

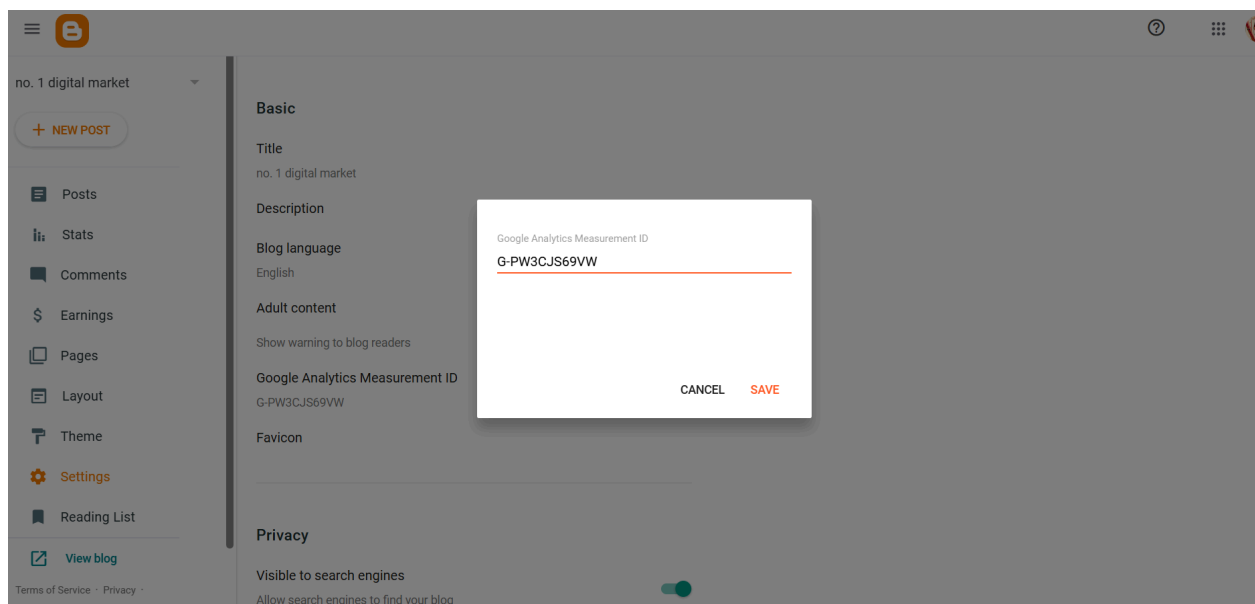
Modul 6

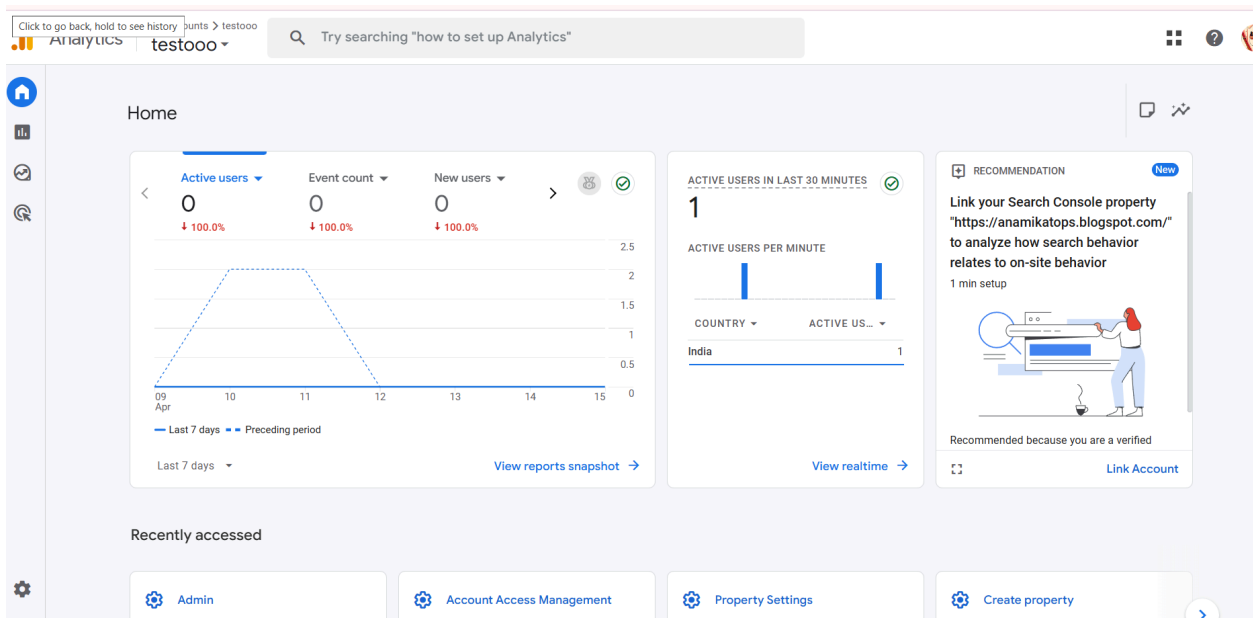
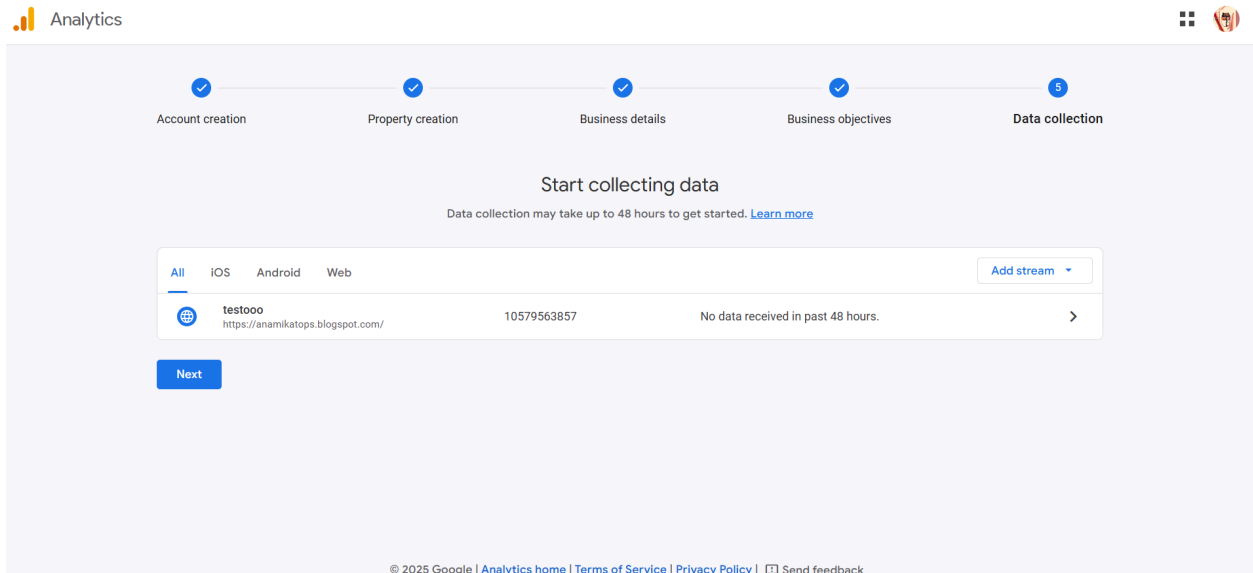
1. What are events in Google Analytics ?

In Google Analytics, events are user interactions with content that can be measured independently from a web page or screen load. They're useful for tracking things that don't automatically generate a pageview, such as:

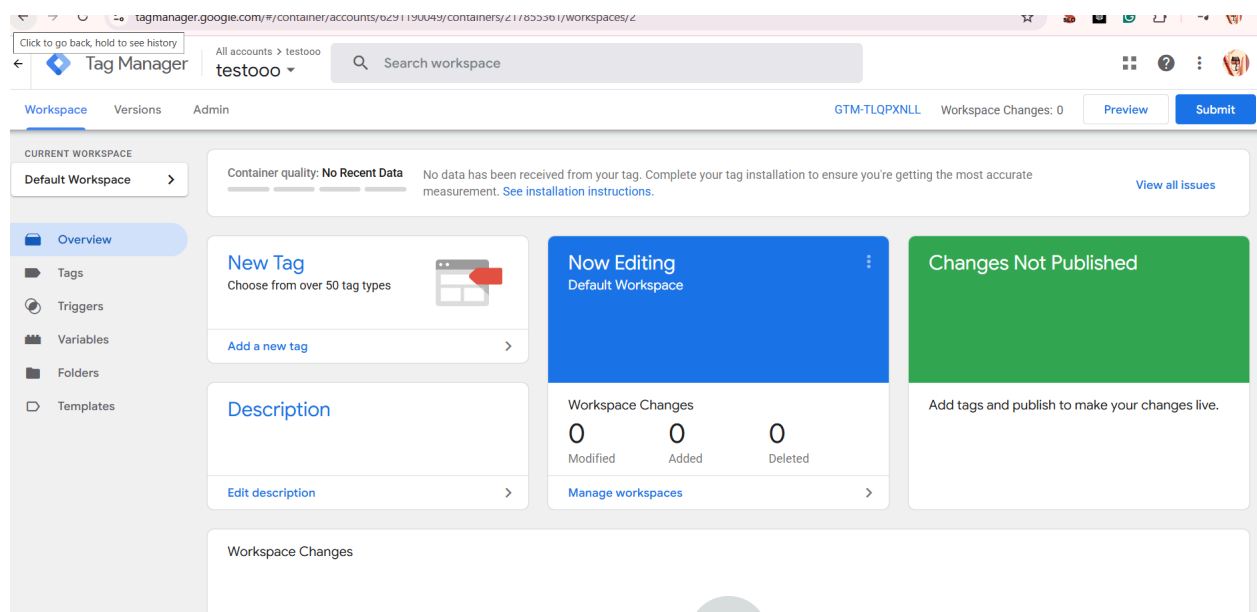
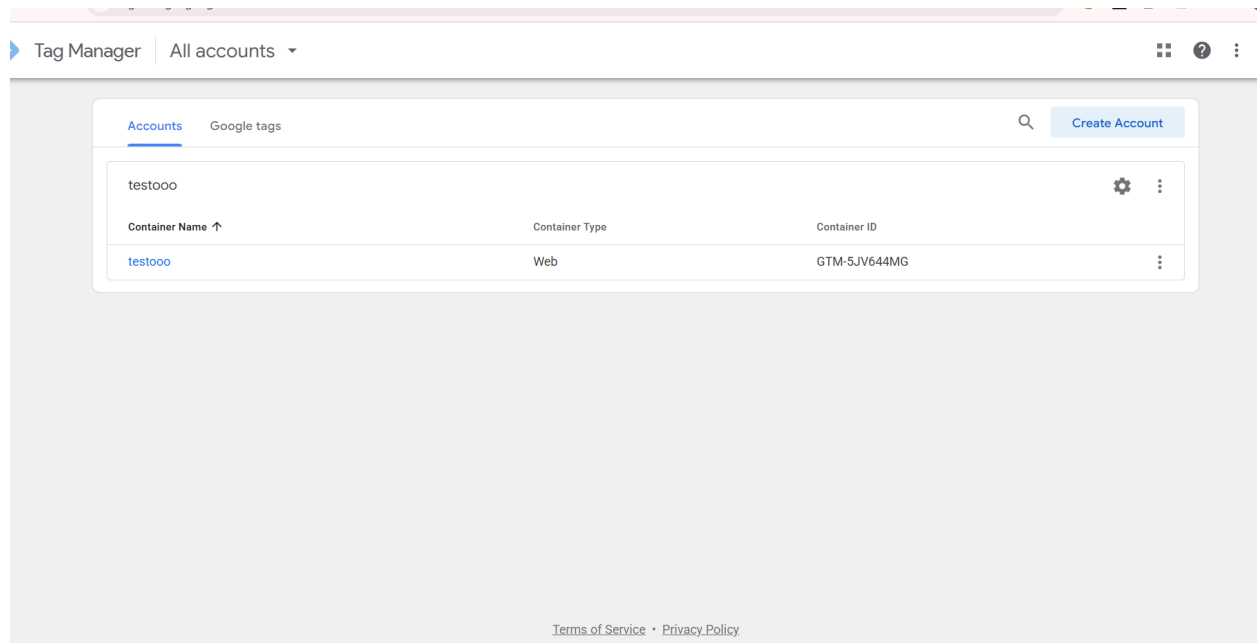
- Clicks (e.g., on buttons, links, or ads)
- Downloads (e.g., PDFs, software)
- Video plays
- Form Submissions
- Scroll tracking
- Outbound link clicks

2. Connect your newly created website and blog to Search Console, Analytics, and Google Tag Manager and add your faculty as a user with the required permissions.





Google ADS Manager



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

```
< > ↻ 🔍 testsooo.wordpress.com/robots.txt

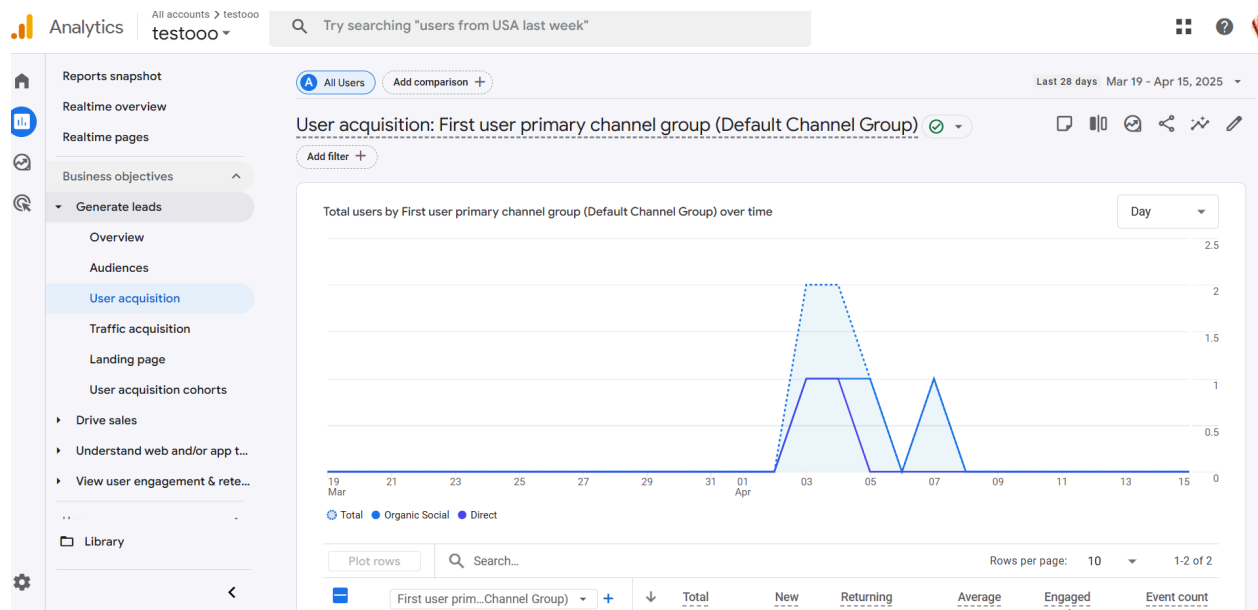
# If you are regularly crawling WordPress.com sites, please use our firehose to receive real-time push updates instead.
# Please see https://developer.wordpress.com/docs/firehose/ for more details.

Sitemap: https://testsooo.wordpress.com/sitemap.xml
Sitemap: https://testsooo.wordpress.com/news-sitemap.xml

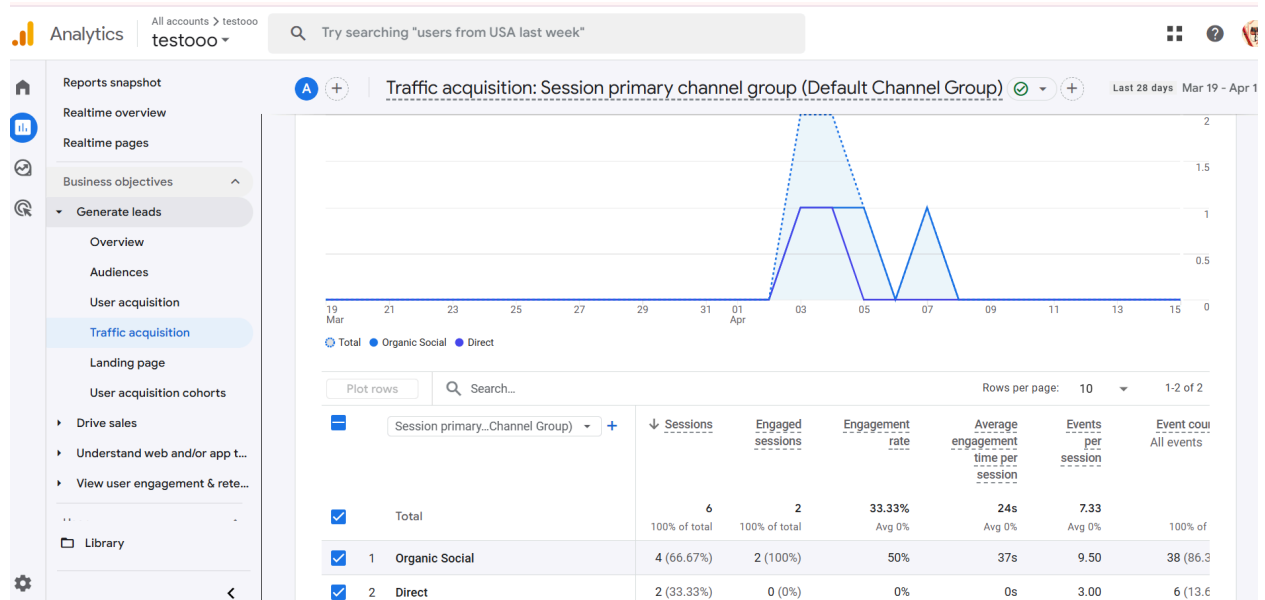
User-agent: *
Disallow: /wp-admin/
Allow: /wp-admin/admin-ajax.php
Disallow: /wp-login.php
Disallow: /wp-signup.php
Disallow: /press-this.php
Disallow: /remote-login.php
Disallow: /activate/
Disallow: /cgi-bin/
Disallow: /mshots/v1/
Disallow: /next/
Disallow: /public.api/

# This file was generated on Mon, 14 Apr 2025 08:41:39 +0000
```

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



5. Connect your blog to Google Analytics and study your site's different types of traffic.



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

Analytics testooo

Try searching "users from USA last week"

+ Create

Admin

My preferences

Setup Assistant

Account settings

Account

Property settings

Property

Data collection and modifica...

Data display

Product links

Property change history

Property data API quota history

Scheduled emails

Analytics Intelligence search history

Data display

These settings control how data is shown in your reports

Events

Key events

Audiences

Annotations

Comparisons

Segments

Custom definitions

Channel groups

Attribution settings

Reporting identity

Data import

Data retention

Data filters

Data deletion requests

Consent settings

Product links

These settings control which products link to this property

Google AdSense links

Google Ads links

Ad Manager links

BigQuery links

Display & Video 360 links

Floodlight links

Merchant Center links

Google Play links

Search Ads 360 links

Analytics All accounts > testooo testooo Try searching "users from USA last week"

Home + Create Last 28 days Mar 19 - Apr 15, 2025 Compare: Feb 19 - Mar 18, 2025

Admin

My preferences

Setup Assistant

Account settings

Account

Property settings

Property

Data collection and modifica...

Data display

Events

Key events

Audiences

Annotations

Comparisons

You can now create and manage custom dimensions and metrics in Custom definitions. Dismiss Try it now

Modify event Create event

Existing events

Event name ↑	Count	% change	Users	% change	Mark as key event (?)
click	6	-	1	-	<input type="checkbox"/>
first_visit	3	-	3	-	<input type="checkbox"/>
page_view	15	-	3	-	<input type="checkbox"/>
scroll	4	-	1	-	<input type="checkbox"/>
session_start	6	-	3	-	<input type="checkbox"/>

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7.Track the following interactions in Google tag manager for www.esellerhub.com

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

Click to go back, hold to see history All accounts > testooo testooo Search workspace

Workspace Versions Admin GTM-5JV644MG Workspace Changes: 5 Preview Submit

CURRENT WORKSPACE

Default Workspace

Overview

Tags

Triggers

Variables

Folders

Templates

Built-In Variables

Name ↑	Type
Event	Custom Event
Page Hostname	URL
Page Path	URL
Page URL	URL
Referrer	HTTP Referrer

User-Defined Variables

Name ↑	Type	Last Edited
Google Tag	Google Tag: Configuration Settings	11 days ago
page_view google tag	Google Tag: Event Settings	12 days ago

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