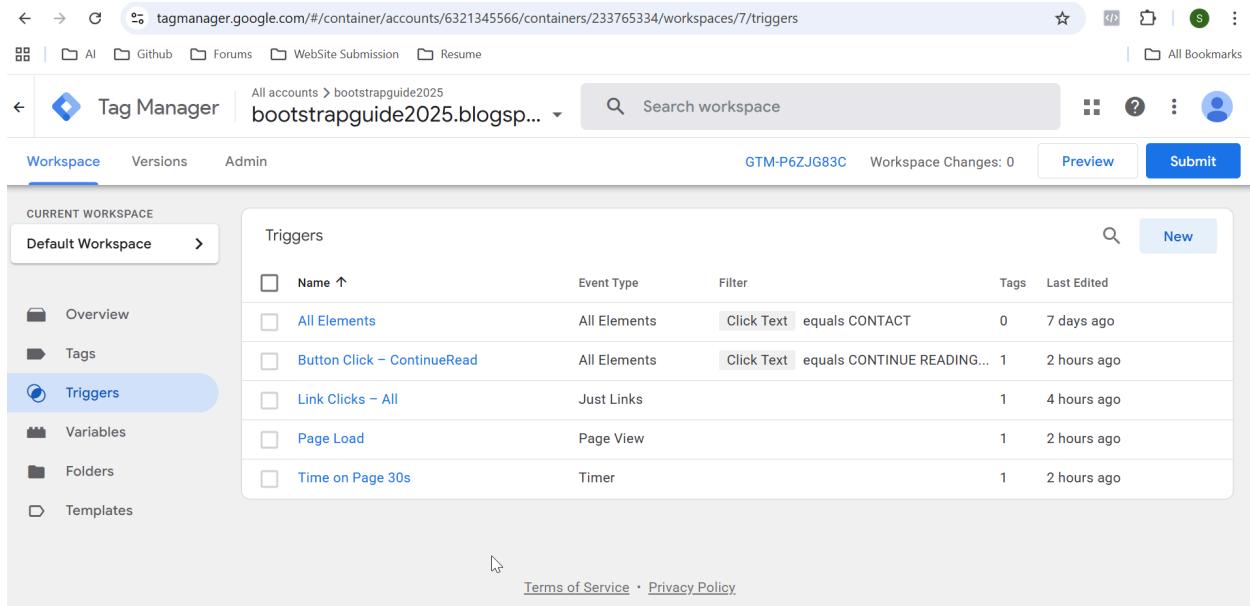
- **Link clicks**
- **Page load**
- **Time (How long a visitor stayed on a particular page )**
- **Button click**

**A-7** First these events are created in **Google Tag Manager** and then these events are tracked on **Google Analytics**. Now following are specified created events.

- Link clicks (**link\_click** event triggers when links are clicked)
- Page load (**page\_view** event for all pages)
- Time (**time\_on\_page** event triggers when visitor stayed on a page for 30seconds)
- Button click (**button\_click** event for CONTINUE READING button)

Following are the screenshots of these.

## Triggers (created on Google Tag Manager):

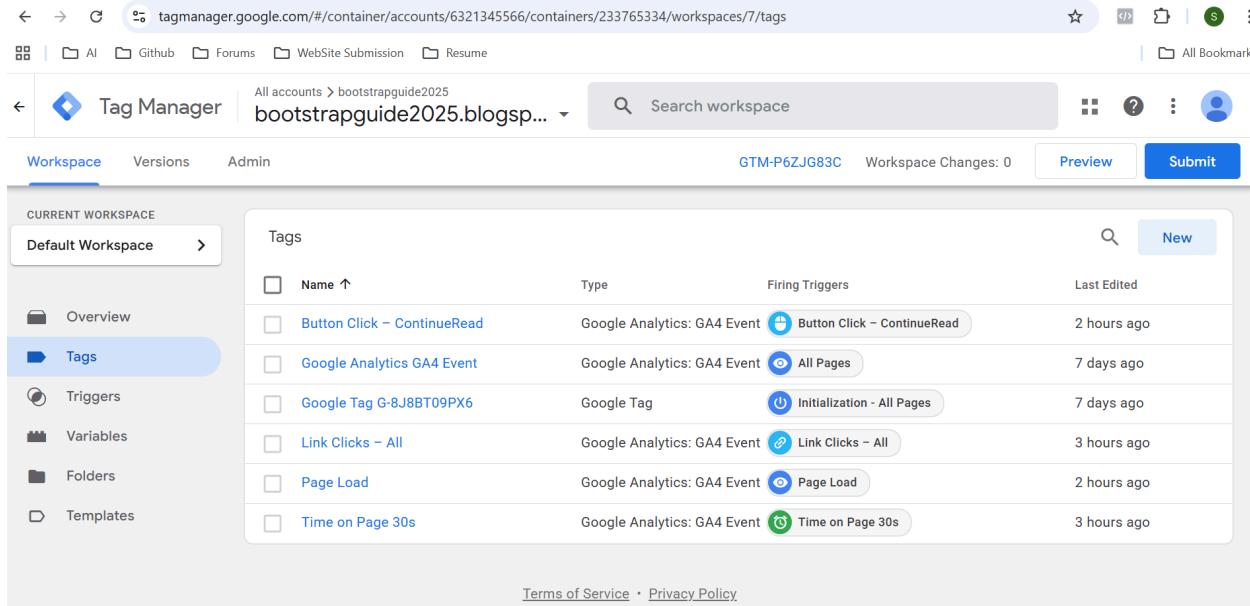


The screenshot shows the 'Triggers' section in the Google Tag Manager interface. The left sidebar shows 'Default Workspace' selected under 'CURRENT WORKSPACE'. The main area displays a list of triggers:

Name	Event Type	Filter	Tags	Last Edited
All Elements	All Elements	Click Text equals CONTACT	0	7 days ago
Button Click – ContinueRead	All Elements	Click Text equals CONTINUE READING...	1	2 hours ago
Link Clicks – All	Just Links		1	4 hours ago
Page Load	Page View		1	2 hours ago
Time on Page 30s	Timer		1	2 hours ago

At the bottom, there are links to 'Terms of Service' and 'Privacy Policy'.

## Tags (created on Google Tag Manager):



The screenshot shows the 'Tags' section in the Google Tag Manager interface. The left sidebar shows 'Default Workspace' selected under 'CURRENT WORKSPACE'. The main area displays a list of tags:

Name	Type	Firing Triggers	Last Edited
Button Click – ContinueRead	Google Analytics: GA4 Event	Button Click – ContinueRead	2 hours ago
Google Analytics GA Event	Google Analytics: GA Event	All Pages	7 days ago
Google Tag G-8J8BT09PX6	Google Tag	Initialization - All Pages	7 days ago
Link Clicks – All	Google Analytics: GA Event	Link Clicks – All	3 hours ago
Page Load	Google Analytics: GA4 Event	Page Load	2 hours ago
Time on Page 30s	Google Analytics: GA4 Event	Time on Page 30s	3 hours ago

At the bottom, there are links to 'Terms of Service' and 'Privacy Policy'.

## Following are the screenshots of these events tracked on Google Analytics.

The screenshot shows the Google Analytics Realtime overview page. The left sidebar includes links for Reports snapshot, Realtime overview (which is selected), Realtime pages, Business objectives (with options for Generate leads, Drive sales, Understand web and/or app t..., View user engagement & rete...), User (with User attributes and Library), and a gear icon for settings. The main content area has a header "Realtime overview" with a refresh button and a dropdown menu. Below it is a chart titled "Views by Page title and screen name" showing 15 views (100%) for "#1 Zero to Launch: Bootstrapping in 2025 for Smart...". A table below the chart lists "PAGE TITLE AND SCREEN NAME" and "VIEWS" for "Zero to Launch: Bootstrapping in 20..." (15). To the right is another chart titled "Event count by Event name" showing 15 page\_view events (41.67%). A table below the chart lists "EVENT NAME" and "EVENT COUNT" for various events like page\_view, https://bootstrapguide2025..., link\_click, PageView, time\_on\_page, and user\_engagement.

This screenshot is identical to the one above, showing the Realtime overview page. The left sidebar and main content area are the same, displaying the realtime page view and event count data. The chart for "Views by Page title and screen name" shows 15 views (100%) for "#1 Zero to Launch: Bootstrapping in 2025 for Smart...". The chart for "Event count by Event name" shows 15 page\_view events (41.67%).