

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.”

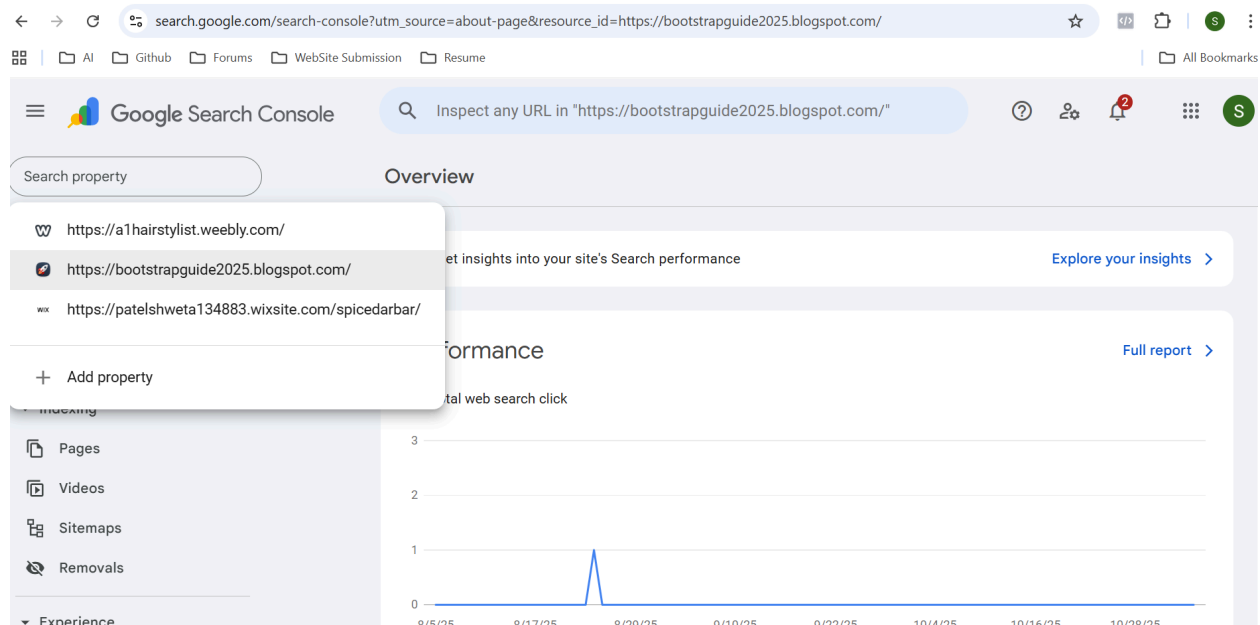
There are **four main types** of events in GA4:

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” with required permissions.

→ Google Search Console (blog site added):

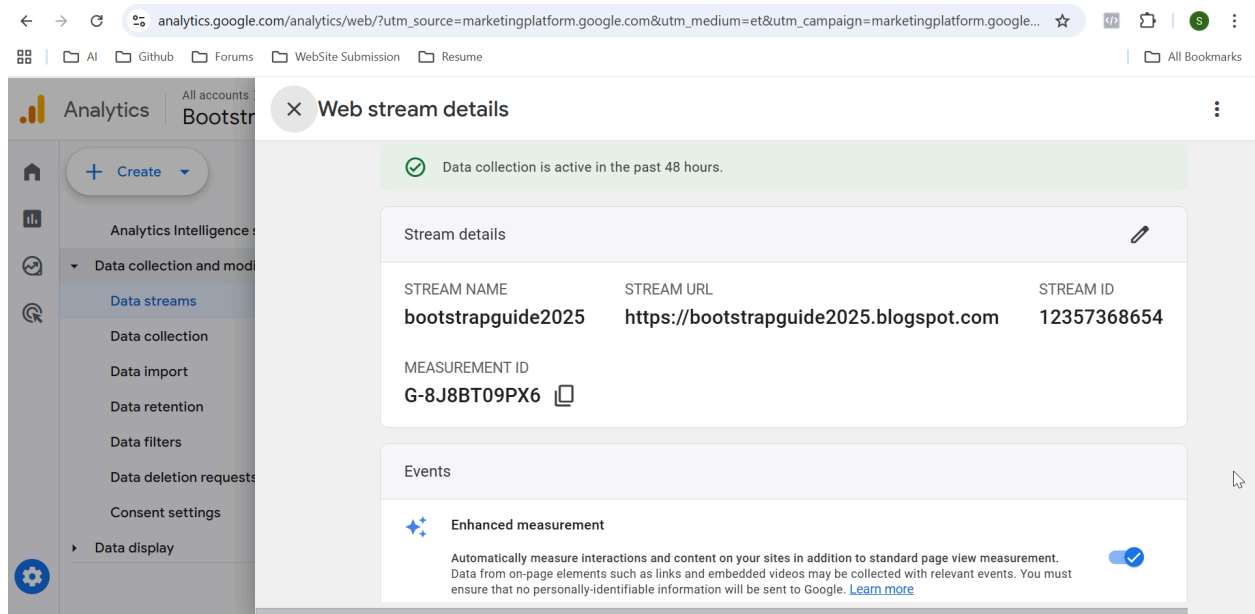


→ Google Search Console (user added with permission):

The screenshot shows the Google Search Console interface for the property <https://bootstrapguide2025.blogspot.com/>. The left sidebar shows the 'Settings' menu. The main content area shows the 'Users and permissions' page. The page displays a table of users with columns for Name, Email, and Permission. The user 'patel.shweta.md882016' is listed with 'Full' permission. The user 'Shweta Patel (you)' is listed with 'Owner Verified' permission. The table also includes a 'Rows per page' dropdown set to 10 and a '1-2 of 2' indicator.

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

→ Google Analytics (blog site added):

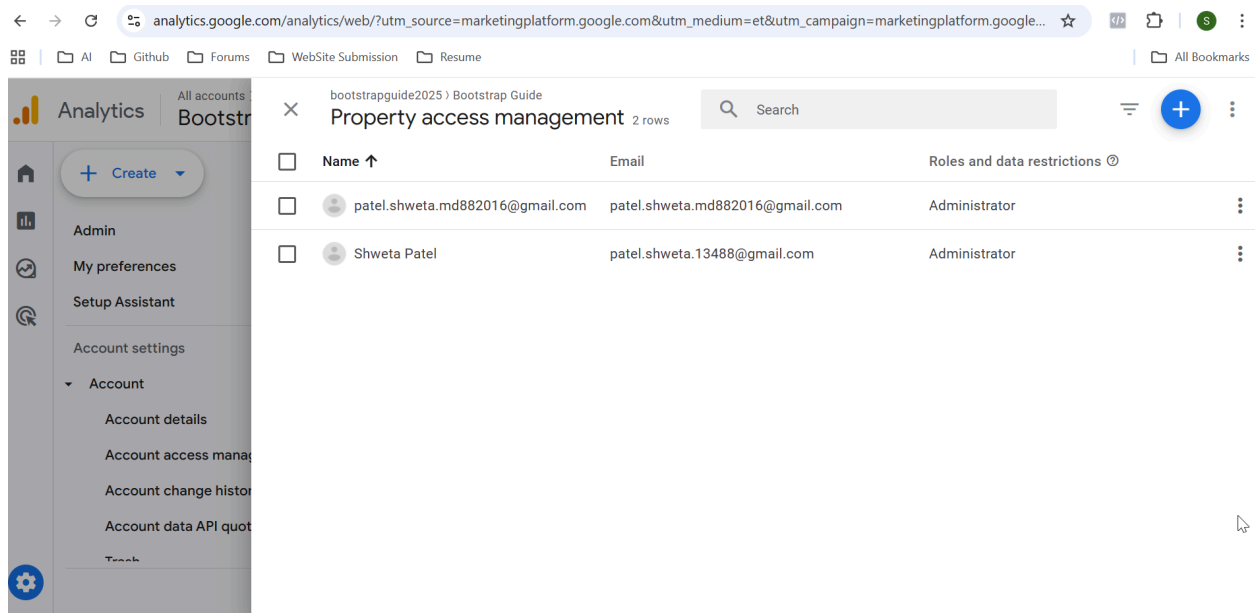


The screenshot shows the Google Analytics interface for a property named 'bootstrapguide2025'. The left sidebar contains navigation options like 'Data collection and measurement', 'Data streams', 'Data collection', 'Data import', 'Data retention', 'Data filters', 'Data deletion requests', 'Consent settings', and 'Data display'. The main content area is titled 'Web stream details' and shows a status message: 'Data collection is active in the past 48 hours.' Below this, there is a 'Stream details' section with the following information:

STREAM NAME	STREAM URL	STREAM ID
bootstrapguide2025	https://bootstrapguide2025.blogspot.com	12357368654

Below the stream details, there is a 'MEASUREMENT ID' section with the value 'G-8J8BT09PX6' and a copy icon. At the bottom, there is an 'Events' section with a toggle for 'Enhanced measurement' which is currently turned on. The toggle is accompanied by a blue checkmark icon and a link to 'Learn more'.

→ Google Analytics (user added with permission):



The screenshot shows the Google Analytics 'Property access management' page for the property 'bootstrapguide2025'. The left sidebar contains navigation options like 'Admin', 'My preferences', 'Setup Assistant', 'Account settings', and 'Account'. The main content area is titled 'Property access management' and shows a table with 2 rows of users:

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

analytics.google.com/analytics/web/?utm_source=marketingplatform.google.com&utm_medium=et&utm_campaign=marketingplatform.google...

Analytics Account access management 2 rows

<input type="checkbox"/>	Name ↑	Email	Roles and data restrictions ⓘ
<input type="checkbox"/>	patel.shweta.md882016@gmail.com	patel.shweta.md882016@gmail.com	Administrator
<input type="checkbox"/>	Shweta Patel	patel.shweta.13488@gmail.com	Administrator

→ Google Tag Manager (blog site added):

tagmanager.google.com/#/admin/accounts/6321345566/containers/233765334?containerDraftId=7

Tag Manager Edit container

Container Settings

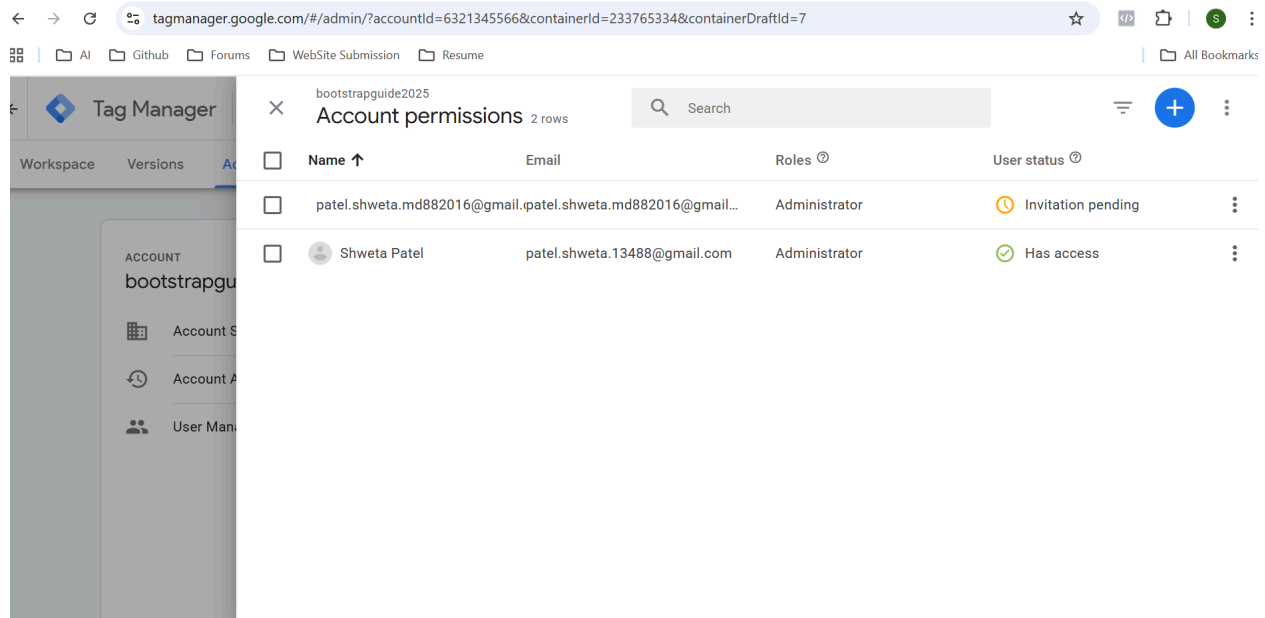
Container name
bootstrapguide2025.blogspot.com

Target platform
Web
For use on desktop and mobile web pages

Default workspace name
Default Workspace

Additional Settings
☐ Enable consent overview (BETA) ⓘ

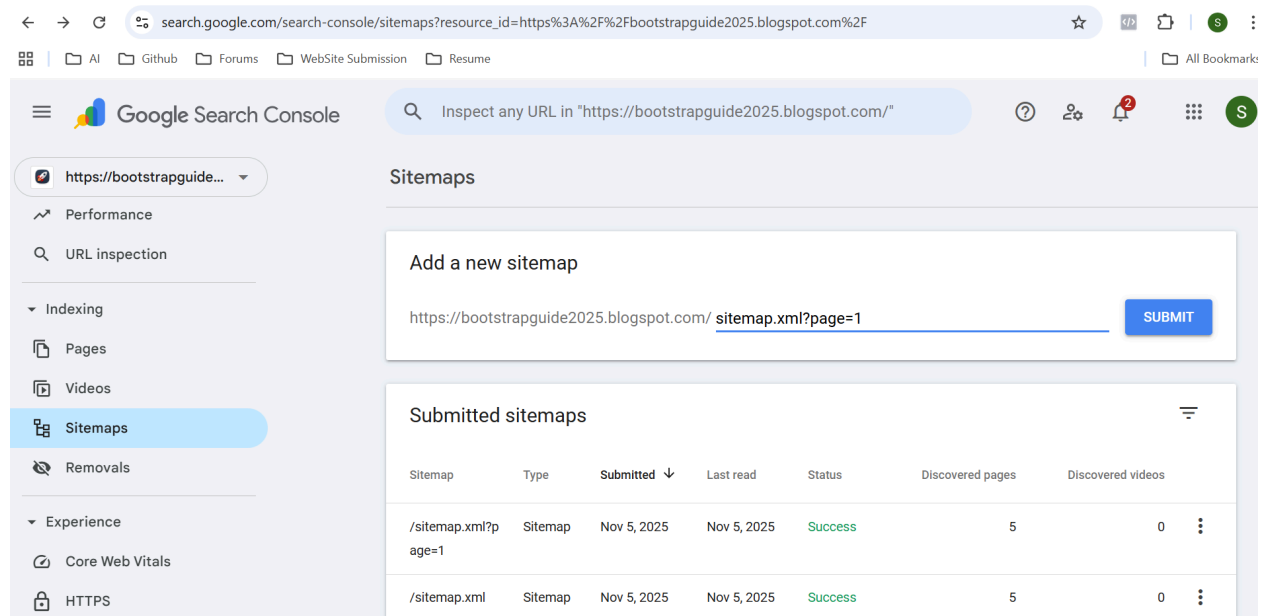
→ Google Tag Manager (user added with permission):



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:



← → ↻ search.google.com/search-console/sitemaps?resource_id=https%3A%2F%2Fbootstrapguide2025.blogspot.com%2F ☆ 📄 📁 📌

📁 AI 📁 Github 📁 Forums 📁 WebSite Submission 📁 Resume | 📁 All Bookmarks

Google Search Console 🔍 Inspect any URL in "https://bootstrapguide2025.blogspot.com/" ? 👤 🔔 ⋮ S

🔗 https://bootstrapguide... ▾

📈 Performance 🔍 URL inspection

▼ Indexing

- 📄 Pages
- 📺 Videos
- 📄 **Sitemaps**
- 🗑️ Removals

▼ Experience

- 📊 Core Web Vitals
- 🔒 HTTPS

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

SUBMIT

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

← → ↻ search.google.com/search-console/sitemaps?resource_id=https%3A%2F%2Fbootstrapguide2025.blogspot.com%2F ☆ 📄 📁 📌

📁 AI 📁 Github 📁 Forums 📁 WebSite Submission 📁 Resume | 📁 All Bookmarks

Google Search Console 🔍 Inspect any URL in "https://bootstrapguide2025.blogspot.com/" ? 👤 🔔 ⋮ S

🔗 https://bootstrapguide... ▾

📈 Performance 🔍 URL inspection

▼ Indexing

- 📄 Pages
- 📺 Videos
- 📄 **Sitemaps**
- 🗑️ Removals

▼ Experience

- 📊 Core Web Vitals
- 🔒 HTTPS

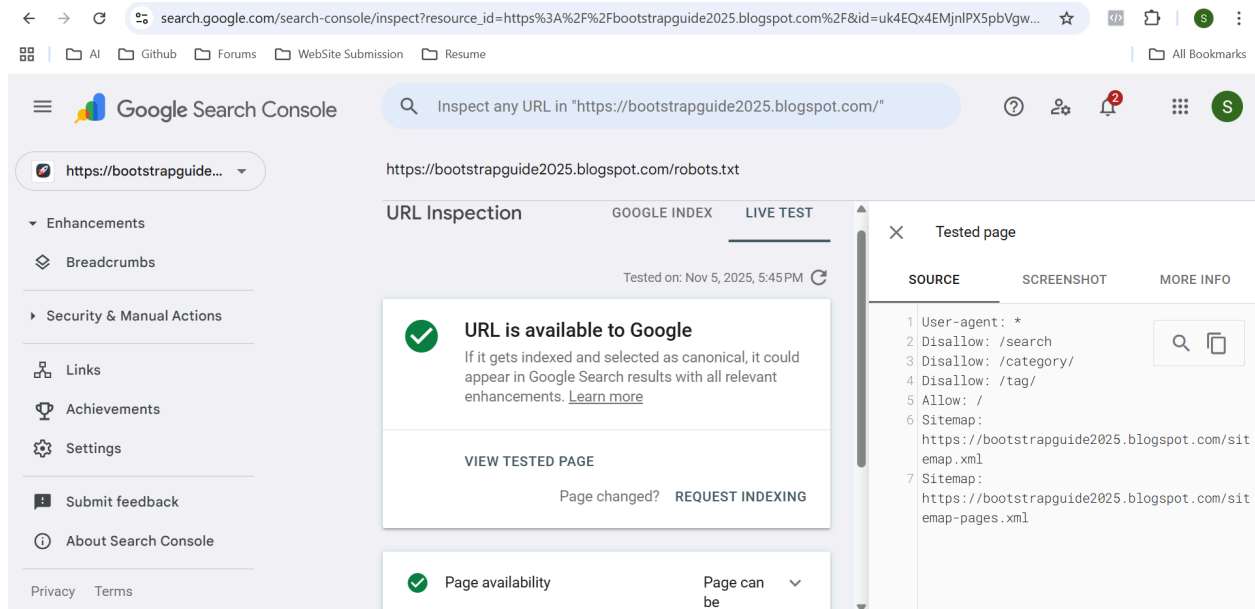
Sitemaps

Submitted sitemaps

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

Rows per page: 10 ▾ 1-2 of 2 < >

→ Robot.txt Submission:



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**.

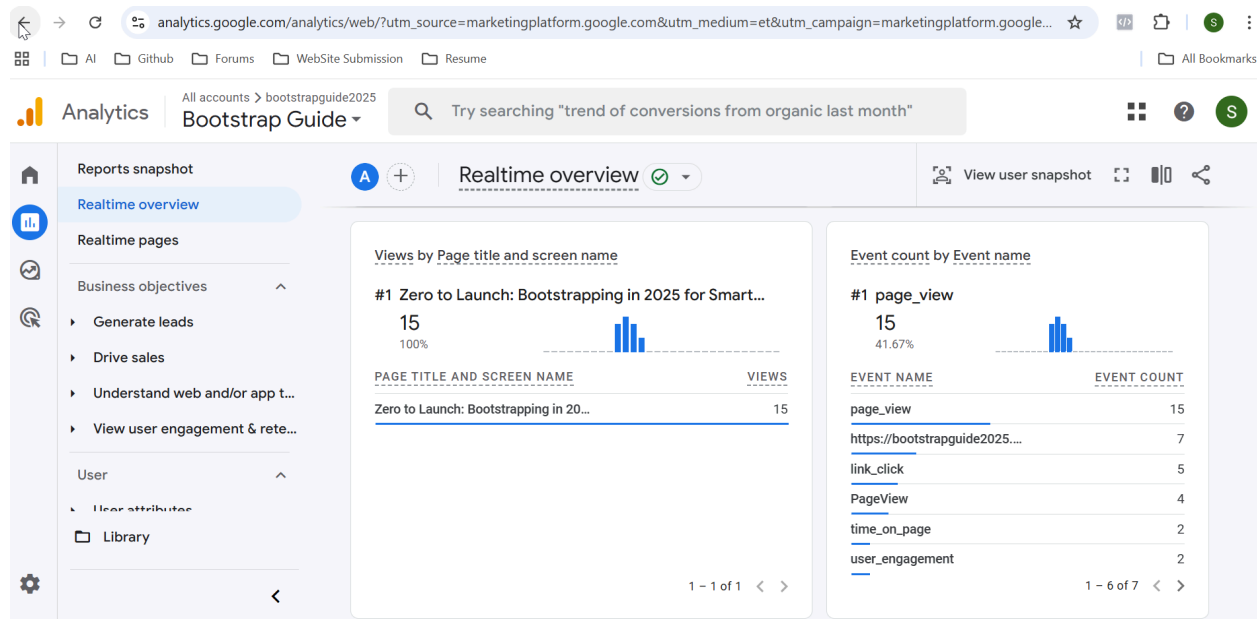
<u>Metric</u>	<u>Totals</u>	<u>Direct Traffic</u>
Sessions	13	13
Engaged Sessions	7	7
Engagement Rate	53.85%	53.85%
Avg. Engagement Time per session	37s	37s
Total Revenue	₹0.00	₹0.00

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/>

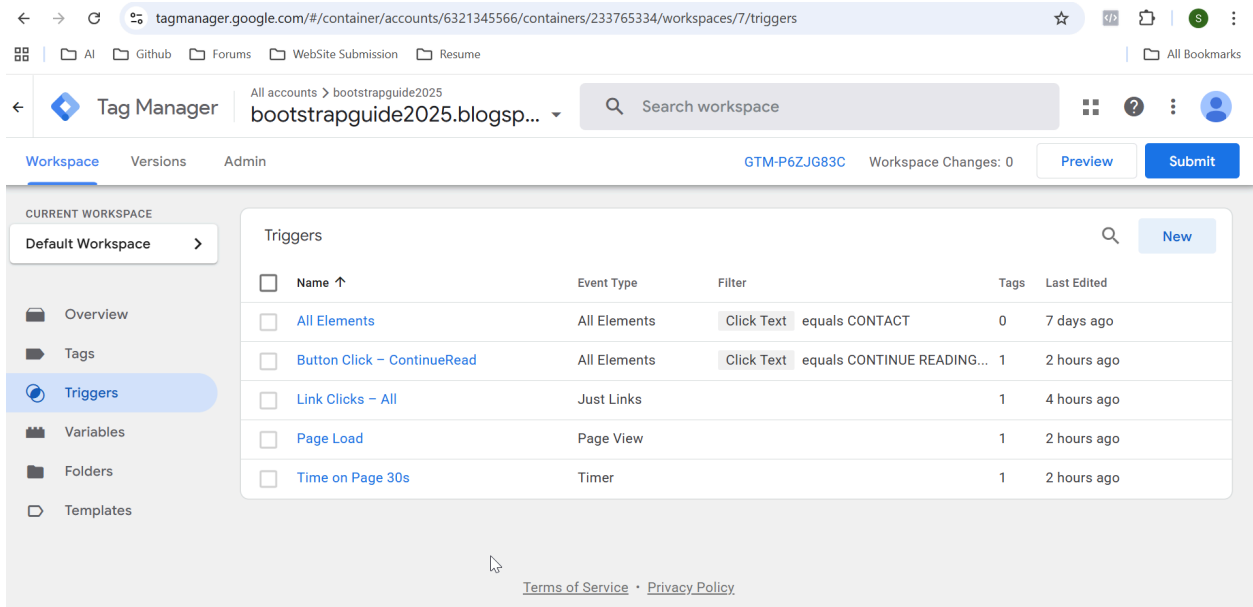
- **Link clicks**
- **Page load**
- **Time (How long a visitor stayed on a particular page)**
- **Button click**

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.

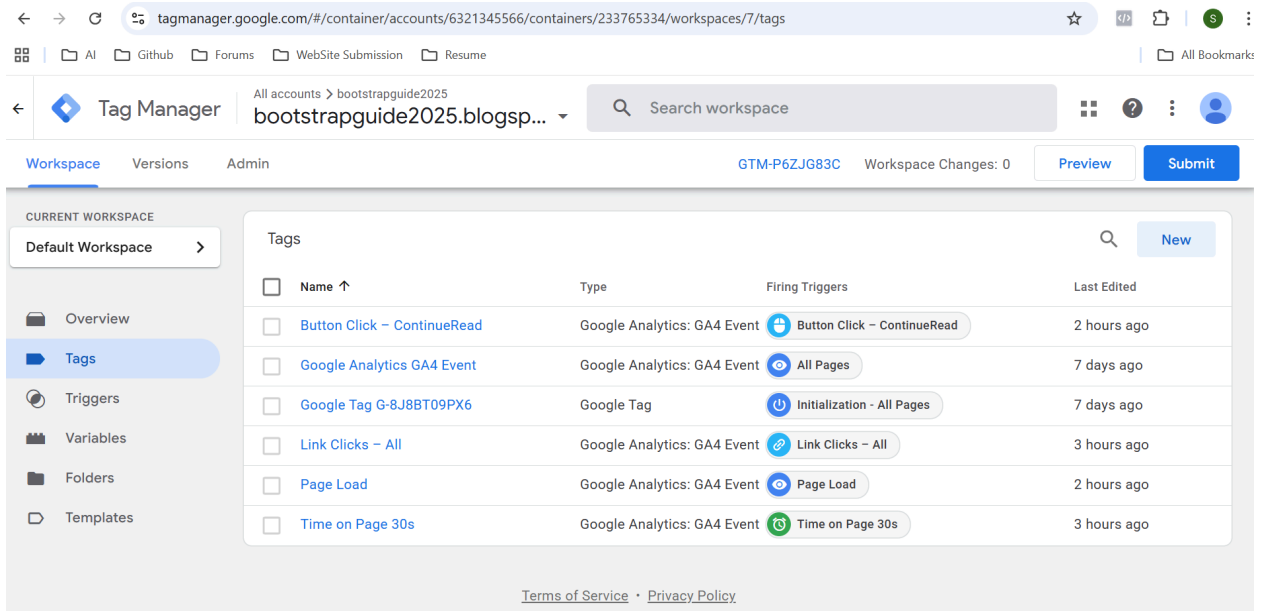
Triggers (created on Google Tag Manager):



The screenshot shows the Google Tag Manager interface for a workspace named "bootstrapguide2025.blogspot...". The left sidebar lists navigation options: Overview, Tags, Triggers (selected), Variables, Folders, and Templates. The main content area displays a table of triggers. The table has columns for Name, Event Type, Filter, Tags, and Last Edited. The triggers listed are: All Elements (All Elements, Click Text equals CONTACT, 0 tags, 7 days ago), Button Click - ContinueRead (All Elements, Click Text equals CONTINUE READING..., 1 tag, 2 hours ago), Link Clicks - All (Just Links, 1 tag, 4 hours ago), Page Load (Page View, 1 tag, 2 hours ago), and Time on Page 30s (Timer, 1 tag, 2 hours ago). A "New" button is in the top right of the table. At the bottom, there are links for "Terms of Service" and "Privacy Policy".

<input type="checkbox"/>	Name ↑	Event Type	Filter	Tags	Last Edited
<input type="checkbox"/>	All Elements	All Elements	Click Text equals CONTACT	0	7 days ago
<input type="checkbox"/>	Button Click - ContinueRead	All Elements	Click Text equals CONTINUE READING...	1	2 hours ago
<input type="checkbox"/>	Link Clicks - All	Just Links		1	4 hours ago
<input type="checkbox"/>	Page Load	Page View		1	2 hours ago
<input type="checkbox"/>	Time on Page 30s	Timer		1	2 hours ago

Tags (created on Google Tag Manager):



The screenshot shows the Google Tag Manager interface for the same workspace. The left sidebar now has "Tags" selected. The main content area displays a table of tags. The table has columns for Name, Type, Firing Triggers, and Last Edited. The tags listed are: Button Click - ContinueRead (Google Analytics: GA4 Event, Button Click - ContinueRead, 2 hours ago), Google Analytics GA4 Event (Google Analytics: GA4 Event, All Pages, 7 days ago), Google Tag G-8J8BT09PX6 (Google Tag, Initialization - All Pages, 7 days ago), Link Clicks - All (Google Analytics: GA4 Event, Link Clicks - All, 3 hours ago), Page Load (Google Analytics: GA4 Event, Page Load, 2 hours ago), and Time on Page 30s (Google Analytics: GA4 Event, Time on Page 30s, 3 hours ago). A "New" button is in the top right of the table. At the bottom, there are links for "Terms of Service" and "Privacy Policy".

<input type="checkbox"/>	Name ↑	Type	Firing Triggers	Last Edited
<input type="checkbox"/>	Button Click - ContinueRead	Google Analytics: GA4 Event	Button Click - ContinueRead	2 hours ago
<input type="checkbox"/>	Google Analytics GA4 Event	Google Analytics: GA4 Event	All Pages	7 days ago
<input type="checkbox"/>	Google Tag G-8J8BT09PX6	Google Tag	Initialization - All Pages	7 days ago
<input type="checkbox"/>	Link Clicks - All	Google Analytics: GA4 Event	Link Clicks - All	3 hours ago
<input type="checkbox"/>	Page Load	Google Analytics: GA4 Event	Page Load	2 hours ago
<input type="checkbox"/>	Time on Page 30s	Google Analytics: GA4 Event	Time on Page 30s	3 hours ago

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

