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

Sitemaps

Add a new sitemap

https://uniquecar14.blogspot.com/ sitemap.xml

SUBMIT

Submitted sitemaps

Sitemap	Type	Submitted ↓	Last read	Status	Discovered pages	Discovered videos	
/sitemap.xml	Sitemap	Jun 21, 2024	Jun 29, 2024	Success	5	0	⋮

Rows per page: 10 ▾   1-1 of 1   ‹   ›

2)Google Analytics

3)Google Tag Manager

MODULE -6 ASSIGNMENT

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

ANS-

1)Sitemap

2)Robot.txt file

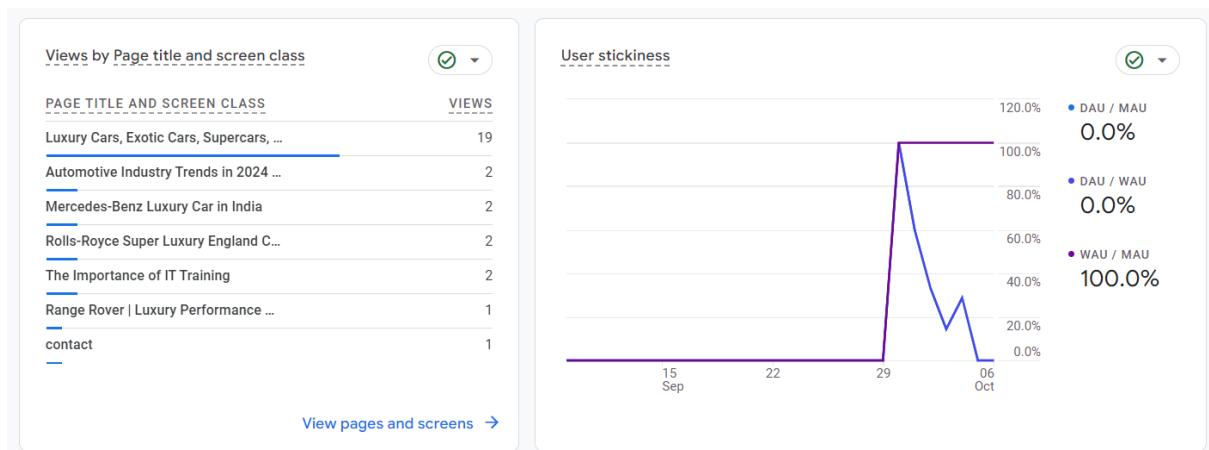**Q-4) Submit the user flow and traffic source reports for your website.**

ANS-
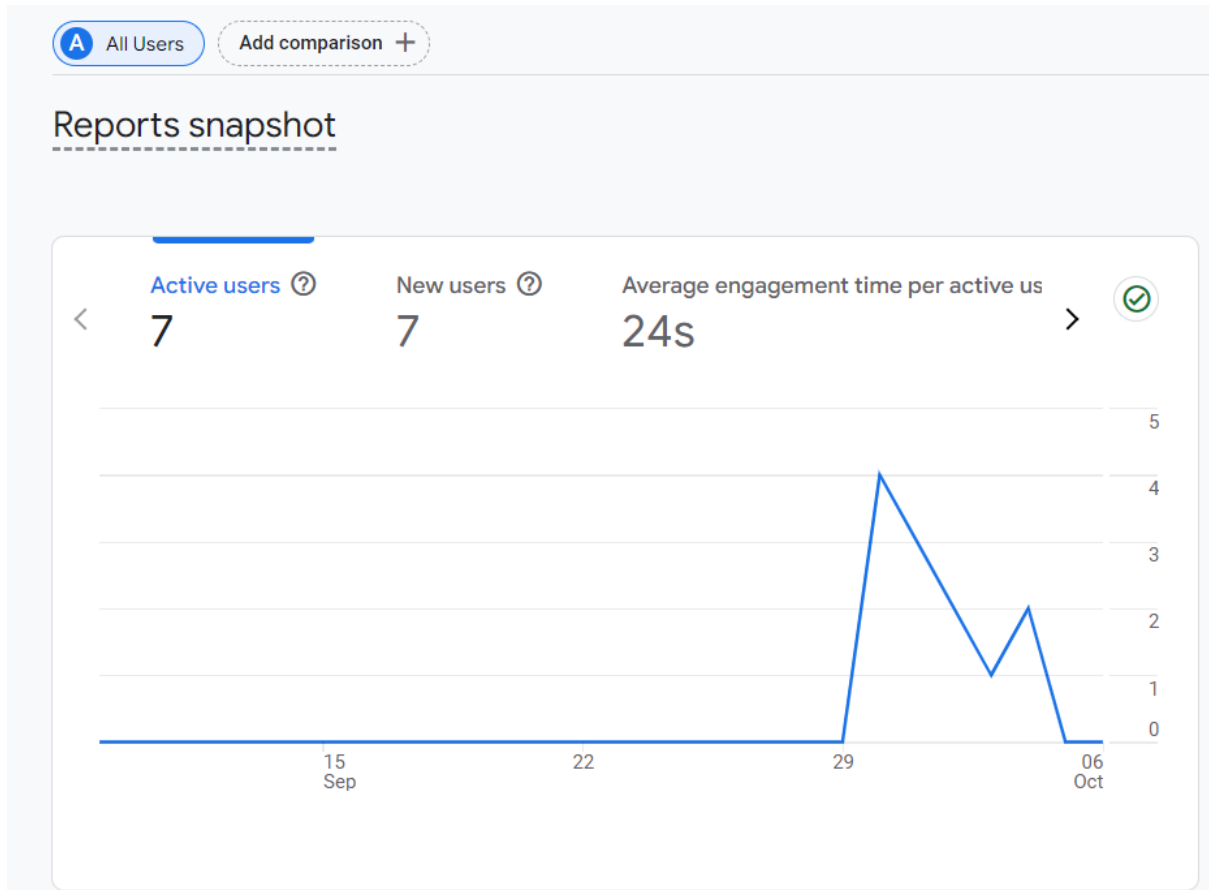
1)

2)

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

ANS-

1)

2)

3)

Event count by Event name

All Users

#1 page_view
8
40%

EVENT NAME	EVENT COUNT
page_view	8
user_engagement	8
session_start	2
first_visit	1
scroll	1

1 – 5 of 5

City exactly matches Rajkot

#1 page_view
5
41.67%

EVENT NAME	EVENT COUNT
page_view	5
user_engagement	5
scroll	1
session_start	1

1 – 4 of 4

4)

Reports snapshot

Active users	New users	Average engagement time per active us
7	7	24s

ACTIVE USERS IN LAST 30 MINUTES
1

ACTIVE USERS PER MINUTE

TOP COUNTRIES	ACTIVE USERS
India	1

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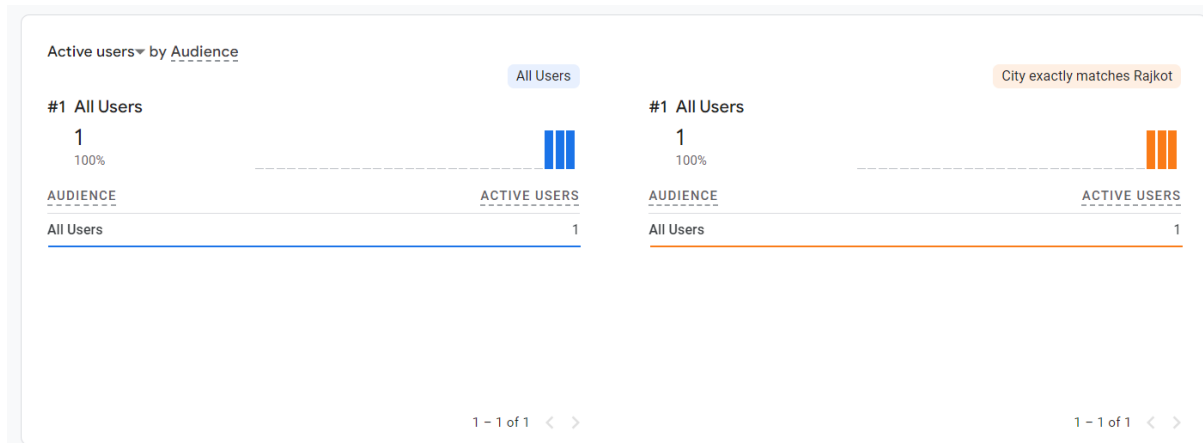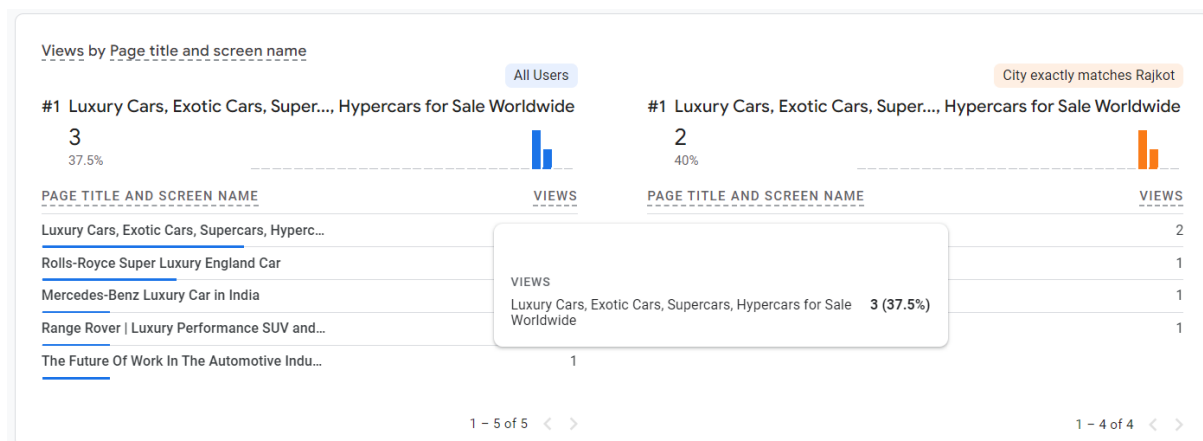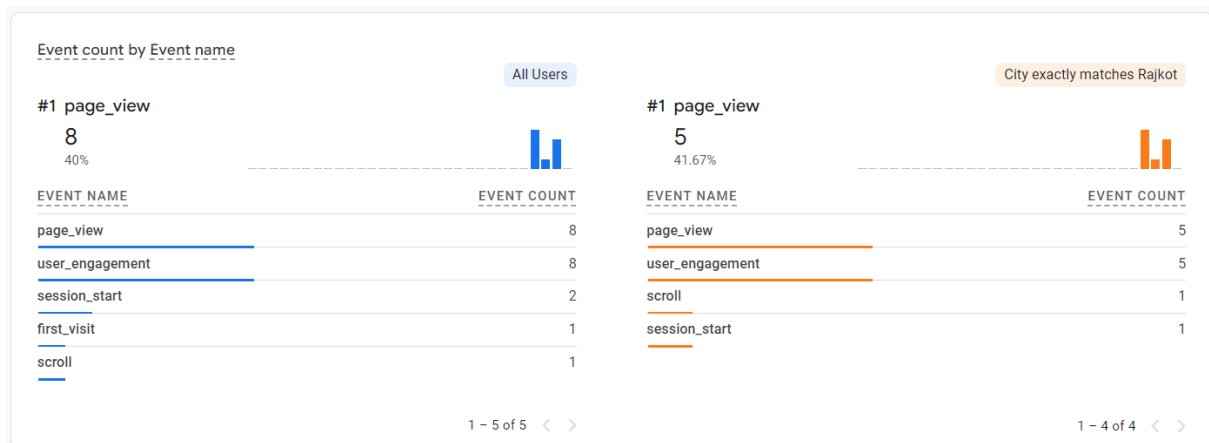
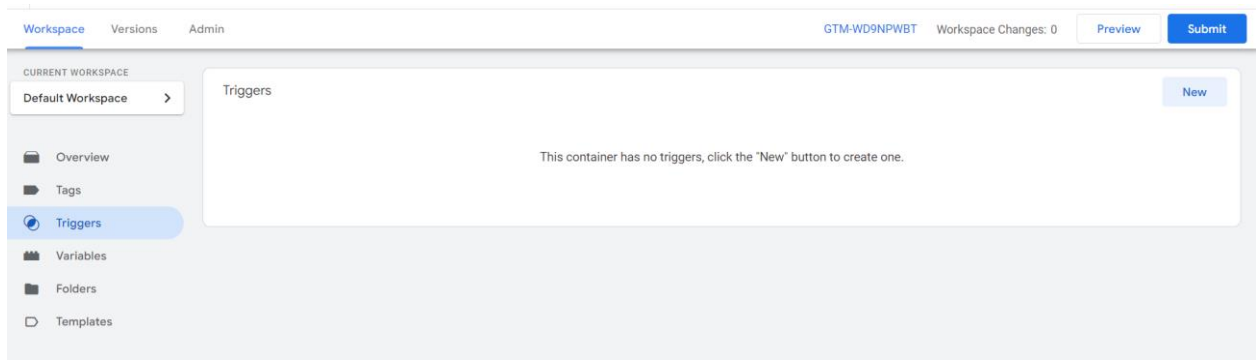**Q-6) Connect your blog to Google Analytics and study the different types of traffic on your site.**

ANS-

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

- **Link clicks**
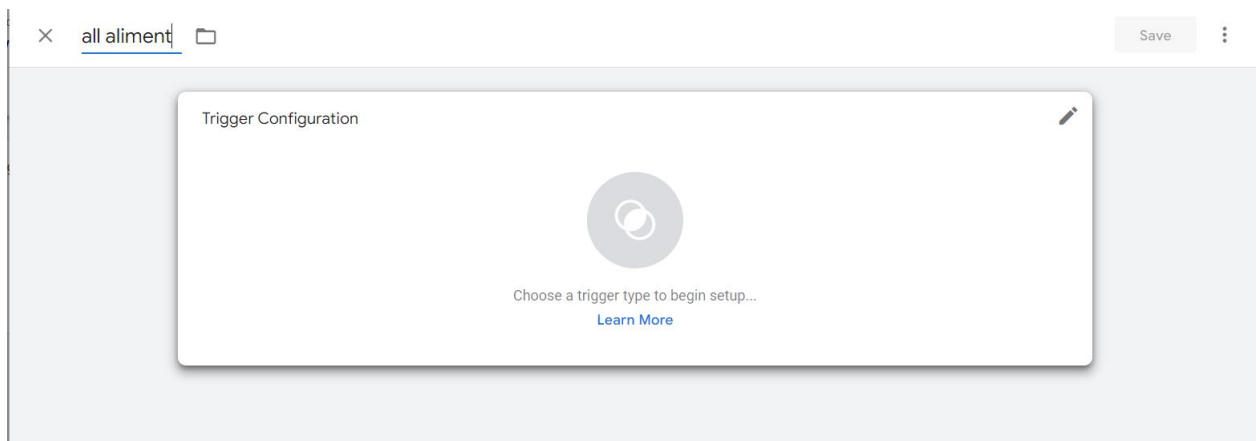
- **Page load**

- **Time (How long a visitor stayed on a particular page)**

- **Button clicks**

ANS-

<u>1).</u>

<u>2).</u>

<u>3).</u>

×   all aliment   📁   Save   ⋮

Trigger Configuration

Trigger Type

🖱   Click - All Elements   ✏️

This trigger fires on

◉ All Clicks   ○ Some Clicks

4).

CURRENT WORKSPACE
Default Workspace   >

Built-In Variables ⓘ   🔍   Configure

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

📁 Overview
🏷 Tags
⊘ Triggers
▦ Variables
📁 Folders
▭ Templates

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   >

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

📁 Overview
🏷 Tags
⊘ Triggers
▦ Variables
📁 Folders
▭ Templates

Saving...

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

6).

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 ⑦

https://www.esellerhub.com/

Connect

Opens your site in a new window

☑ Include debug signal in the URL ⓘ

7).

× esellerhub.com

1 Google tag found ◆ GTM-WD9NPWBT 🔒 G-HJX2NKL3S7 .ıl

Summary 🗑

~~Talk to Experts | eSellerHub~~

~~eCommerce Software Deve...~~

Summary

Google Tag: GTM-

Please verify that the
• Is installed on thi
• Is not being bloc

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