

# Module-6

## Question-1 : What are events in Google analytics?

**Ans :**

In Google Analytics, events are user interactions tracked independently of pageviews, such as clicks, downloads, video plays, form submissions, or scrolls.

Key Components:

1. Category: Broad grouping (e.g., "Video").
2. Action: Specific action (e.g., "Play").
3. Label (Optional): Extra detail (e.g., "Homepage Video").
4. Value (Optional): Numeric value (e.g., "10").

Event Types:

1. UA Events: Manual tracking with code.
2. GA4 Events:
  - Automatic: Default tracking (e.g., pageviews, scrolls).
  - Enhanced Measurement: Optional features (e.g., video engagement).
  - Custom: User-defined actions.

**Question-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.**

**Ans :**

×

kittuphography

Send invitations

Invite

Email addresses

maitryvasani@gmail.com

✕

Enter email addresses

Account permissions

Administrator

Can create new containers and modify user permissions for this account as well as its containers.  
[Learn more](#)

☐

User

Can view basic account information. [Learn more](#)

☒

Container permissions

[Set all](#)







www.kittuphography.blogspot.com/ GTM-KHGHGZK2

None >

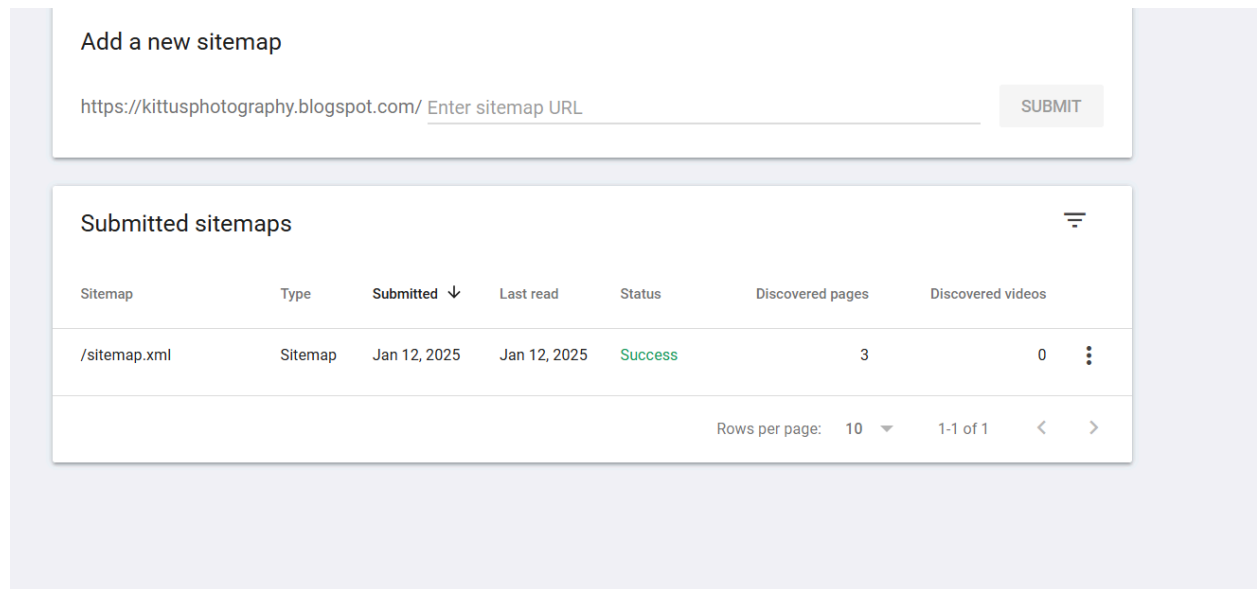
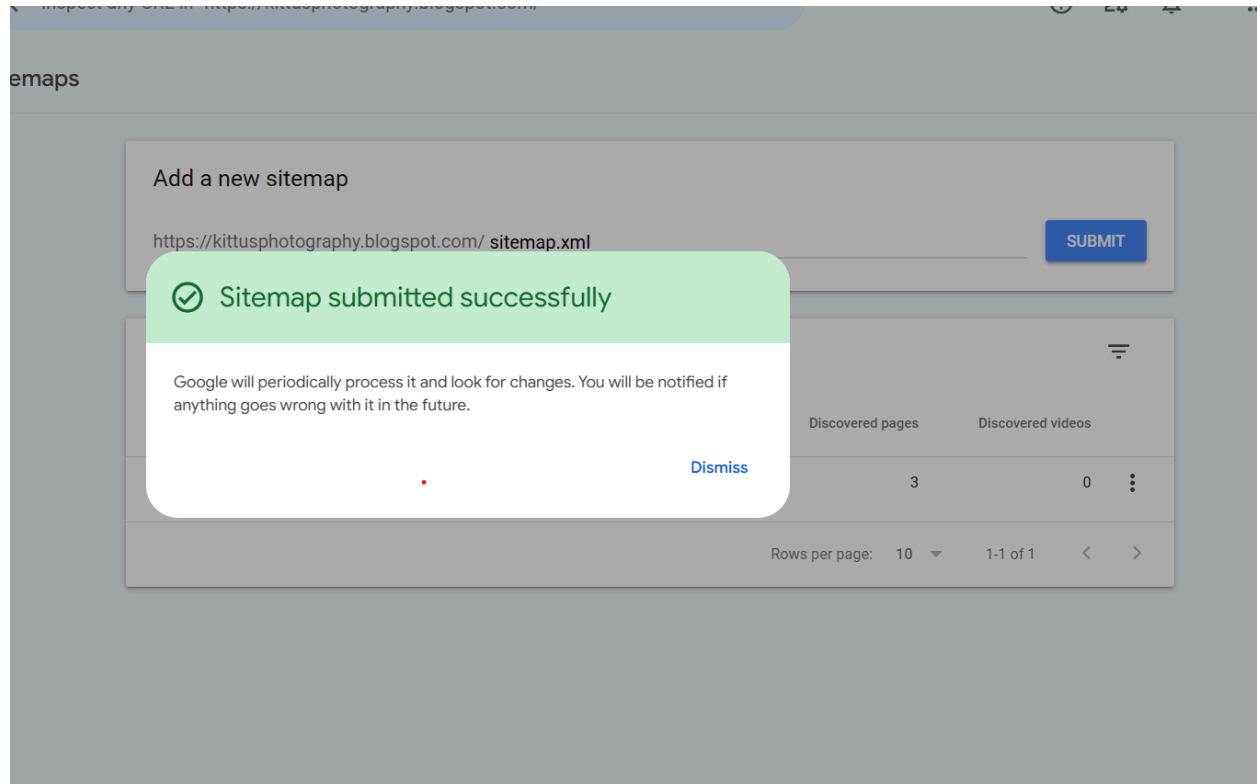
X
kittuphography
Account permissions
3 rows

Search

+

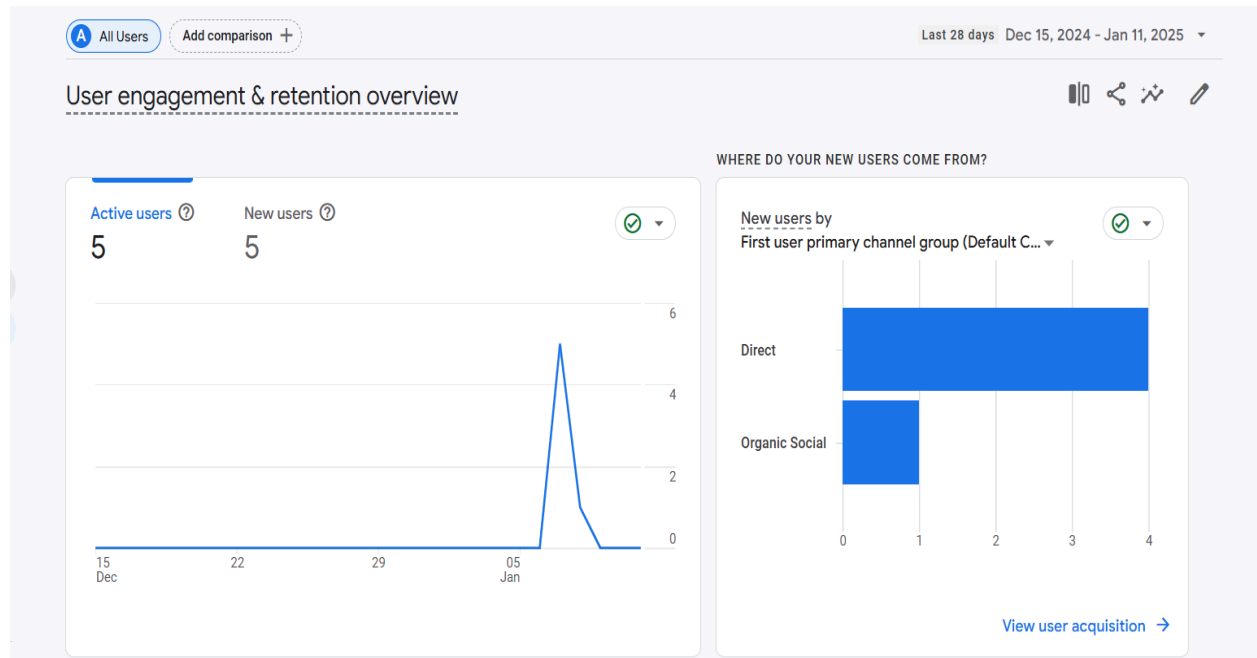
<input type="checkbox"/>	Name ↑	Email	Roles ⓘ	User status ⓘ	
<input type="checkbox"/>	 Maitry Vasani	maitryvasani@gmail.com	User	 Invitation pending	⋮
<input type="checkbox"/>	 sanket.tops@gmail.com	sanket.tops@gmail.com	User	 Invitation pending	⋮
<input type="checkbox"/>	 Vidhi Dharaiya	vidhidharaiya526@gmail.com	Administrator	 Has access	⋮

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

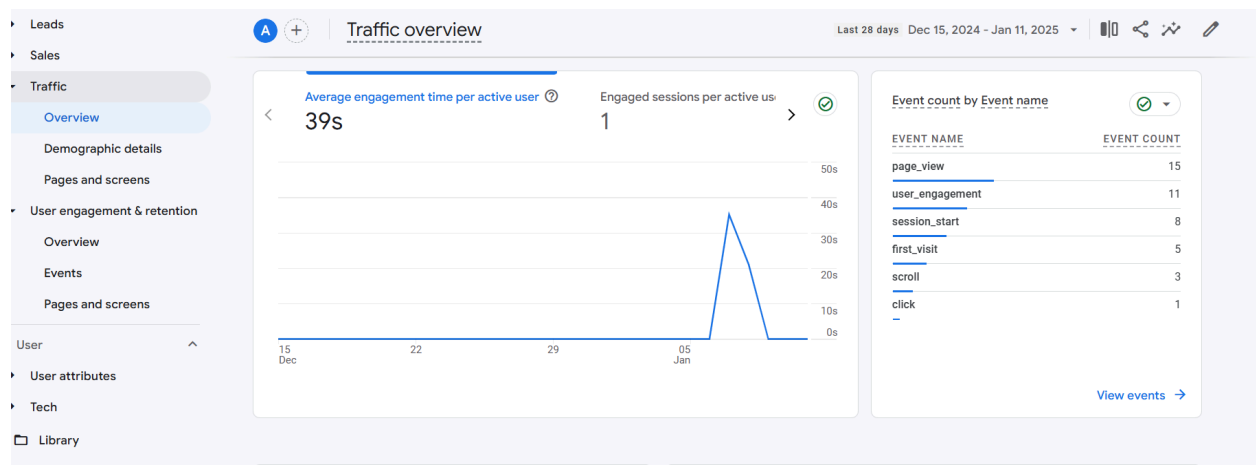
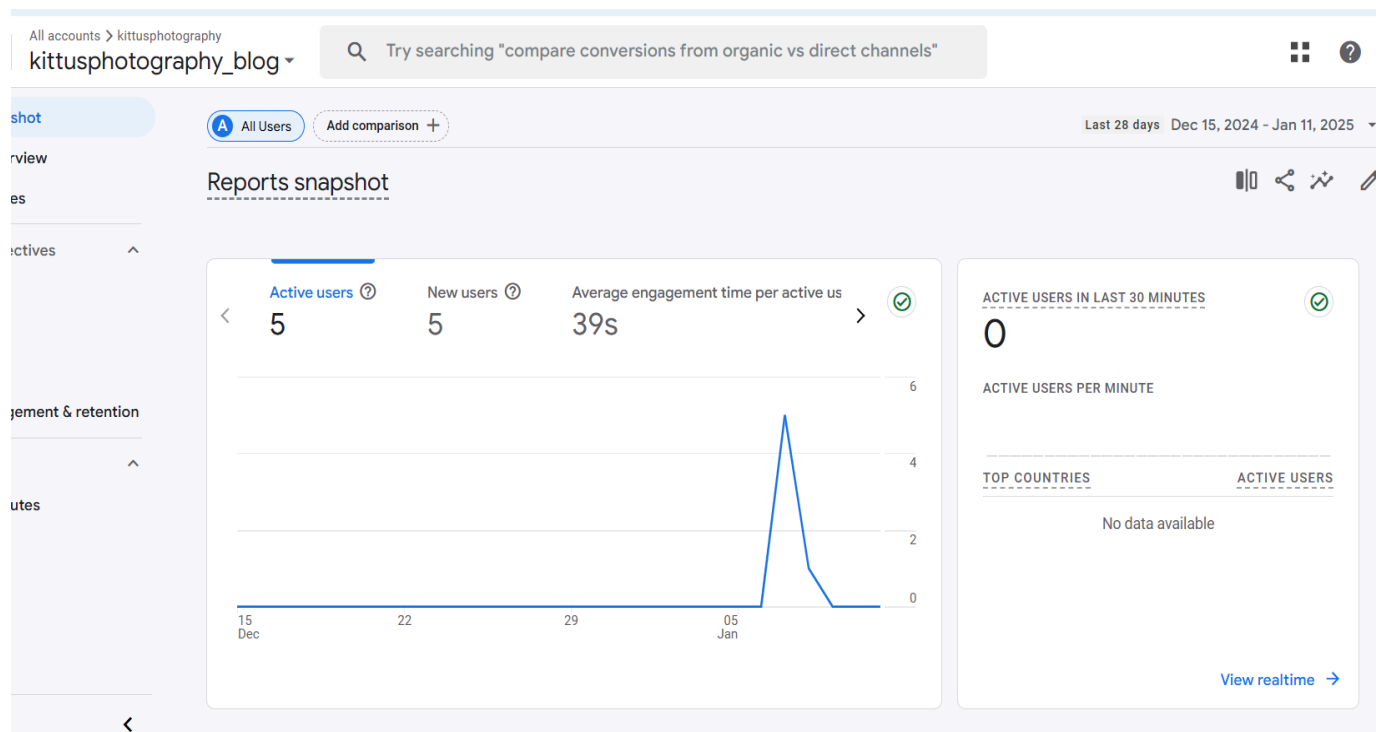


**Question-4 :** Submit the user flow and traffic source reports for your website.

Ans : user flow



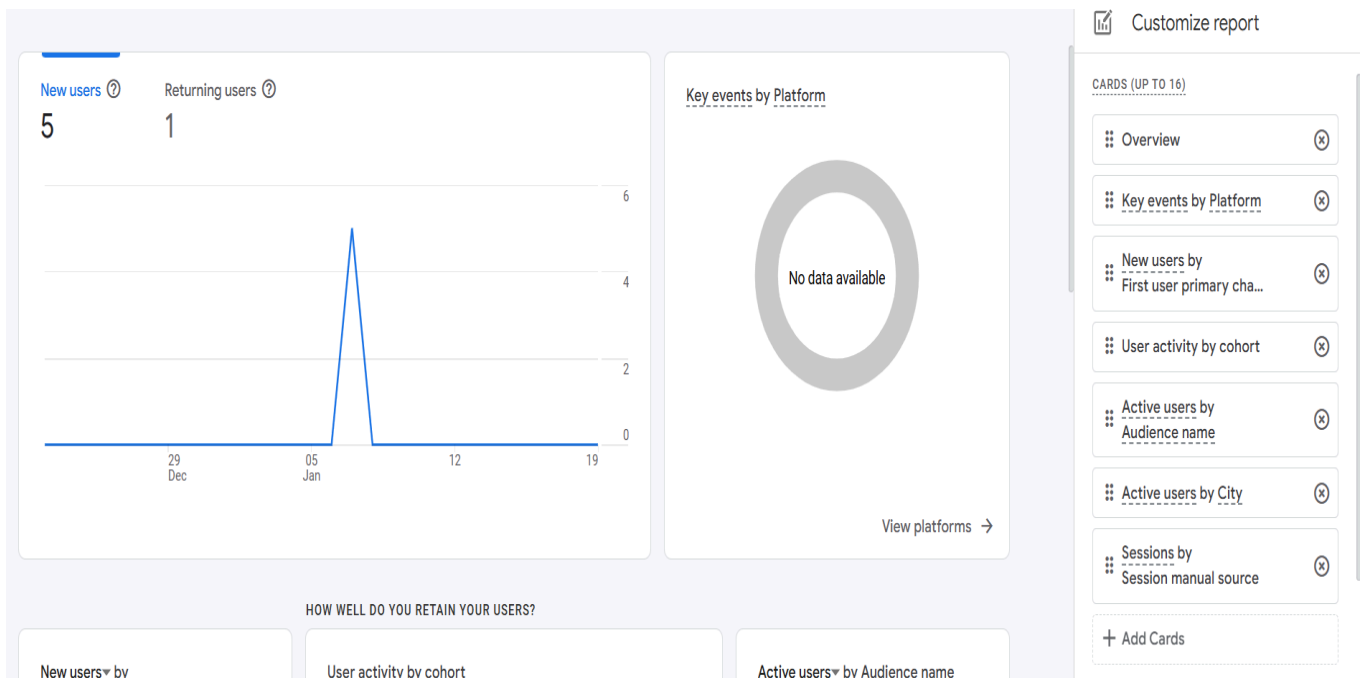
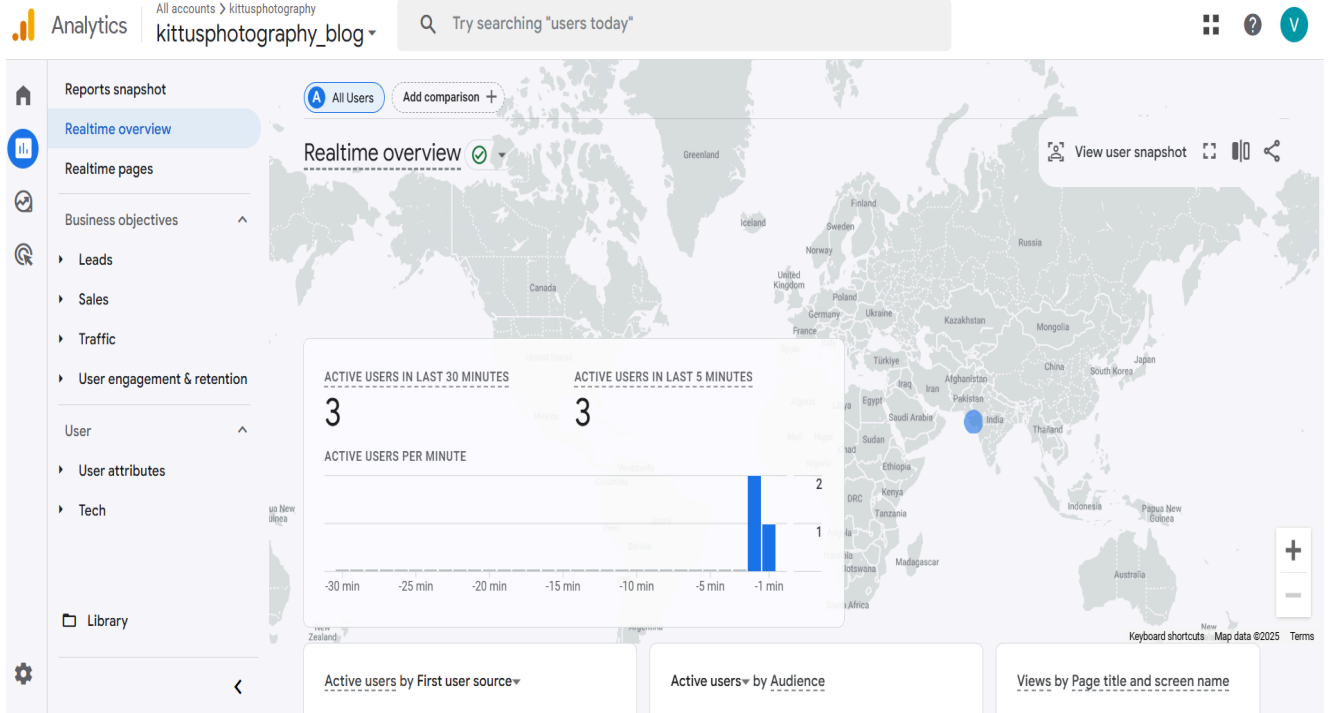
Traffic source



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

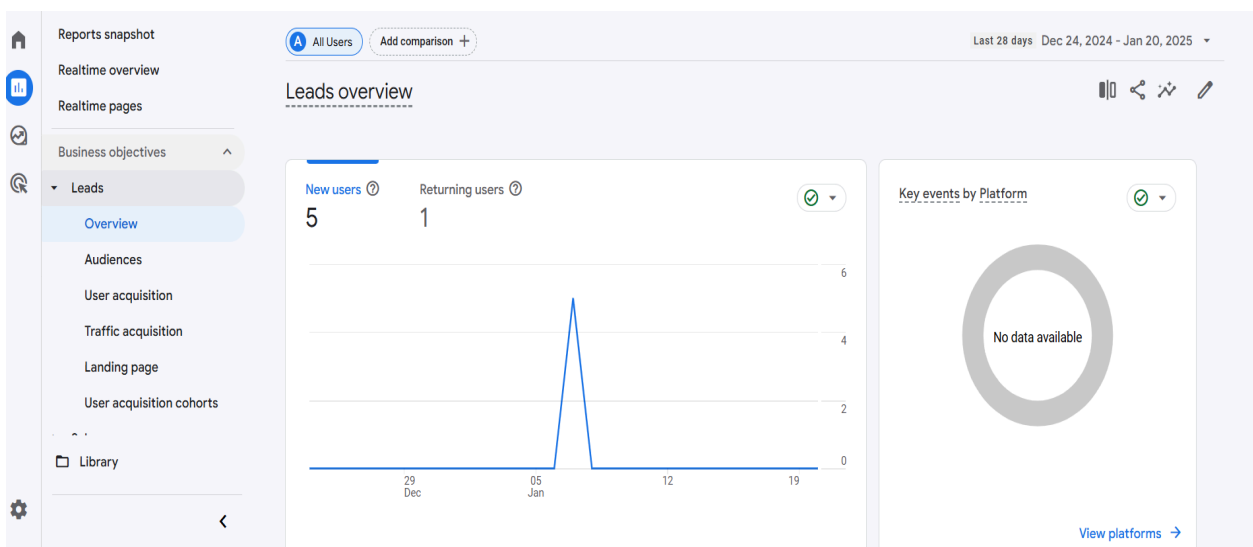
Analytics conversions have been renamed **key events**. Key events measure the interactions most important to your business. They show up in the Advertising, Reports, and Explore sections of Analytics.

[Dismiss](#) [Learn more about key events](#)

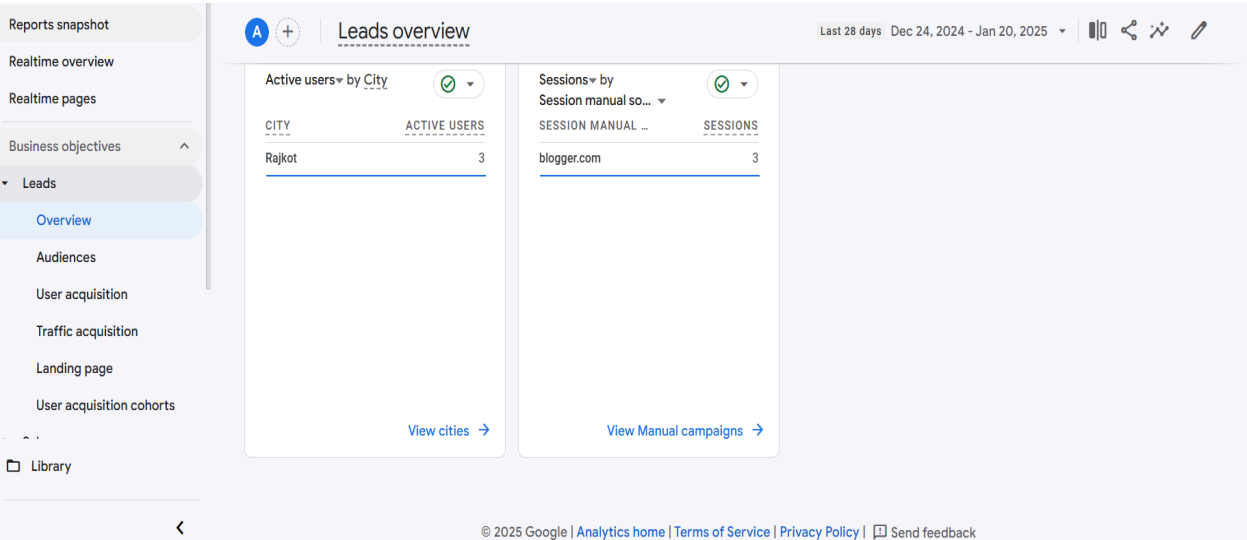
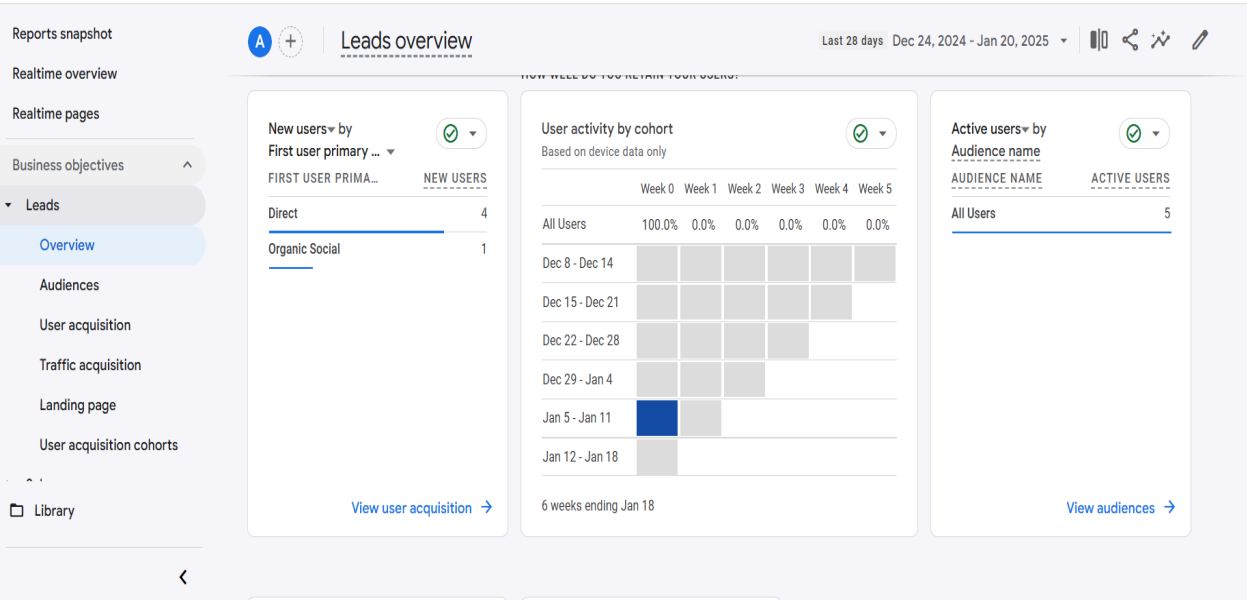


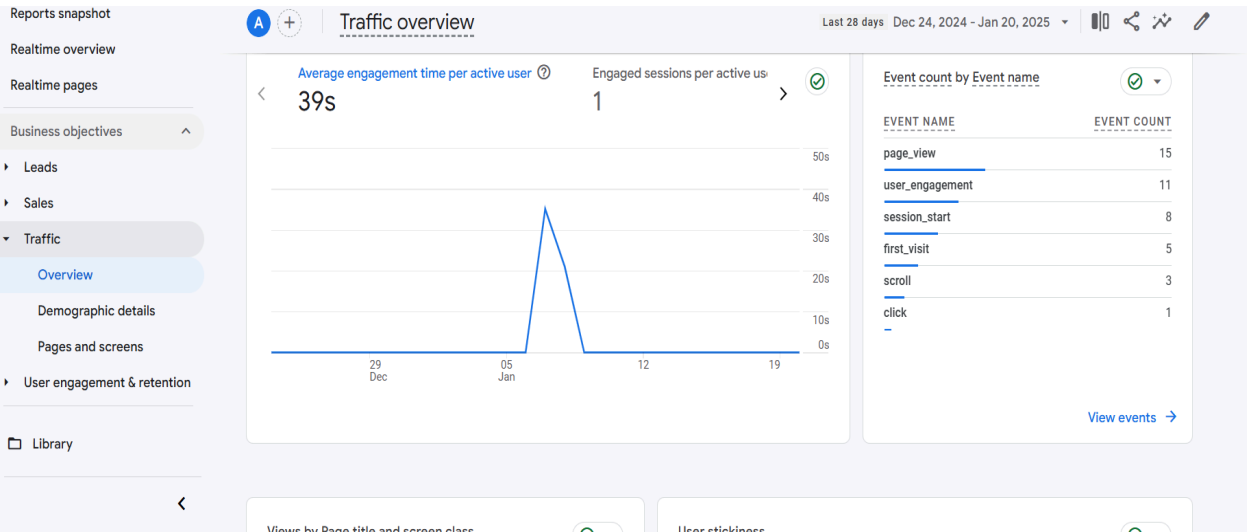
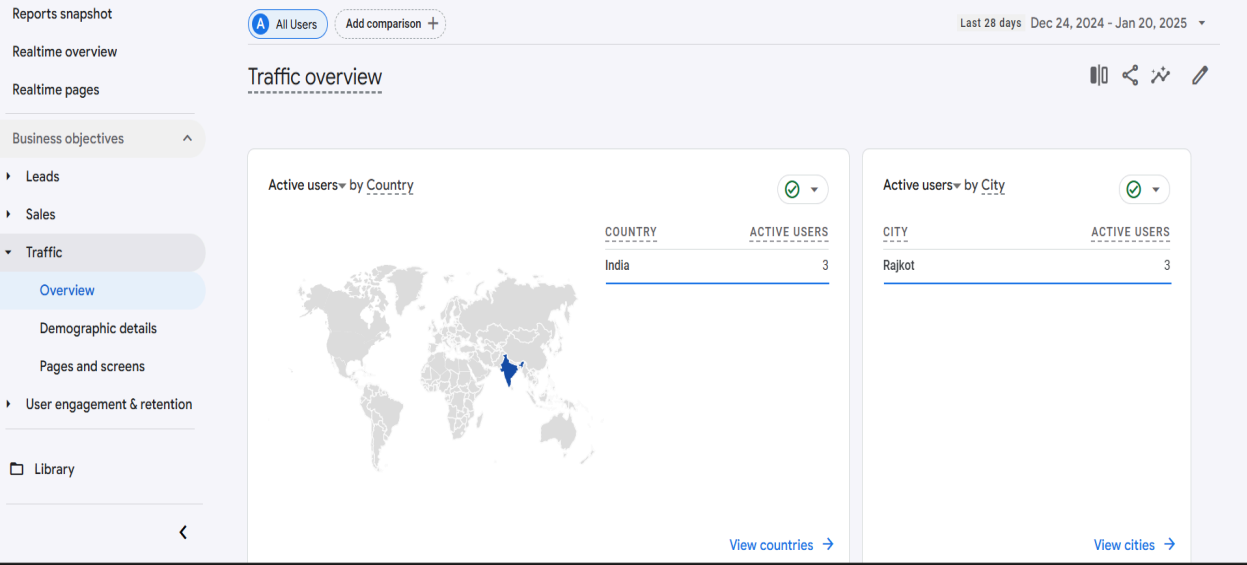
<input type="checkbox"/>		Leads overview	-	-	Leads overview	Business objectives	This report shows an analysis of visitor metrics to attract n...	⋮
<input type="checkbox"/>		Audiences	-	-	Audiences	Business objectives, User	The Audiences report shows engagement and size of your...	⋮
<input type="checkbox"/>		User acquisition	-	-	User acquisition	Business objectives, Life cycle	The User acquisition report shows data for the first time ...	⋮
<input type="checkbox"/>		Traffic acquisition	-	-	Traffic acquisition	Business objectives, Life cycle	The Traffic acquisition report shows where your users are ...	⋮
<input type="checkbox"/>		Landing page	-	-	Landing page	Business objectives, Life cycle	The Landing page report shows the first page a visitor...	⋮
<input type="checkbox"/>		User acquisition cohorts	-	-	User acquisition cohorts	Business objectives, Life cycle	New user count, total revenue, transactions, and LTV by cha...	⋮
<input type="checkbox"/>		Sales overview	-	-	Sales overview	Business objectives	This report helps you get more sales with an analysis of cus...	⋮
<input type="checkbox"/>		Ecommerce purchases	-	-	Ecommerce purchases	Business objectives, Life cycle	The Ecommerce purchases report shows your revenue fr...	⋮
<input type="checkbox"/>		Promotions	-	-	Promotions	Business objectives, Life cycle	The Promotions report shows the performance of each pro...	⋮

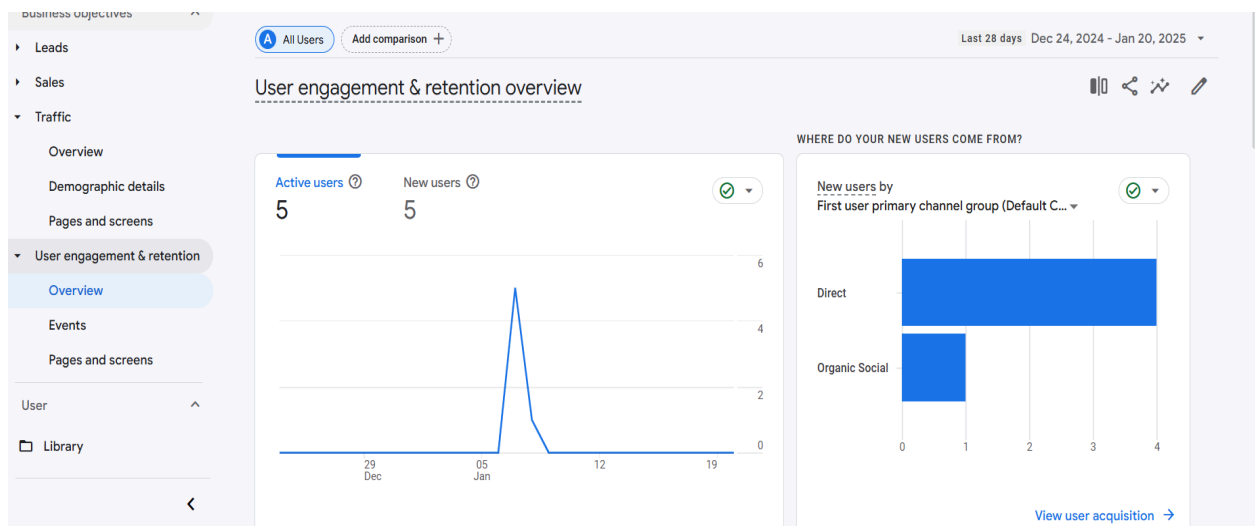
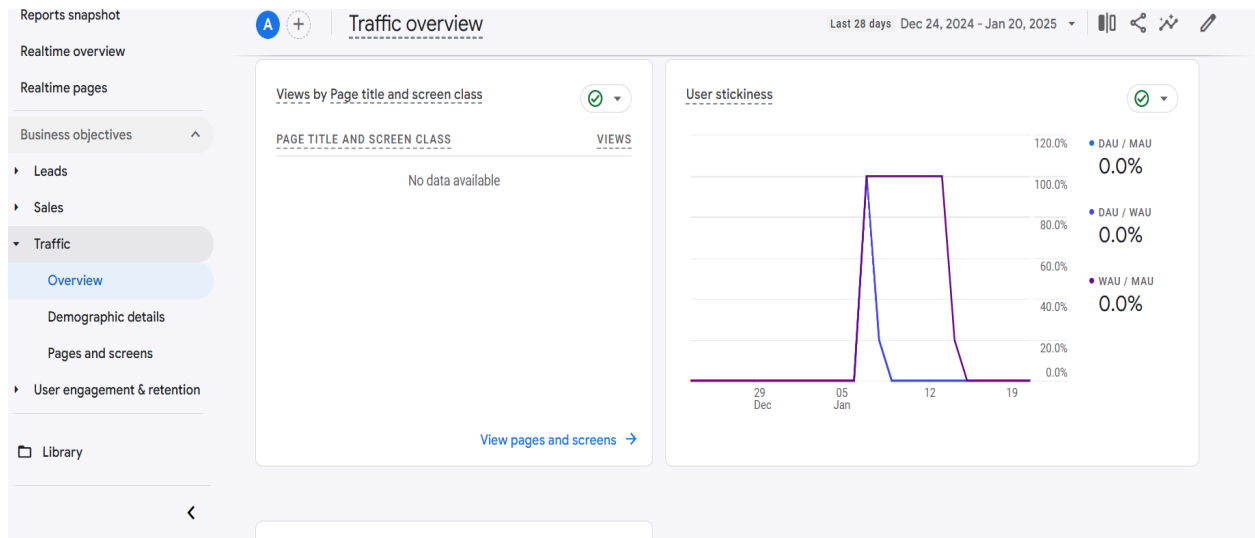
**Question-6** Create a goal for your business and study reports whether it has been completed or not.

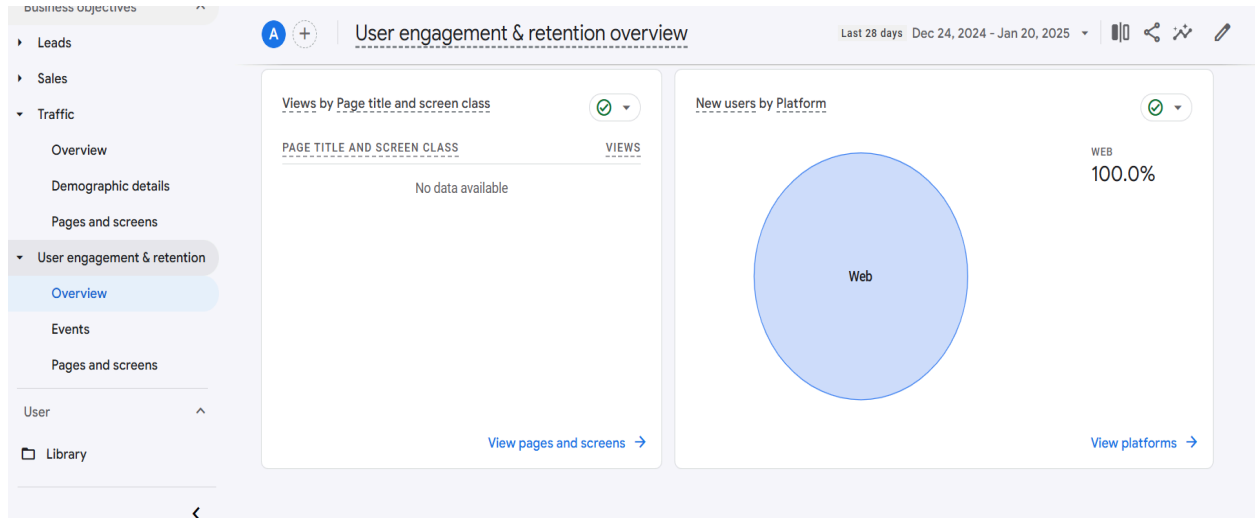












**Question-7** Track the following interactions in Google tag manager for [www.esellerhub.com](http://www.esellerhub.com)

Account Setup

Account Name  
esellerhub





Country  
United States

☐ Share data anonymously with Google and others ?

Container Setup

Container name  
www.esellerhub.com

Target platform

	<b>Web</b> For use on desktop and mobile web pages	✓
	<b>iOS</b> For use in iOS apps	
	<b>Android</b> For use in Android apps	
	<b>AMP</b>	

## Install Google Tag Manager



Copy the code below and paste it onto every page of your website.

1. Paste this code as high in the **<head>** of the page as possible:

```
<!-- Google Tag Manager -->
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
  new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
  j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
  'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-K7S4GJLR');</script>
<!-- End Google Tag Manager -->
```



2. Paste this code immediately after the opening **<body>** tag:

```
<!-- Google Tag Manager (noscript) -->
<noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-K7S4GJLR"
  height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
<!-- End Google Tag Manager (noscript) -->
```



3. Test your website (optional):



Test

For more information about installing the Google Tag Manager snippet, visit our [Quick Start Guide](#).