**Assigment – 6**

1. **What are events in Google analytics?**

**Ans.** An event allows you to measure a specific interaction or occurrence on your website or app. For example, you can use an event to measure when someone loads a page, clicks a link, or completes a purchase, or to measure system behavior, such as when an app crashes or an impression is served.

**categories**

The highest level of grouping for events. Categories help you organize and classify different types of interactions. For example, you might have categories like "Button Clicks," "Downloads," or "Video Plays."

**Actions:**

Actions represent the specific type of interaction within a category. They provide more granularity and detail about what users are doing. For instance, if the category is "Button Clicks," the action could be "Submit Form" or "View Pricing."

**Event tracking code:**

To track events, you need to implement the event tracking code on your website or app. The code typically includes the category, action, label, and value (if applicable). The syntax is as follows:

gtag('event', 'action', {

'event\_category': 'category',

'event\_label': 'label',

'value': value

});

**Event reports:**

In the Google Analytics interface, you can view event data in the "Behavior" section under "Events." This includes reports on event categories, actions, labels, and other relevant metrics.

1. **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.**

**Google analytics:**

https://analytics.google.com/analytics/web/?utm\_source=marketingplatform.google.com&utm\_medium=et&utm\_campaign=marketingplatform.google.com%2Fabout%2Fanalytics%2F#/p414260355/reports/reportinghub?params=\_u..nav%3Dmaui

**search consol:**

[**https://analytics.google.com/analytics/web/?utm\_source=marketingplatform.google.com&utm\_medium=et&utm\_campaign=marketingplatform.google.com%2Fabout%2Fanalytics%2F#/p414260355/reports/explorer?params=\_u..nav%3Dmaui&r=search-traffic&ruid=search-traffic,search-console,search-console-topic&collectionId=search-console**](https://analytics.google.com/analytics/web/?utm_source=marketingplatform.google.com&utm_medium=et&utm_campaign=marketingplatform.google.com%2Fabout%2Fanalytics%2F#/p414260355/reports/explorer?params=_u..nav%3Dmaui&r=search-traffic&ruid=search-traffic,search-console,search-console-topic&collectionId=search-console)

**google tag manager:**

[**https://tagmanager.google.com/?utm\_source=marketingplatform.google.com&utm\_medium=et&utm\_campaign=marketingplatform.google.com%2Fabout%2Ftag-manager%2F#/container/accounts/6203728205/containers/170065574/workspaces/0/config**](https://tagmanager.google.com/?utm_source=marketingplatform.google.com&utm_medium=et&utm_campaign=marketingplatform.google.com%2Fabout%2Ftag-manager%2F#/container/accounts/6203728205/containers/170065574/workspaces/0/config)

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

**https://pagespeed.web.dev/analysis/https-dmdigitalmarketin-blogspot-com/rxhuuulk0b?form\_factor=desktop**