with the following video make a summary about How To Setup Event Tracking With Google Analytics

<a href="https://www.youtube.com/watch?v=oQNA8itUXOk">https://www.youtube.com/watch?v=oQNA8itUXOk</a>

The buttons or all the actions of our pages can be tracked through the analytics implemented by Google tag manager.

This is intended to track what the user pays more attention to when entering the page and thus be able to know what is done the most on our site.

It is tracked through the elements of the HTML code and so we can determine what we want to track based on the views we have for our page.

To track the event through the tag manager we have to take into attention three parameters that are required, although one is an option. The mandatory parameters that we must declare is the category and the action. And as an optional parameter we can assign a label to that tag so we can easily identify it.

The idea is that through this we can group different events into a category and thus have more understandable analytics for us on our website.

Thanks to tag manager, the category is created to track different buttons or actions that the user can perform and thus record what he is doing on our site.

All kinds of actions can be recorded, for example, clicks based on the labels that the HTML code manages for the buttons.

The steps we must take to register all this are

- 1. Identify what we want to track on our site
- 2. Assign once, since we have identified what we will track
- 3. go to Google tag manager and assign our events that we will track

For each event that we generate, a tag is produced and thanks to the simple filling of the form that asks us to register the event, we can start collecting information.

In any case, if we have done this correctly, we will be able to analyze the information and statistics that will be recorded in tag manager.

It is worth mentioning that for each tag it must be declared what will activate this tag and thus be able to register our events.

Simply by right clicking and inspecting the elements that are on our page we can create the tag to track what we want to track.

Once all this is done, we can do two types of tests to see that what we want to track is well implemented.

Then we will go to Google analytics and through the tab, event, everything that has been done will be shown in graphic form.

And as a complement we can load everything analyzed to a Google sheet to be able to visualize the information in a form.