

Module :6

Question:1

What are events in Google analytics?

Answer:

An **event** in Google Analytics is a **measurement of a specific user interaction** with your content that can be tracked independently from a web page or screen load.

◆ Examples of Events:

Here are some common actions you can track as events:

Action Type	Example
Click	User clicks a “Sign Up” or “Buy Now” button
Form Submission	User fills out and submits a contact form
Video Interaction	User plays, pauses, or completes a video
File Download	User downloads a PDF or brochure
Scroll Depth	User scrolls 75% down the page
Outbound Link Click	User clicks a link to an external website
E-commerce Event	Product added to cart, purchase completed

◆ Event Structure (GA4 vs Universal Analytics):

✓ *In GA4 (Google Analytics 4):*

Events are **more flexible** and don't require fixed categories like before. Each event can have **parameters** — extra details about the action.

Example:

Event name: purchase

Parameters:

item_name: "Running Shoes"

value: 3999

currency: "INR"

✓ *In Universal Analytics (Old version):*

Events had a specific **structure**:

Category → Action → Label → Value

Example:

Category: Video

Action: Play

Label: Intro Video

Value: 1

◆ Why Events Are Important:

- Measure **user engagement** (beyond pageviews)
- Track **conversion goals** (e.g., "clicked sign-up button")
- Understand **user behavior** and **funnel drop-offs**
- Improve **website design** and **marketing campaigns**

◆ Example in Practice:

Suppose you manage a free learning platform like *Learnvern*:

- Event: video_play → Tracks how many users start a course video.
- Event: certificate_download → Tracks how many download completion certificates.
- Event: course_enroll → Tracks new enrollments.

Question:6

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

Answer :

Step 1: Define a Goal for Your Business

Let's say your business goal is to **increase course enrollments** on your website.

✓ **Example Goal:**

Goal Name: Course Enrollment

Goal Type: Destination (thank-you page after enrollment)

Goal Description: Track how many users successfully enroll in a course.

[Step 2: Set Up the Goal in Google Analytics \(Universal Analytics\)](#)

(If you're using GA4, the process uses "Events" instead — explained below.)

Steps:

1. **Sign in** to your Google Analytics account.
2. Click on the **Admin (gear icon)** at the bottom-left corner.
3. Under the **View** column, click **Goals** → **+ New Goal**.
4. Choose a **Goal Setup**:
 - Select **Custom**, then click **Continue**.
5. Choose **Goal Type**:
 - Select **Destination**, then click **Continue**.
6. **Enter Goal Details**:
 - **Name**: Course Enrollment
 - **Destination**: /thank-you.html (this is the page shown after a user enrolls)
 - **Value (optional)**: ₹500 (if you want to assign a monetary value per enrollment)
7. Click **Save**.

✓ Your Goal is now active!

[Step 2 \(for GA4 users\): Track a Conversion Event](#)

In Google Analytics 4, "Goals" are replaced by **Conversions**.

Steps:

1. In GA4, go to **Admin** → **Events**.
2. Create a new event like:
3. Event name: course_enroll
4. Parameter: page_location contains "thank-you"
5. Once it appears in your **Events list**, toggle **Mark as conversion**.

✓ This tells GA4 to treat “course_enroll” as a conversion goal.

Step 3: Study Reports to Check Goal Completion

For Universal Analytics:

- Go to **Reports → Conversions → Goals → Overview**
- You’ll see metrics like:
 - **Goal Completions** (number of enrollments)
 - **Goal Conversion Rate** (percentage of visitors who enrolled)
 - **Goal Value** (if you assigned a value per goal)

Example report:

Goal: Course Enrollment

Completions: 350

Conversion Rate: 4.2%

Goal Value: ₹1,75,000

For GA4 (Google Analytics 4):

- Go to **Reports → Engagement → Conversions**
- You’ll see:
 - **Event name:** course_enroll
 - **Event count** (how many times it happened)
 - **Users** who triggered the event
 - **Conversion rate**

Example report:

Event: course_enroll

Conversions: 350

Users: 280

Conversion Rate: 4.2%

Step 4: Analyze the Results

Once you have the data, interpret it:

- If conversions are increasing → Your marketing or website design is working well.
- If conversions are low → Review your landing page, CTA buttons, or form experience.

Example Summary for Learnvern:

Goal Name	Type	Result
Course Enrollment	Destination (Thank-you page)	350 completions this month
Certificate Download	Event (download_button_click)	500 completions
Video Started	Event (video_play)	1,200 completions