

Q-1) What are events in Google analytics?

ANS-

In Google Analytics, events are specific user interactions or behaviours on your website or app that you want to track. These can include actions like:

- Button clicks
- Video plays
- File downloads
- Form submissions
- Scrolling

Events provide valuable insights into how users engage with your content and can help you understand what drives conversions. Each event typically has the following components:

1. Category: The name you assign to a group of related events (e.g., "Videos").
2. Action: The specific action that users take (e.g., "Play").
3. Label (optional): Additional information about the event (e.g., the name of the video).
4. Value (optional): A numerical value associated with the event (e.g., time spent watching a video).

Setting up event tracking requires some configuration, either through Google Tag Manager or directly in the code of your site. This data helps you analyse user behaviour more deeply and optimize your marketing strategies accordingly.

Q-2) Connect your created website and blog to search console, analytics, and google tag manager and add your faculty as user with required permission in it

ANS-

1)Google Search Console

Add a new sitemap

<https://ethicalstyleinhomemade.blogspot.com/> <https://ethicalstyleinhomemade.blogspot.com/>

SUBMIT

Submitted sitemaps

Sitemap	Type	Submitted ↓	Last read	Status	Discovered pages	Discovered videos
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Rows per page: 10 0-0 of 0

Add a new sitemap

<https://ethicalstyleinhomemade.blogspot.com/> Enter sitemap URL

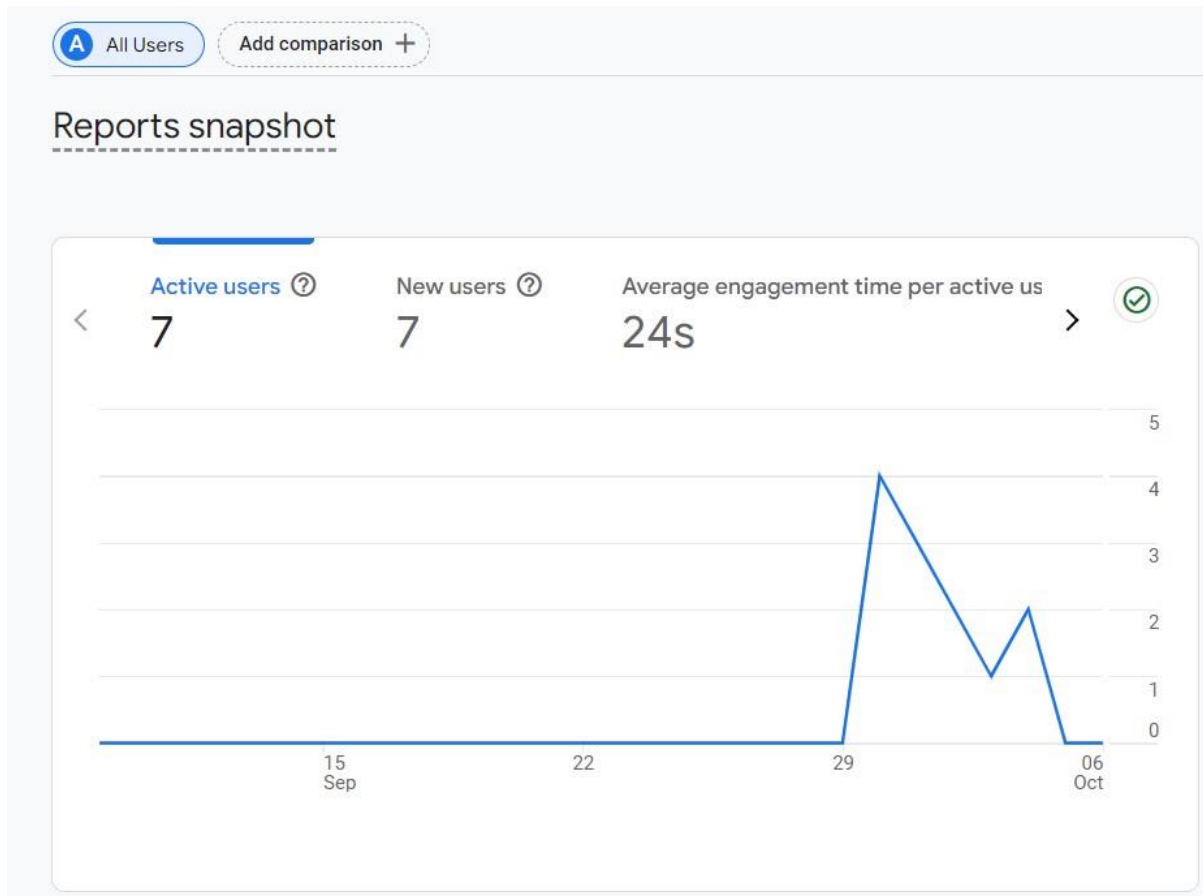
SUBMIT

Submitted sitemaps

Sitemap	Type	Submitted ↓	Last read	Status	Discovered pages	Discovered videos
/sitemap.xml	Sitemap	11 Dec 2024	11 Dec 2024	Success	3	0

2)Google Analytics

MODULE -6 ASSIGNMENT



3)Google Tag Manager

ethicalstyleinhomemade.blogspot.com/ GTM-K3K8XP65

Version 2 is Live

Published Dec 11, 2024 by drashtipadariya145@gmail.com

1 Tag 0 Triggers 0 Variables

Versions					
Version ID ↓	Status	Name	Created	Published	Published By
2	Live, Latest		12/11/2024	12/11/2024	drashtipadariya145@gmail.com
1		Empty Container	12/11/2024	12/11/2024	drashtipadariya145@gmail.com

Q-3) Submit the sitemap and robot.txt file in the search console for your website. ANS-

1)Sitemap

MODULE -6 ASSIGNMENT

Add a new sitemap

<https://ethicalstyleinhomemade.blogspot.com/> <https://ethicalstyleinhomemade.blogspot.com/>

SUBMIT

Submitted sitemaps

Sitemap	Type	Submitted ↓	Last read	Status	Discovered pages	Discovered videos
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Rows per page: 10 0-0 of 0 < >

Add a new sitemap

<https://ethicalstyleinhomemade.blogspot.com/>

SUBMIT

Submitted sitemaps

Sitemap	Type	Submitted ↓	Last read	Status	Discovered pages	Discovered videos
---------	------	-------------	-----------	--------	------------------	-------------------

/sitemap.xml	Sitemap	11 Dec 2024	11 Dec 2024	Success	3	0
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2) Robot.txt file

Custom robots.txt

User-agent: Googlebot

Disallow:

User-agent: googlebot-image

Disallow:

User-agent: googlebot-mobile

Disallow:

575 / 10,240

CANCEL

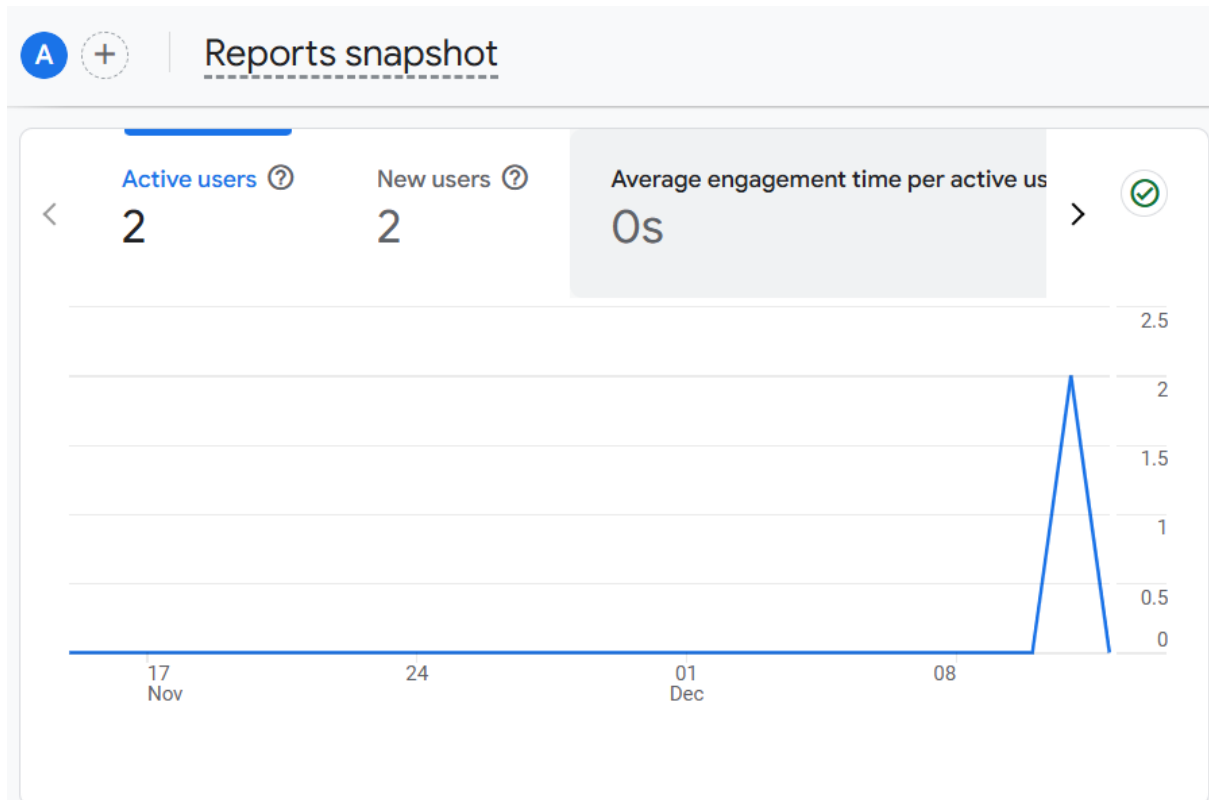
SAVE

MODULE -6 ASSIGNMENT

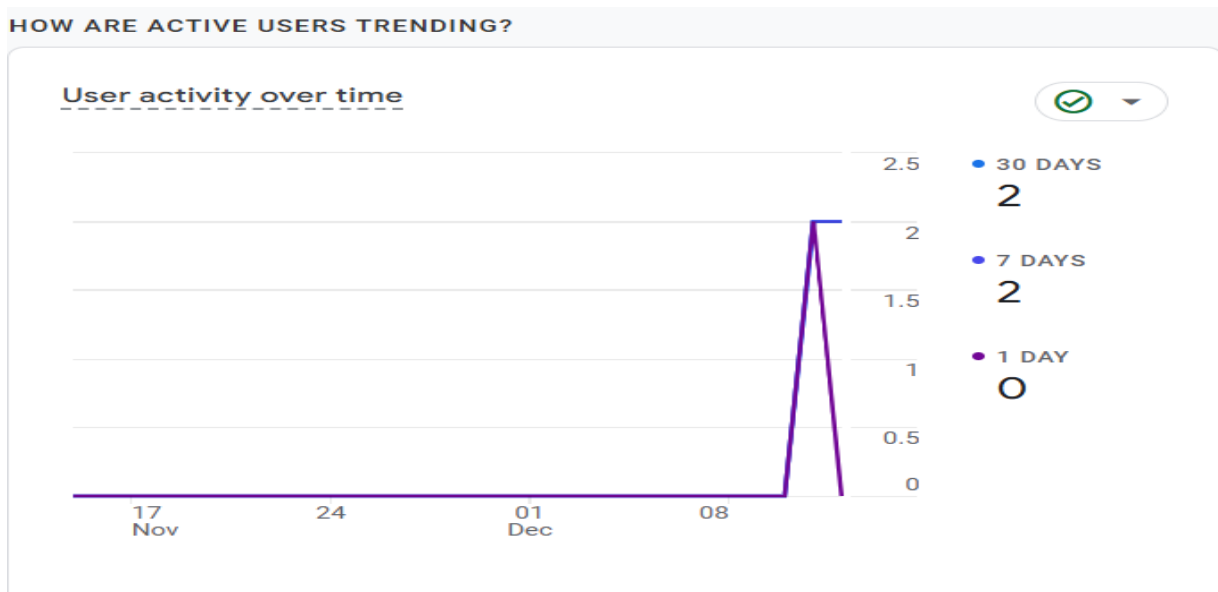
Q-4) Submit the user flow and traffic source reports for your website.

ANS-

1)



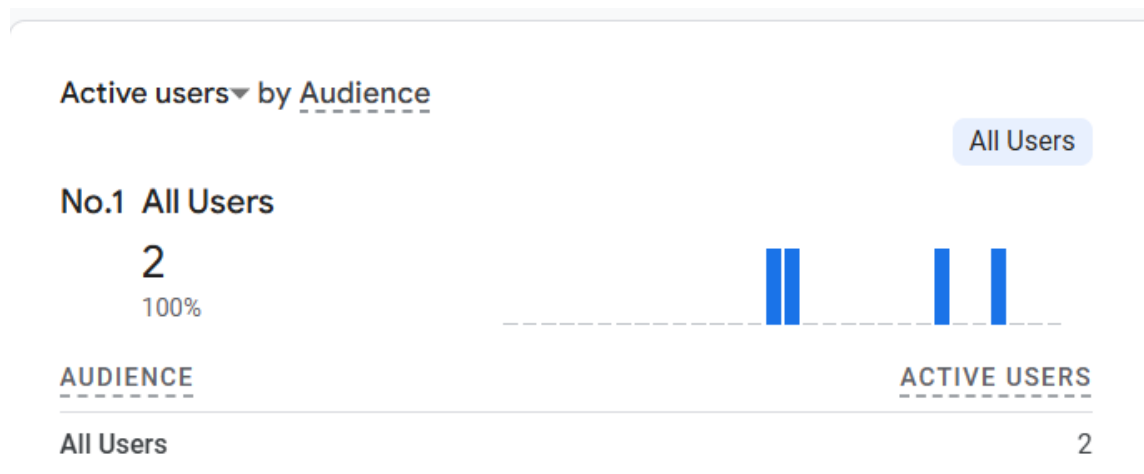
2)



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

ANS-

1)



2)

MODULE -6 ASSIGNMENT

Views by Page title and screen name

All Users

No.1 Sustainable Style: Shop Ethical from Home

5

45.45%



PAGE TITLE AND SCREEN NAME

VIEWS

Sustainable Style: Shop Ethical from Home	5
Importance f It Training	3
Ethical Fashion from Your Doorstep	2
ethical women choose round back blouse st...	1

3)

Event count by Event name

All Users

No.1 page_view

11

40.74%



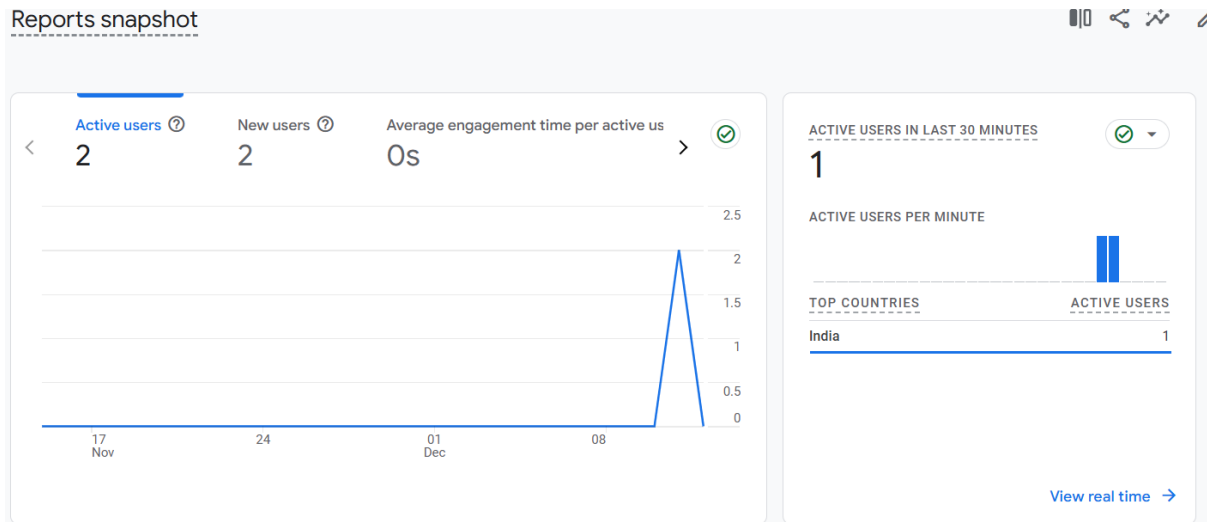
EVENT NAME

EVENT COUNT

page_view	11
user_engagement	7
scroll	5
first_visit	2
session_start	2

4)

MODULE -6 ASSIGNMENT



Q-6) Connect your blog to Google Analytics and study the different types of traffic on your site.

ANS-

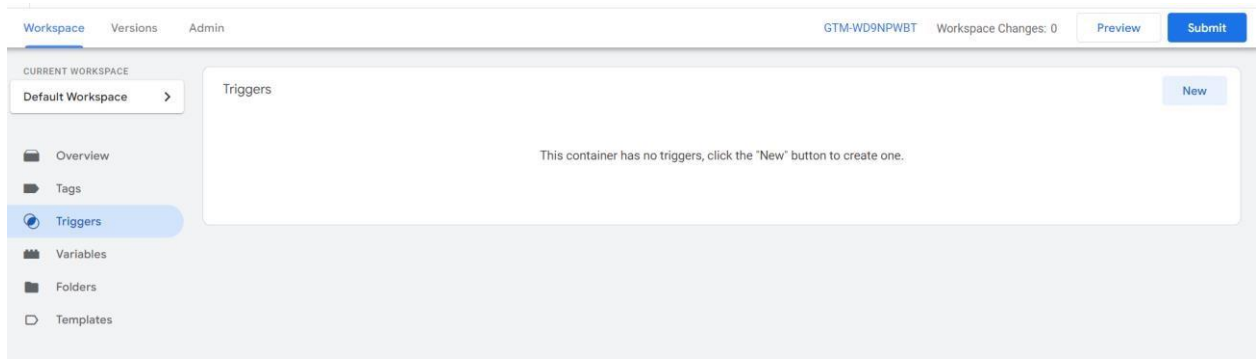
Q-7) Track the following interactions in Google tag manager for www.esellerhub.com

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

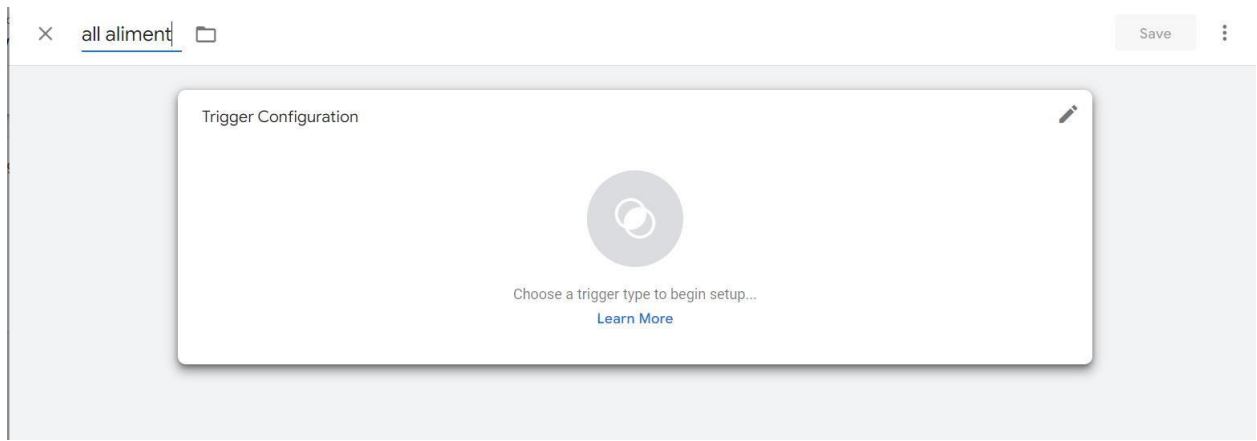
ANS-

MODULE -6 ASSIGNMENT

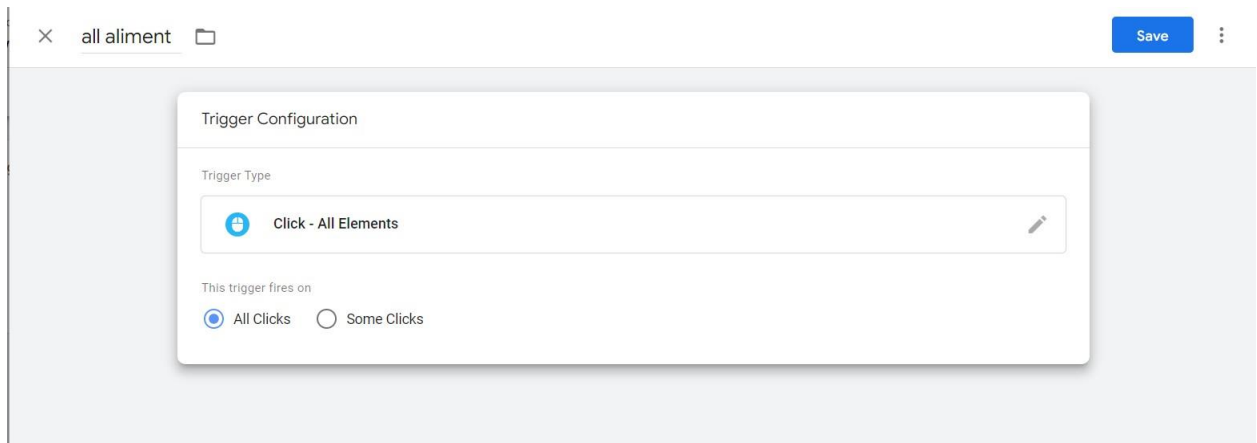
1).



2).



3).



4).

MODULE -6 ASSIGNMENT

CURRENT WORKSPACE

Default Workspace >

Overview
Tags
Triggers
Variables
Folders
Templates

Built-In Variables ⓘ

Search Configure

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

User-Defined Variables

New

This container has no user-defined variables, click the "New" button to create one.

5).

Workspace Versions Admin

CURRENT WORKSPACE

Default Workspace >

Overview
Tags
Triggers
Variables
Folders
Templates

Built-In Variables ⓘ

Name ↑	Type
Click Classes	Data Layer Variable
Click Element	Data Layer Variable
Click ID	Data Layer Variable
Click Target	Data Layer Variable
Click Text	Auto-Event Variable
Click URL	Data Layer Variable
Event	Custom Event
Form Classes	Data Layer Variable
Form Element	Data Layer Variable
Form ID	Data Layer Variable
Form Target	Data Layer Variable
Page Hostname	URL

Clicks

- ☒ Click Element
- ☒ Click Classes
- ☒ Click ID
- ☒ Click Target
- ☒ Click URL
- ☒ Click Text

Forms


- ☒ Form Element
- ☒ Form Classes
- ☒ Form ID
- ☒ Form Target
- ☒ Form URL
- ☒ Form Text

Saving...

6).


MODULE -6 ASSIGNMENT

Connect Tag Assistant to your site




Google Tag Debug Mode

Enter a URL to your site to debug all of the Google tags on that domain. Debug information will only be visible in this web browser.

Your website's URL 

Connect

Opens your site in a new window

☒ Include debug signal in the URL 

7).

esellerhub.com

Google tag found GTM-WD9NPWBT G-HJX2NKL3S7

Summary

Talk to Experts | eSellerHub
eCommerce Software Deve...

Summary

Google Tag: GTM-
Please verify that the
• Is installed on this
• Is not being block
[Learn more](#)

For an improved debugging experience for untagged pages, install the Tag Assistant Companion browser extension [Install](#)

Connected!

Tag Assistant

esellerhub.com

Debug information from the connected window will appear in this window.
Both windows must remain open for debug mode to operate. [Learn more](#)

Continue