

# 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!

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## 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.

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### III 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

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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%

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## 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.
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### 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