# Part A

## Task 1

In Google Analytics 4 (GA4), events are an essential concept used to track specific interactions or actions that users take on a website or app. Events capture data related to user behaviour, such as clicks, form submissions, video views, downloads, and more. They provide detailed insights into how users engage with content, allowing you to analyse and optimize the user experience (Duncan, 2023).

Examples of GA4 Events

* **Click Events:** Tracking button clicks, menu selections, or link interactions.
* **Page View Events:** Recording when a specific page is viewed or loaded.
* **Scroll Events:** Tracking how far users scroll down a page.
* **Video Engagement Events:** Monitoring video plays, pauses, and completions.
* **Form Submission Events:** Capturing when users submit a form.

Function and Role of Events in GA4

* **Understanding User Behaviour:** Events provide insights into how users interact with website elements and content, helping to optimize user experience.
* **Measuring Campaign Performance:** Events can be tied to marketing campaigns to measure specific user actions driven by campaigns.
* **Enhancing Conversion Tracking:** Events help track key conversion actions, such as sign-ups, purchases, or other desired outcomes.

Event Properties and User Interactions:

* **Event Category:** Groups events into related categories (e.g., navigation, videos, forms).
* **Event Action:** Specifies the type of interaction (e.g., click, play, submit).
* **Event Label:** Provides more detailed information about the interaction (e.g., button name, video title).
* **Event Value:** Assigns a numerical value to the event.

Applying GA4 Events to Dulan's Microsite:

* **Click Events:** Track button clicks on "Receive Updates”, “Explore Recipes" or "Read More" CTAs.
* **Page View Events:** Record views of the homepage, recipe pages, Gallery or About Dulan.
* **Video Engagement Events:** Monitor video plays, pauses, and completions on Dulan's culinary collaborations.
* **Form Submission Events:** Capture submissions on the embedded google forms or newsletter sign-up.
* **Custom Events:** Track specific user interactions that are unique to Dulan's microsite, when a user clicks the "Donate Now" button to contribute to a cancer trust through the portal linked on Dulan's microsite, this action can also be tracked as a custom event. And when a user clicks the "Get Your Copy" button to view the magazine featuring Dulan on the cover, this action can be tracked as a custom event.

## Task 2

Steps to connect microsite with GA4.

* **Step 1:** Sign in to Google Analytics with the Google account.
* **Step 2:** Create a new GA4 “Property” for the microsite, under the appropriate account, provide a name for the property and enter the appropriate details.
* **Step 3:** Under the "Property" column, click on "Data Streams" and select your web data stream to get the GA4 Measurement ID.
* **Step 4:** Open the Google Site you want to track with GA4, edit Site Settings in the upper-right corner of the Google Site editor, and select “Analytics” from the left panel and paste the GA4 measurement ID into the field.

A screenshot of a computer

Description automatically generated

Figure 1:

A screenshot of a computer

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Figure 2:

## Task 3

## Task 4

The microsite was shared to generate traffic for 5 consecutive days (14th April to 18th April) and the results are shown below.

### Users by browser over time

A screenshot of a computer

Description automatically generatedWe can observe fluctuations in user engagement by browser type over time, providing insights into preferred browsing behaviours and potential optimizations for specific browser compatibility.

Figure 3:

**Finding:** Out of the 106 visitors 71 of them have used the Chrome browser to access the site while 27 of the visitors have used Safari to access the site, these browsers have been mostly used by the visitors respectively.

### Views by Page title and screen class over time

A screenshot of a graph

Description automatically generatedWe can track changes in page views based on specific page titles and screen classes over time, allowing us to identify trends in content popularity and user engagement patterns.

**Finding:** The report shows that the home page received most views (309 out of 787), indicating strong user interest in the initial landing page. The "People" page also attracted significant engagement with 134 views.

Figure 4

This suggests for optimizing the home page to enhance user engagement.

### Sessions by ‘session default channel grouping

A screenshot of a computer

Description automatically generatedAnalysing sessions by default channel grouping in GA4 provides insights into the effectiveness of different traffic sources in driving user engagement and conversions.

Figure 5

**Finding:** The results indicates that most sessions (210 out of 213) are coming directly to the website, suggesting strong user engagement and a high level of direct traffic. Organic and referral sources each contributed only one session, highlighting potential areas for improvement in driving traffic from these channels to increase overall website visibility and reach.

### New users by ‘First user default channel grouping’

A screenshot of a computer

Description automatically generatedAnalysing new users by their first user default channel grouping provides insights into the primary acquisition channels driving new user engagement and site entry.

Figure 6

**Finding:** The data indicates that most new users (100 out of 101) are coming directly to the website, suggesting strong user interest and engagement from direct sources. However, only one new user is attributed to organic social channels, indicating potential opportunities to enhance organic social strategies to attract more new users to the site.

### User Engagement (overview)

A screenshot of a graph

Description automatically generatedAnalysing user engagement overview data provides insights into overall user interaction patterns, including session duration, pages per session, user activity and event count helping to assess the effectiveness of website content and user experience.

Figure 7

**Finding:** Data indicates an average engagement time of 1m 50s, 787 page views, and 2,100 event counts, further event count and views according to page titles have been illustrated above with respective percentages. user activity over time and user stickiness have been illustrated with trendlines above.

These metrics suggest strong user interest and interaction with the website, reflecting positive engagement levels.

### User Retention (overview)

A screenshot of a graph

Description automatically generatedAnalysing user retention overview provides insights into the percentage of returning users over time, highlighting the effectiveness of strategies to engage and retain users on the website.

Figure 8

Based on the trendlines, we identified 101 new users, of which 42 are returning users. The user engagement metric measures how long users who return within the initial 40 days remain engaged. We can access a user engagement by cohort chart and user retention reports within the user engagement by cohort section, displaying the average time new users spend on the site daily.

### Users by City

A screenshot of a computer

Description automatically generatedAnalysing user data by city provides insights into the geographic distribution of website visitors, helping to identify locations with the highest user concentrations and inform localized marketing strategies.

Figure 9

Findings:

### Returning users by device category

### New Users by Screen resolution

# Part B

# References