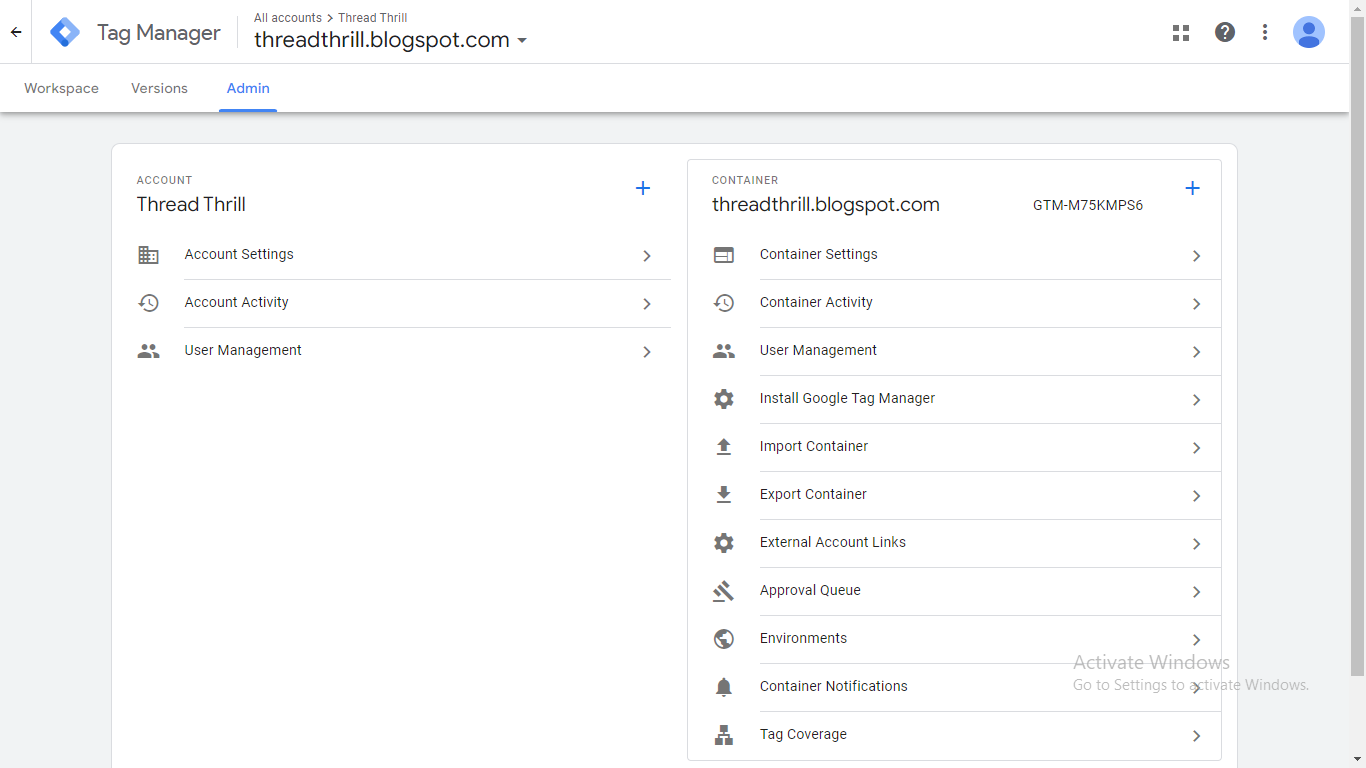
**Assignment (Module 6)**

Q-1: What are events in Google analytics?

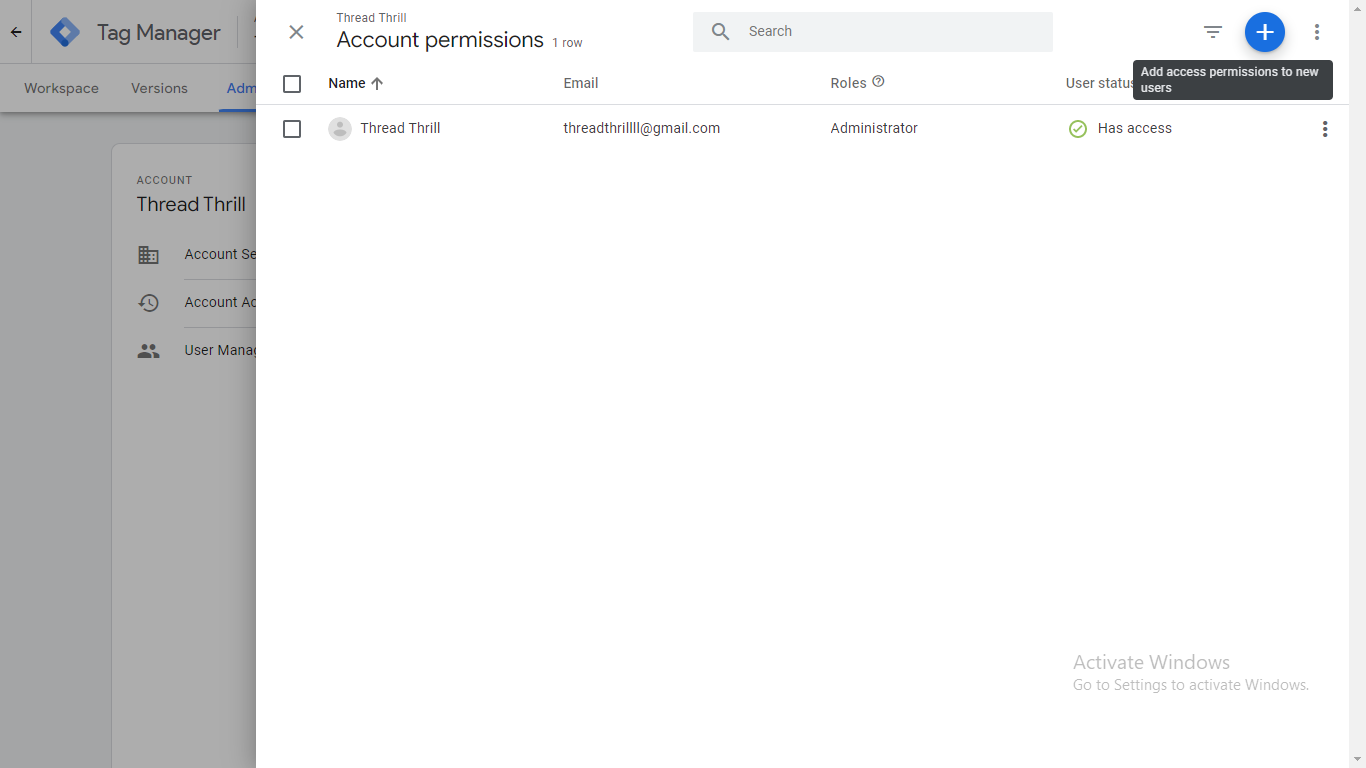
Ans: Events in Google Analytics track specific user interactions on your website or app like clicks, form submissions, or video views. They consist of a category, action, label, and value to help measure user behavior and interactions that go beyond page views.

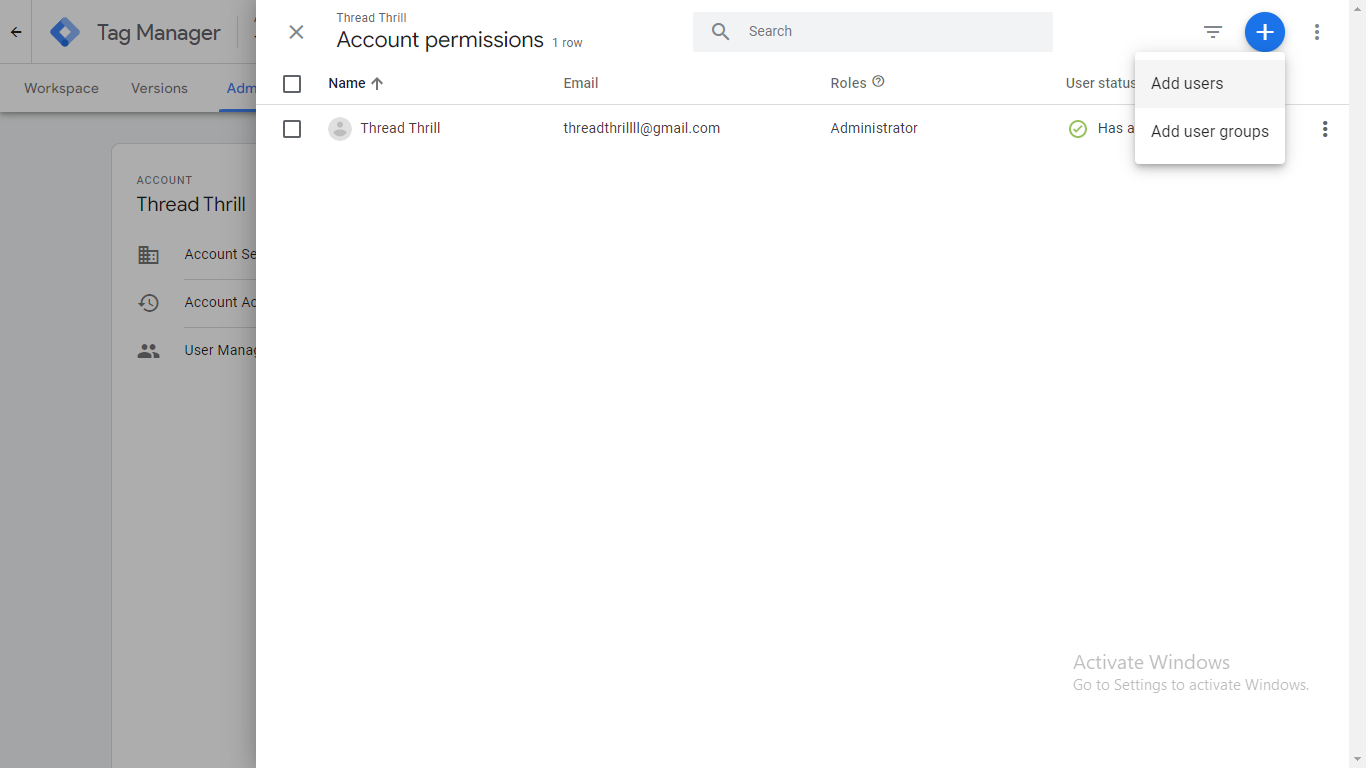
Q-2: Connect your created website and blog to search console, analytics, and google tag manager and add your faculty as a user with required permission in it

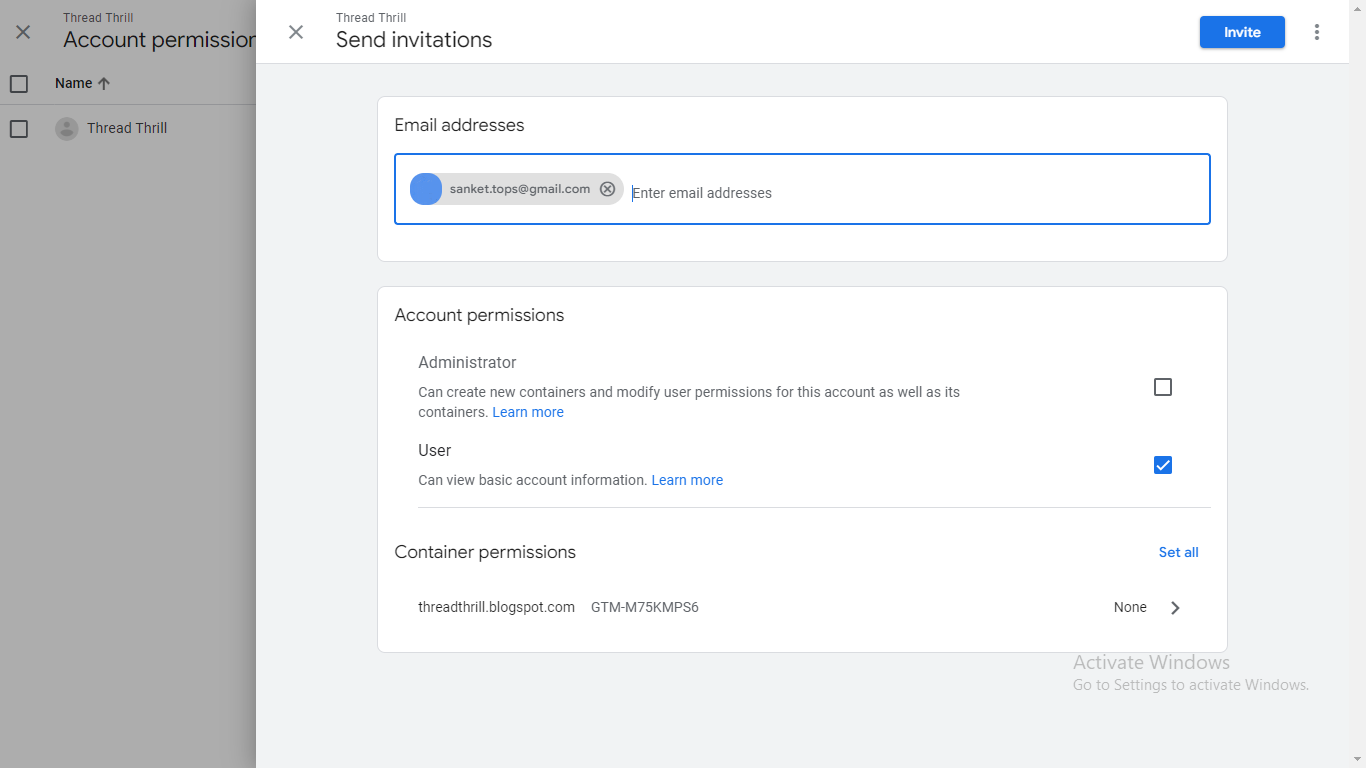
Ans:

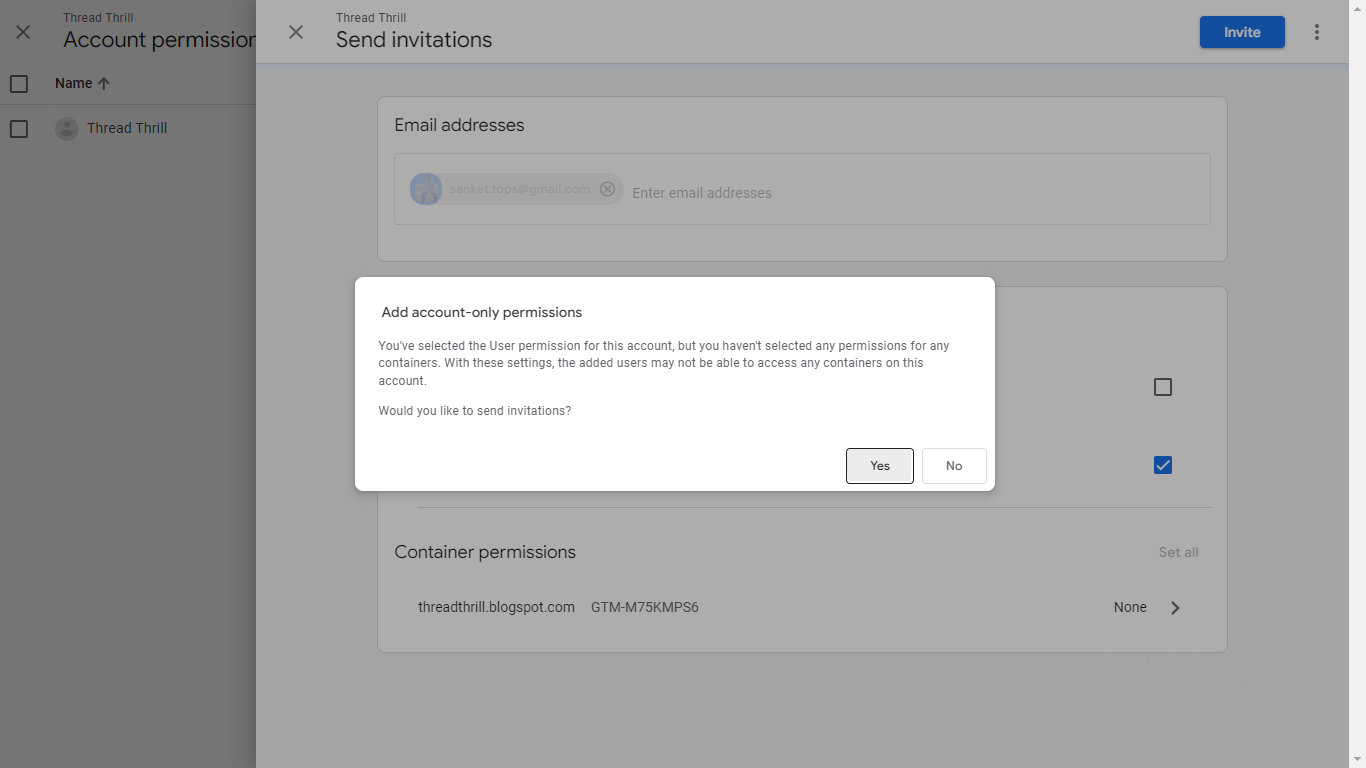


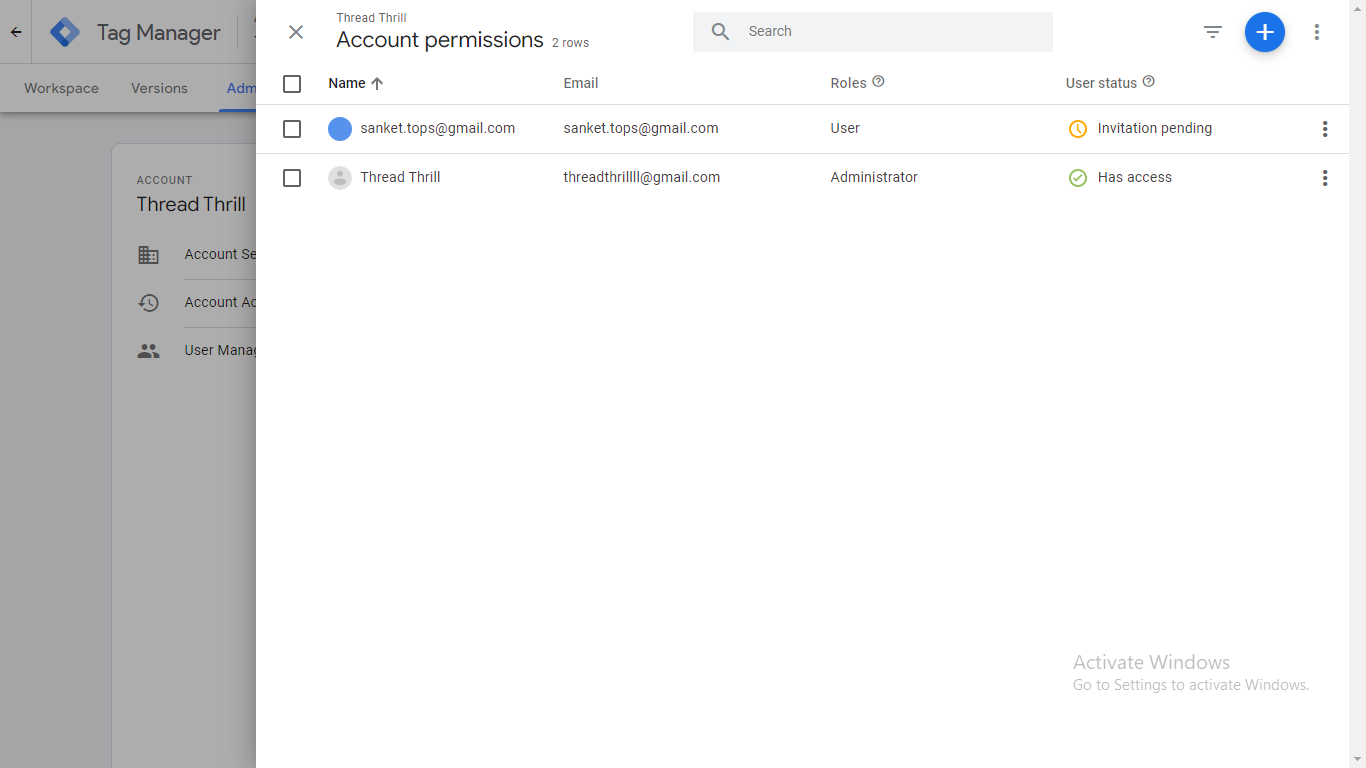




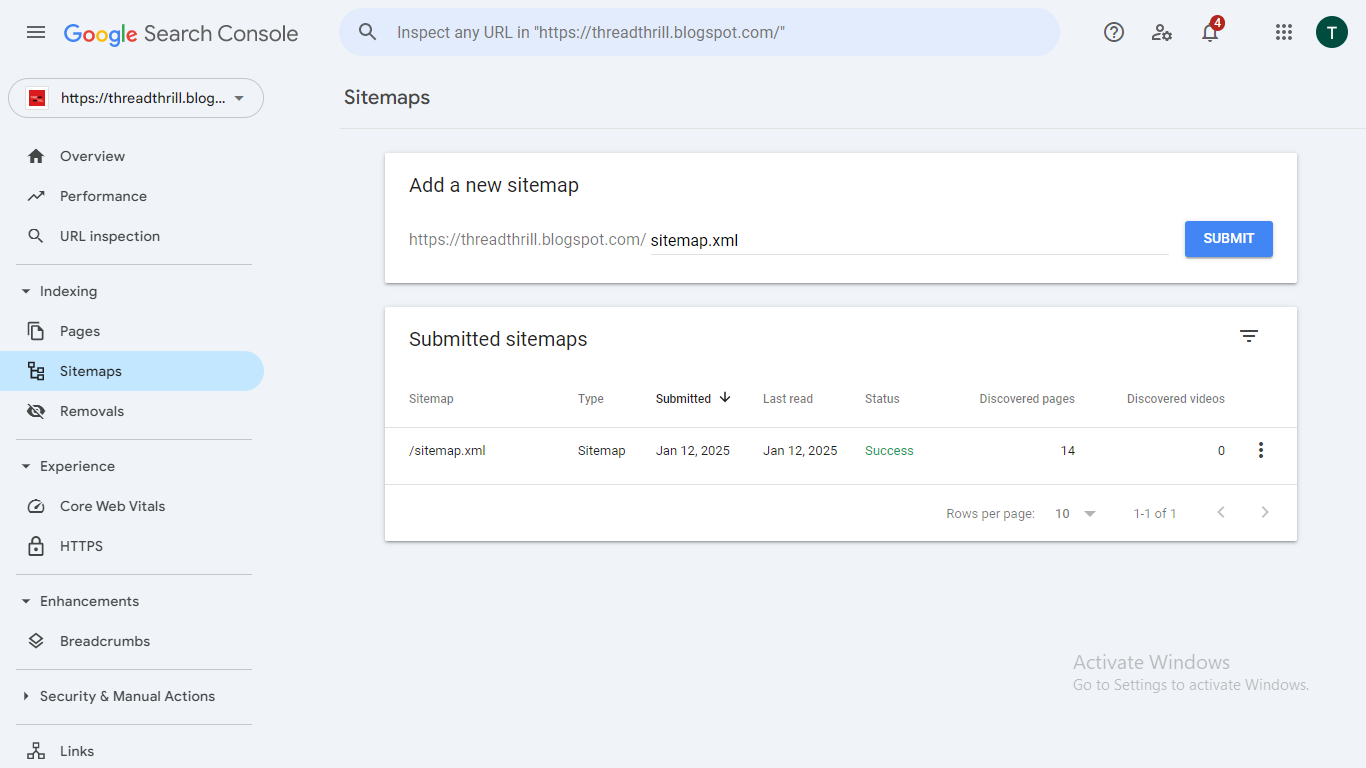




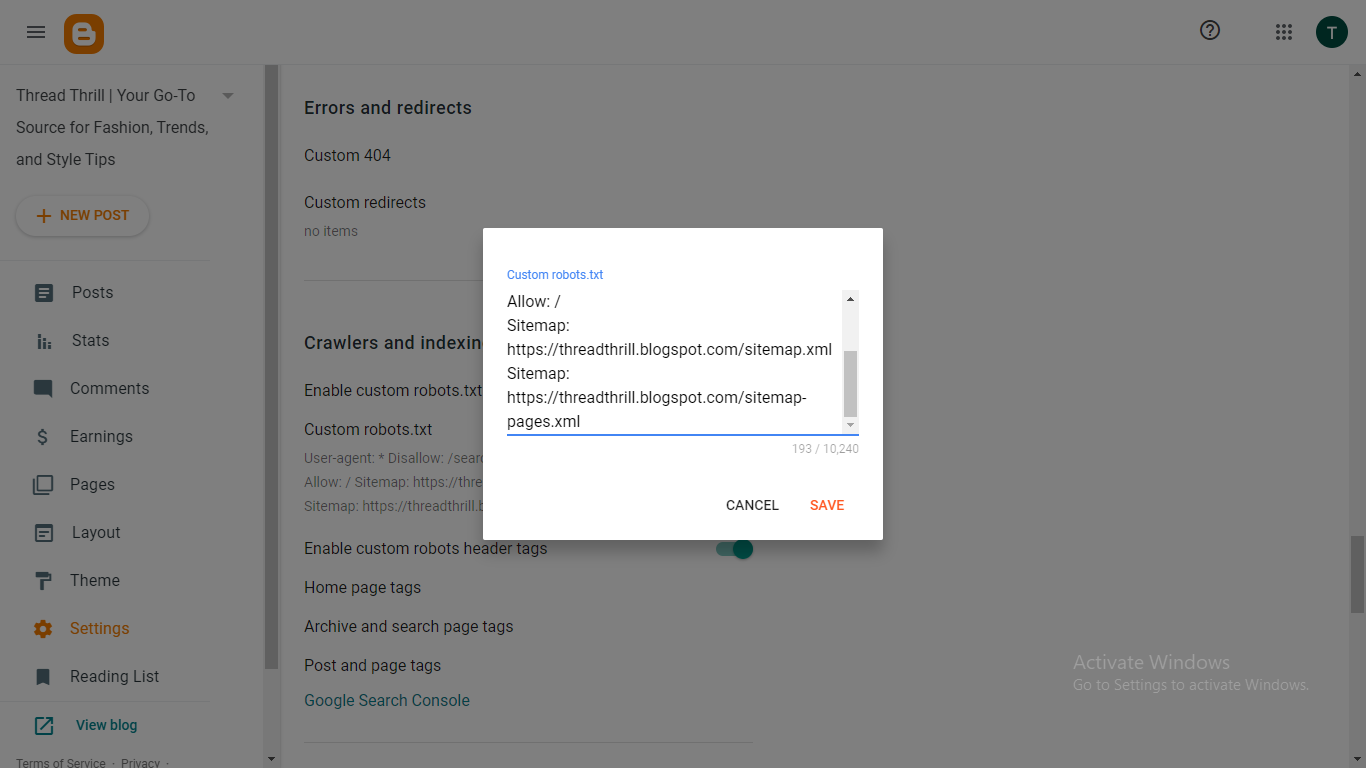




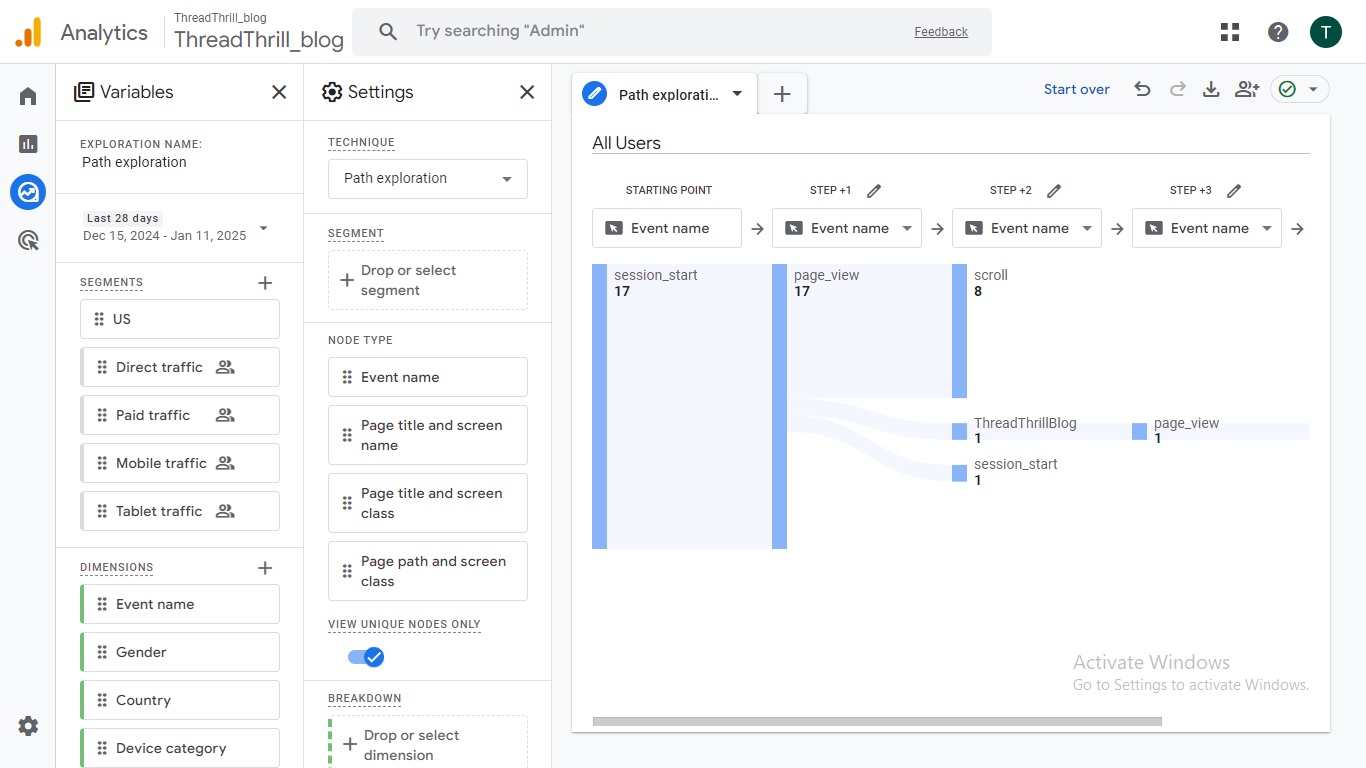
Q-3: Submit the sitemap and robot.txt file in the search console for your website.

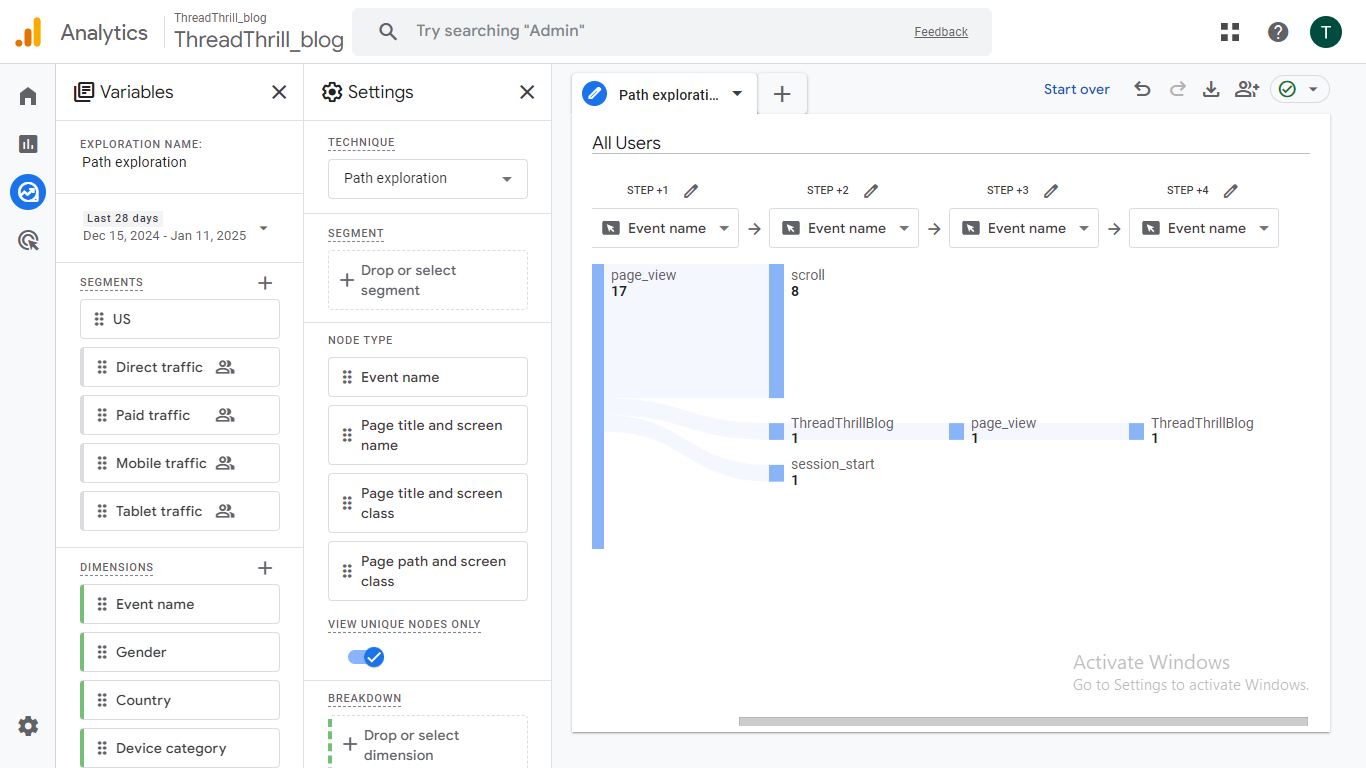
Ans: 

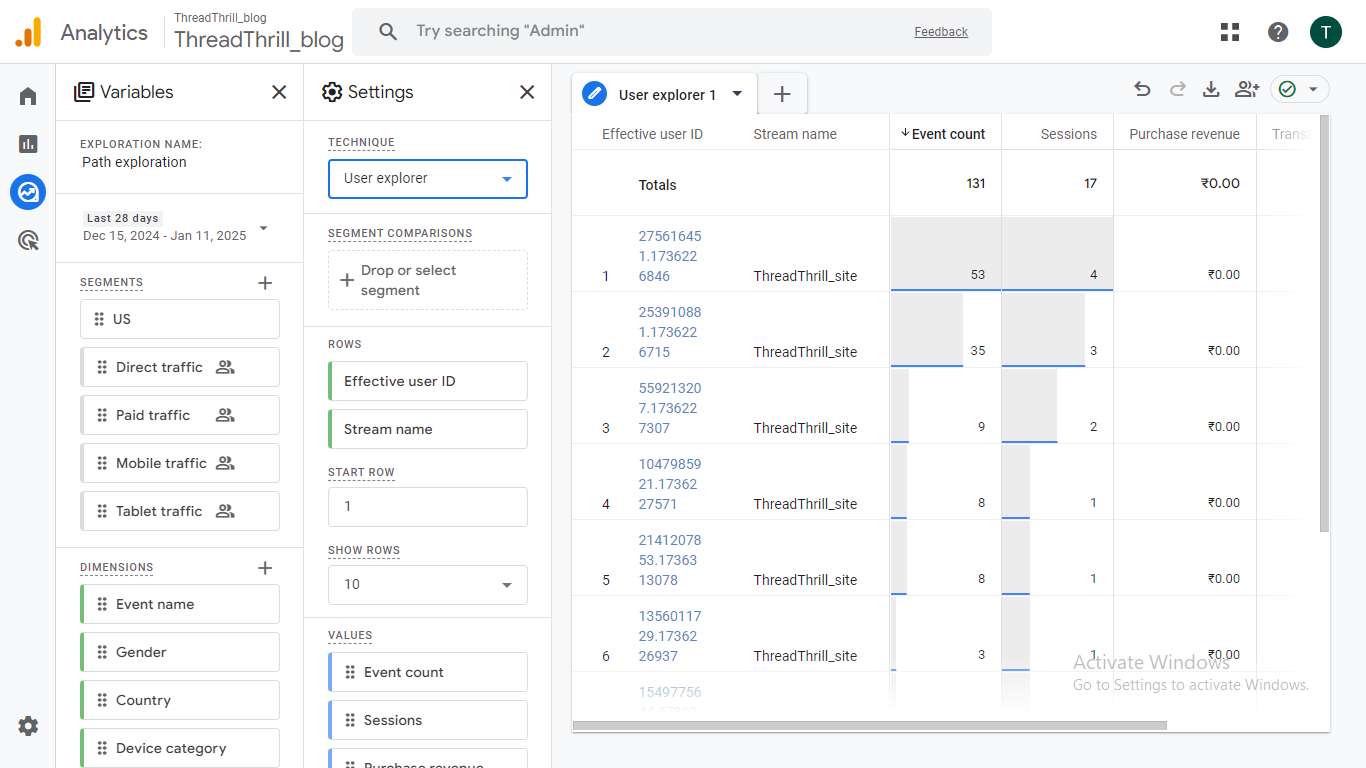


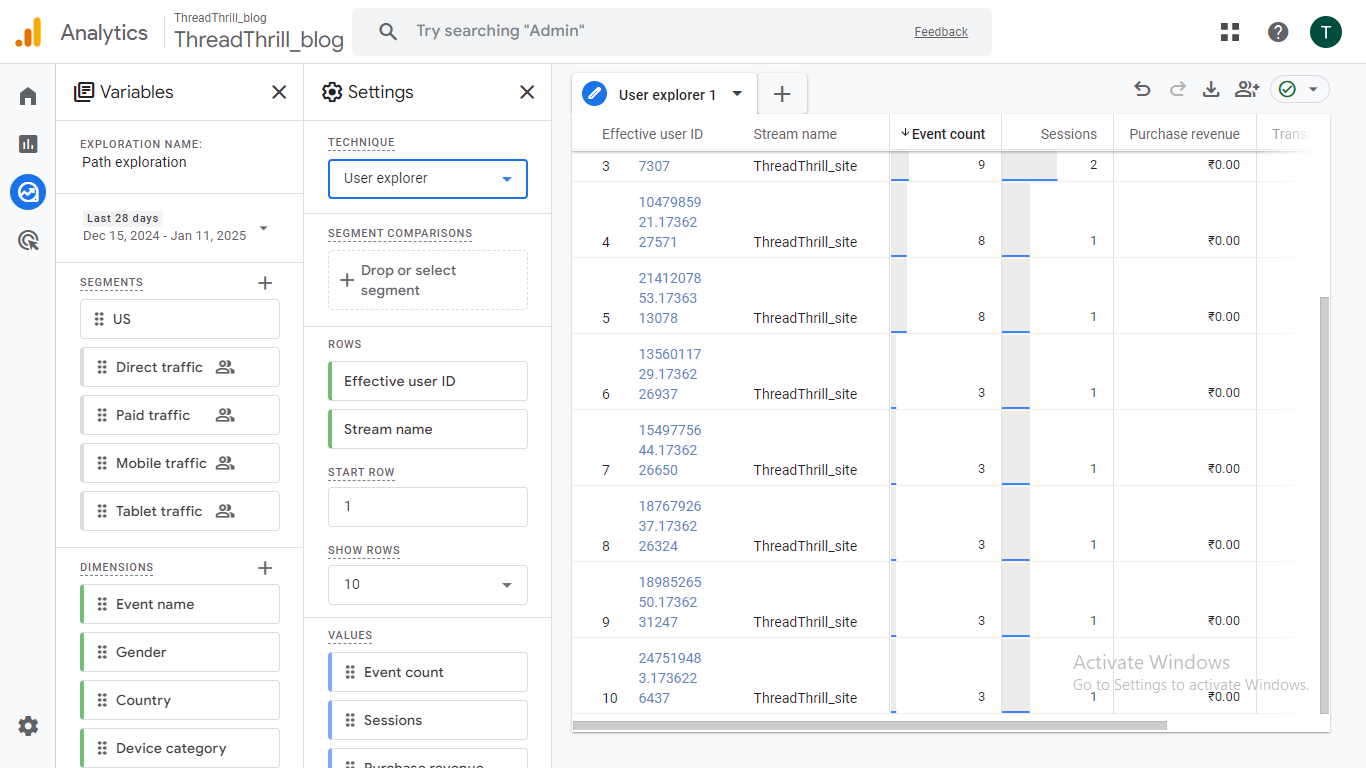


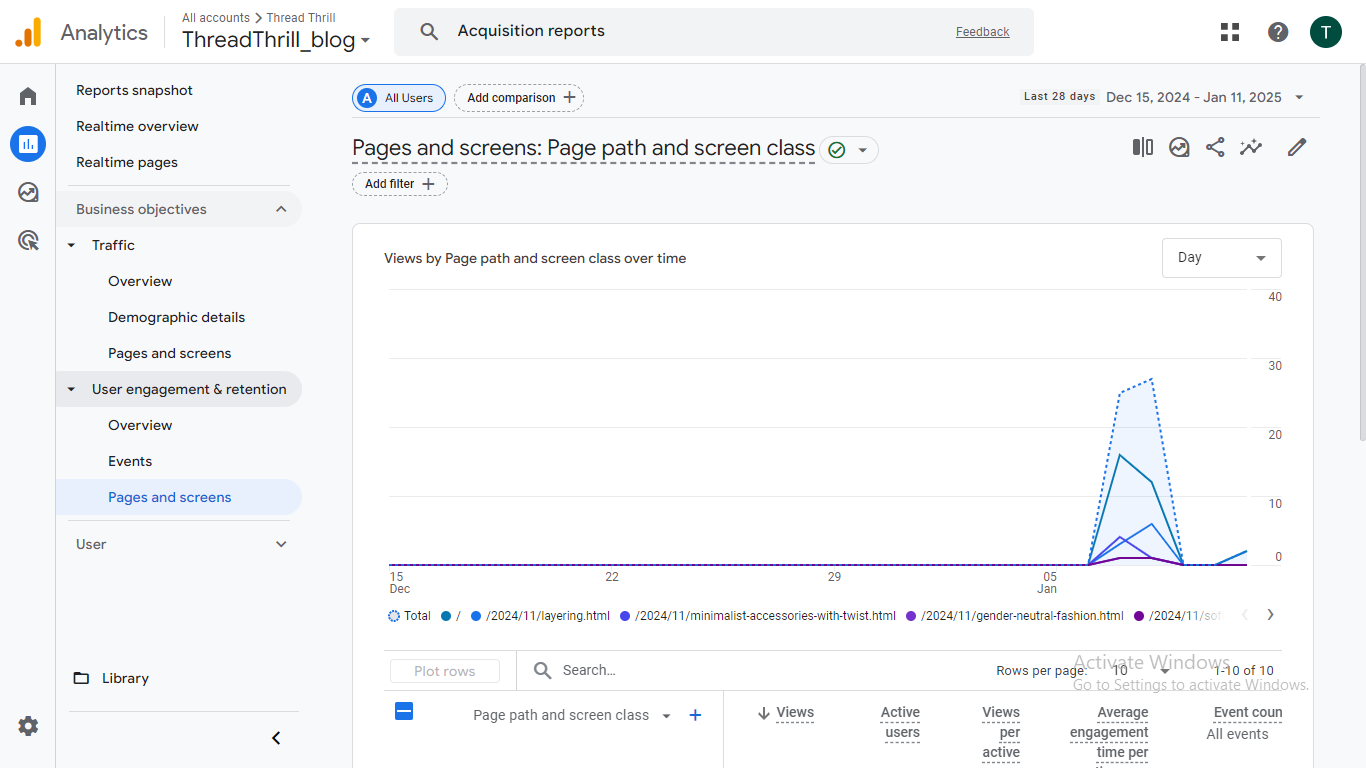
Q-4: Submit the user flow and traffic source reports for your website.Ans:

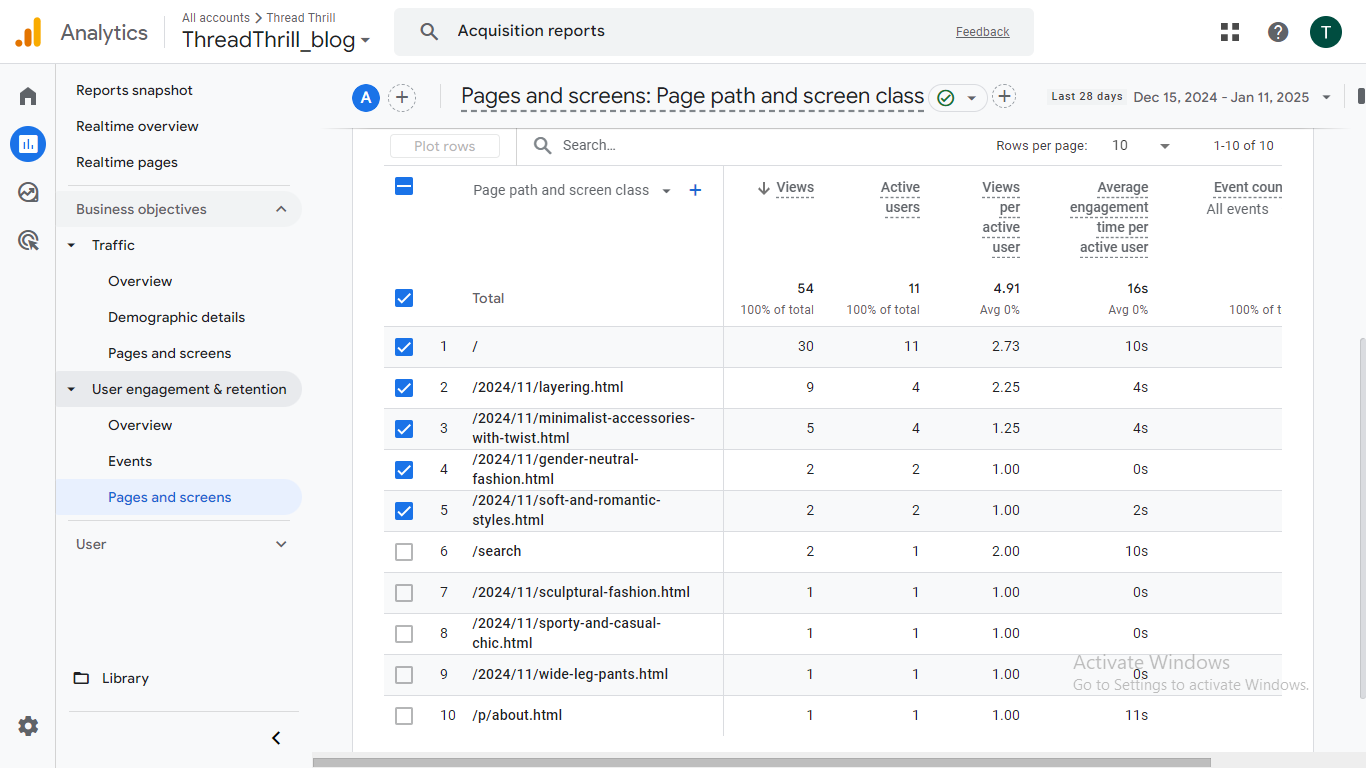






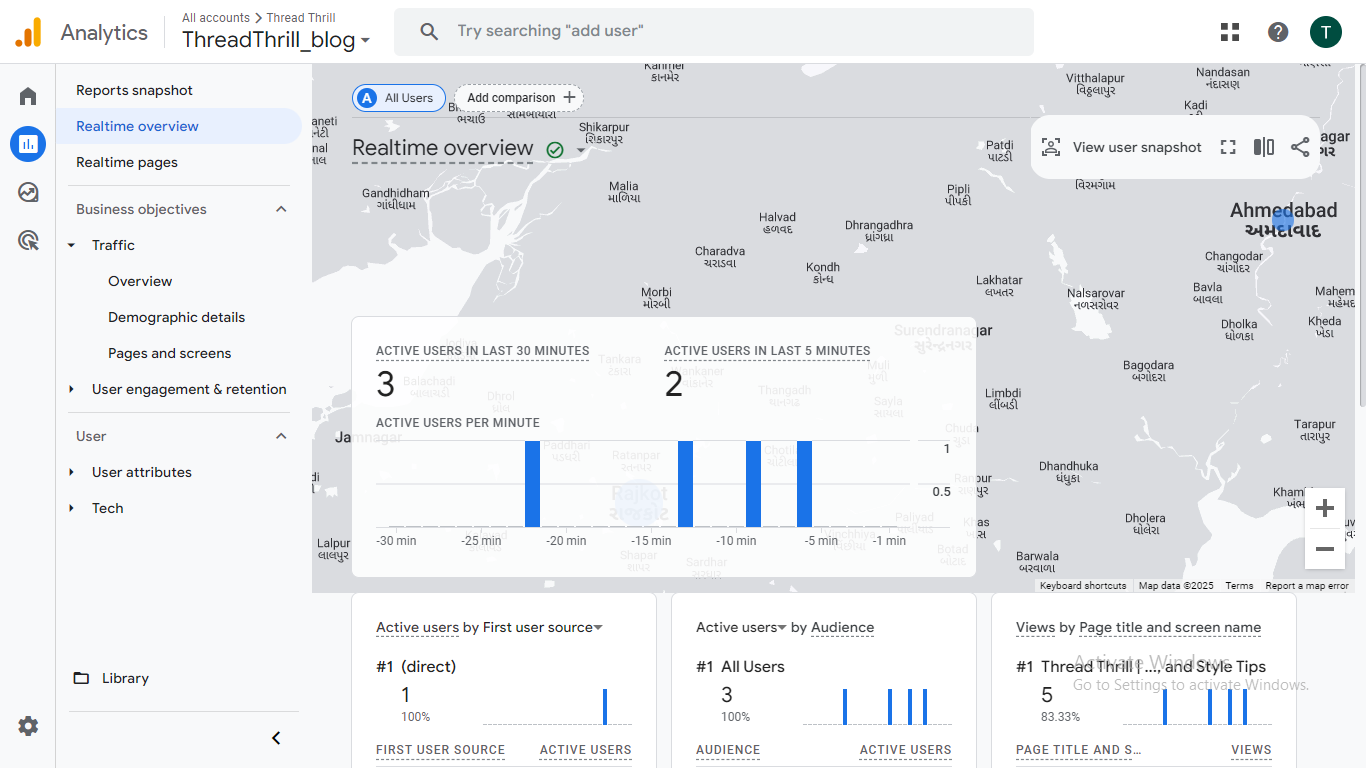


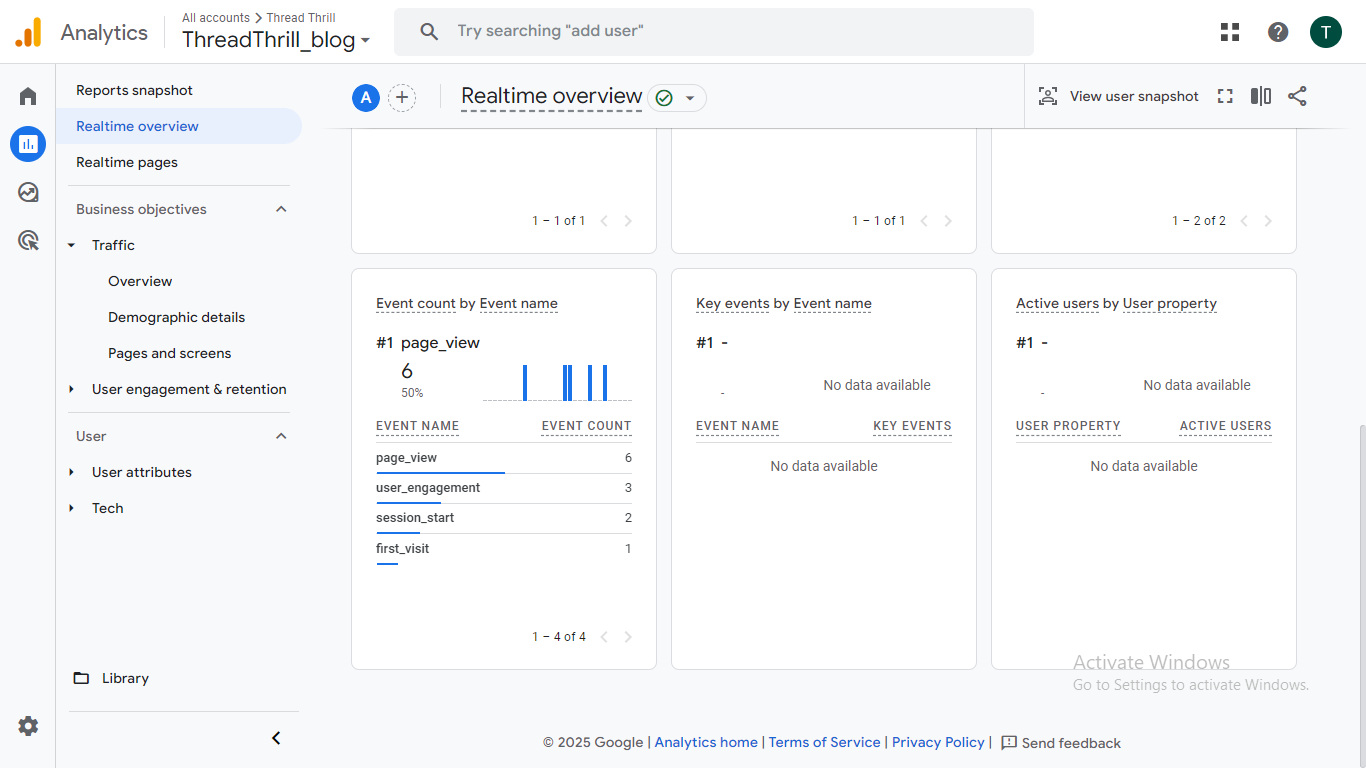


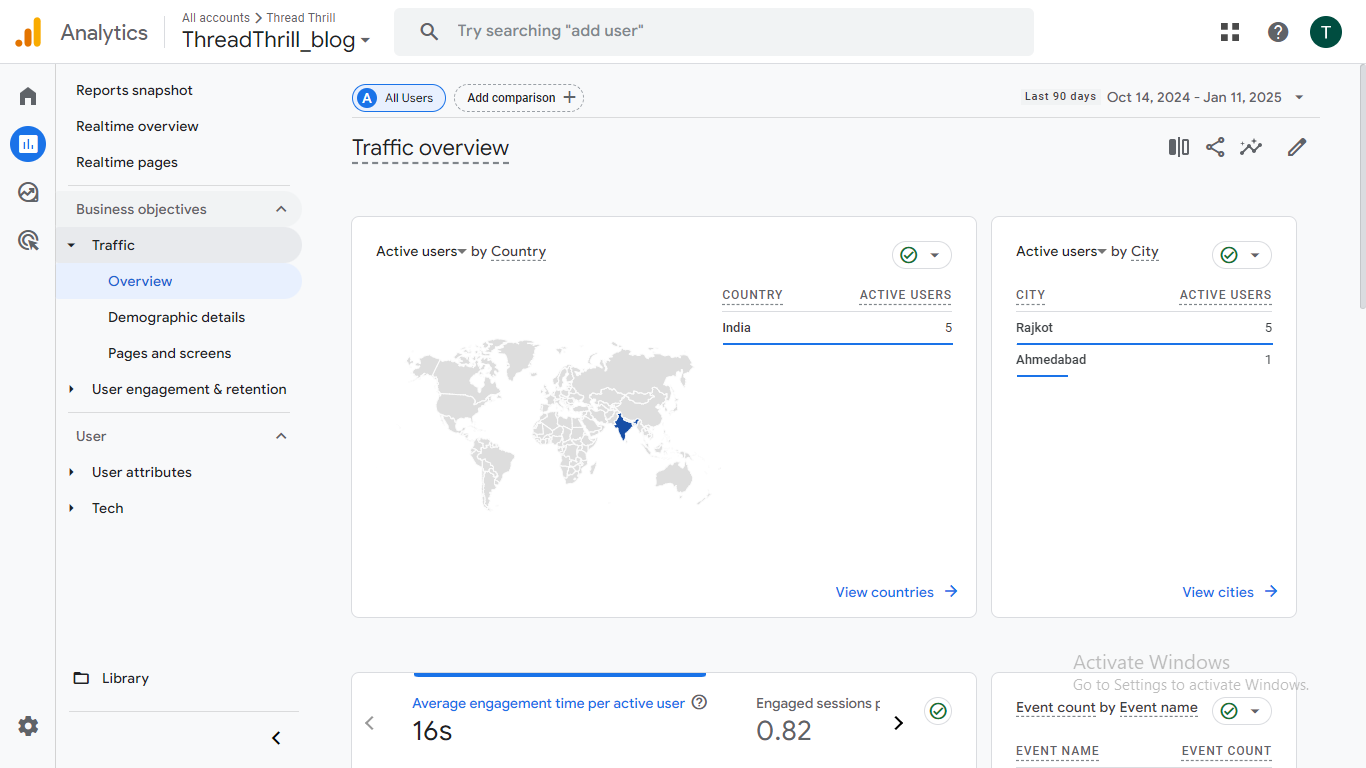


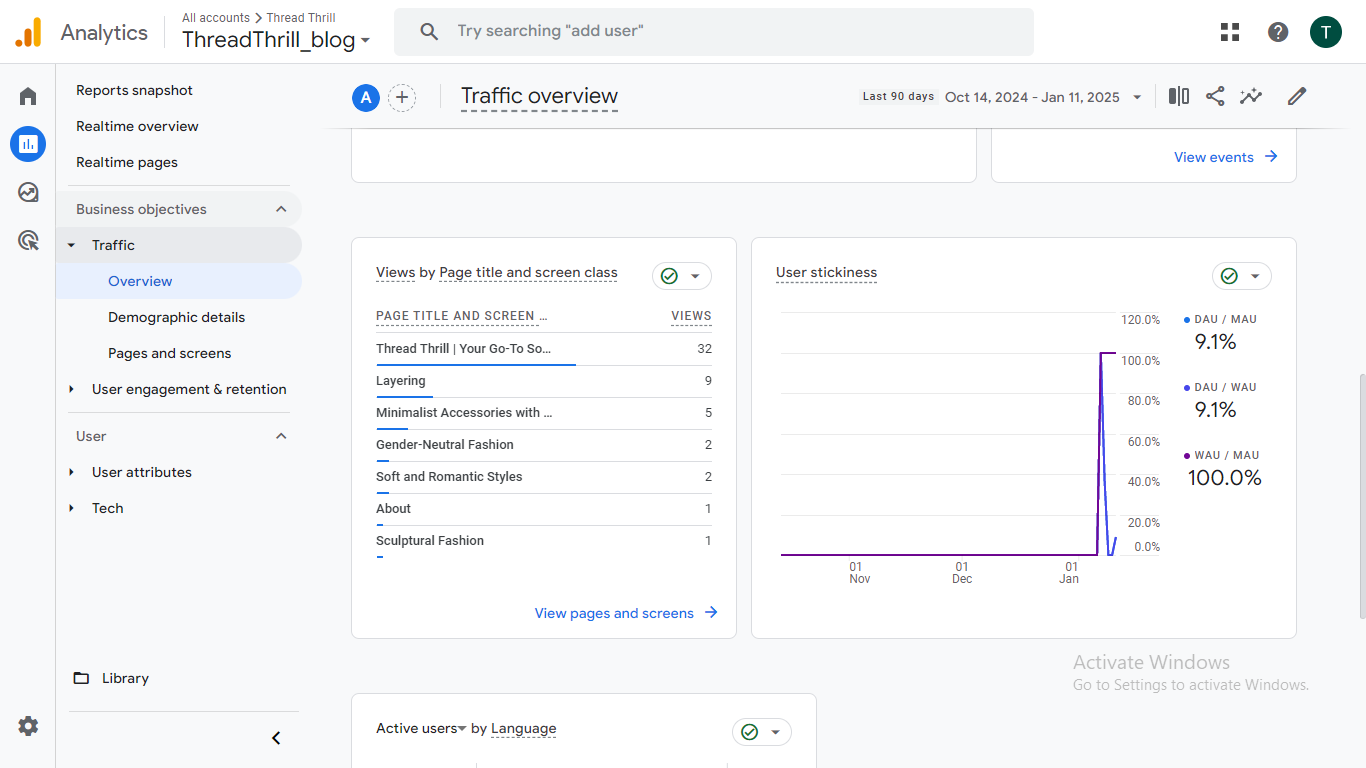
Q-5: Connect your blog to Google Analytics and study the different types of traffic on your site

Ans:

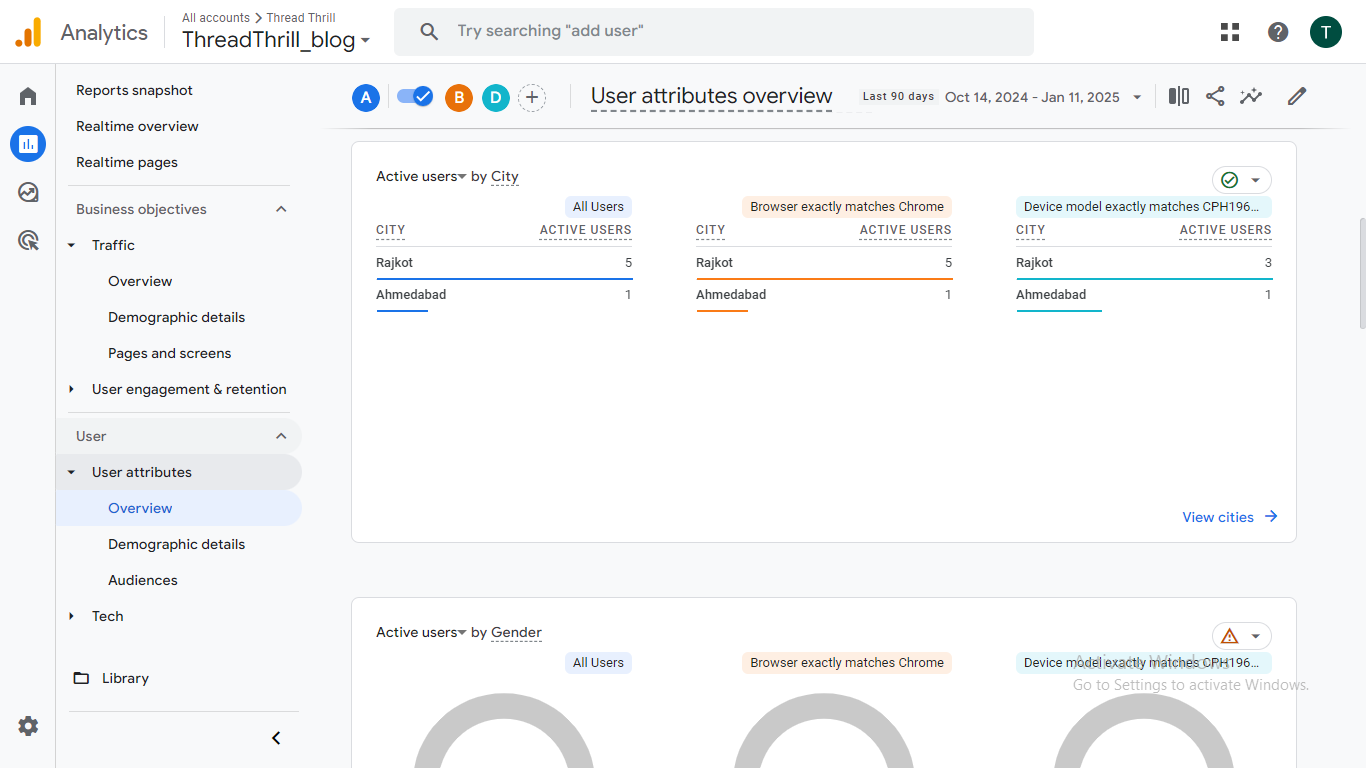


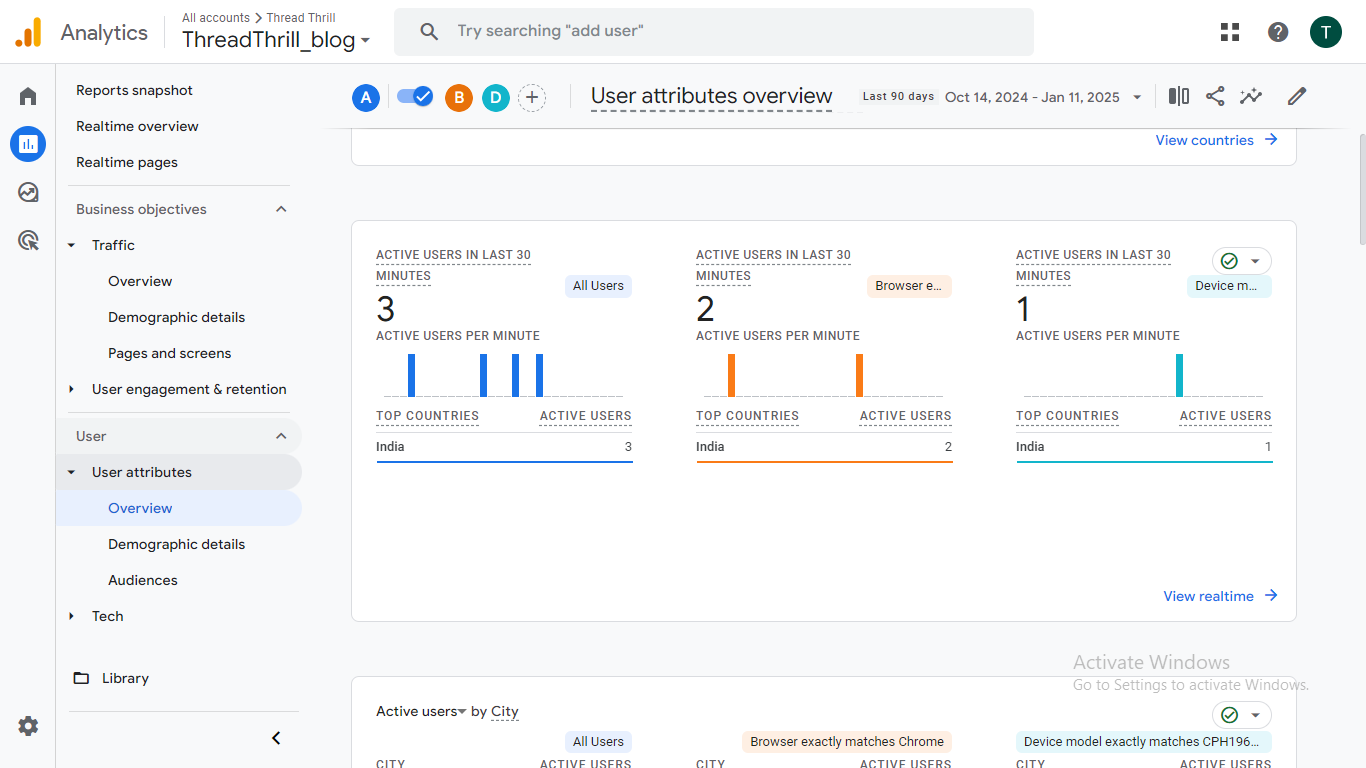


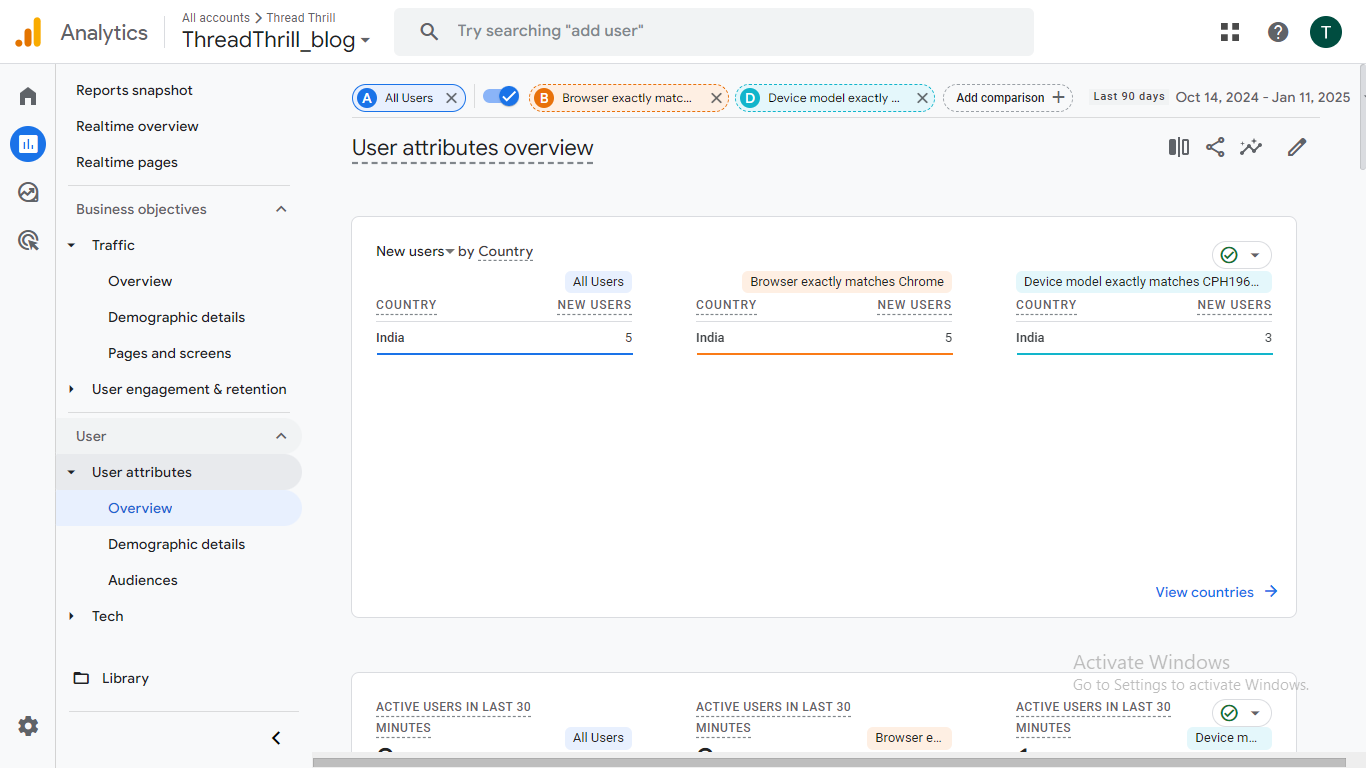


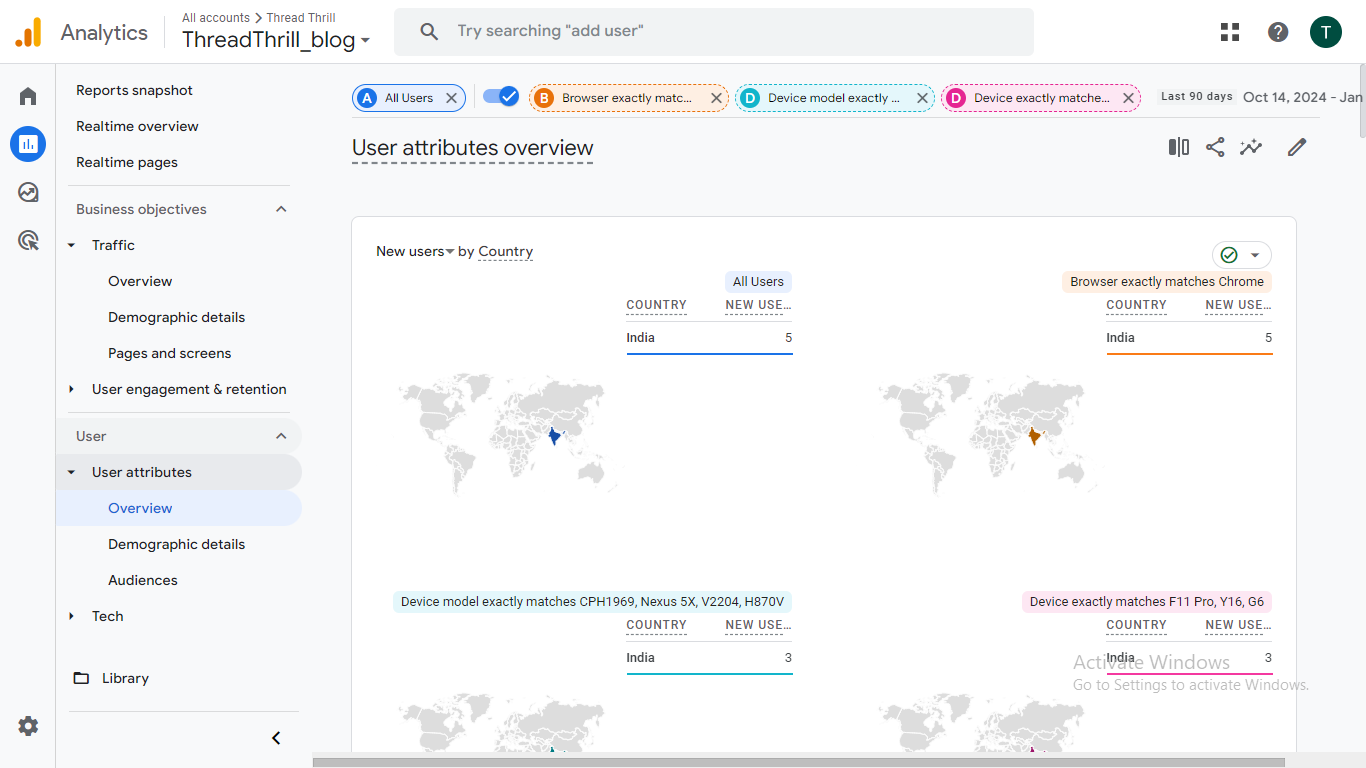




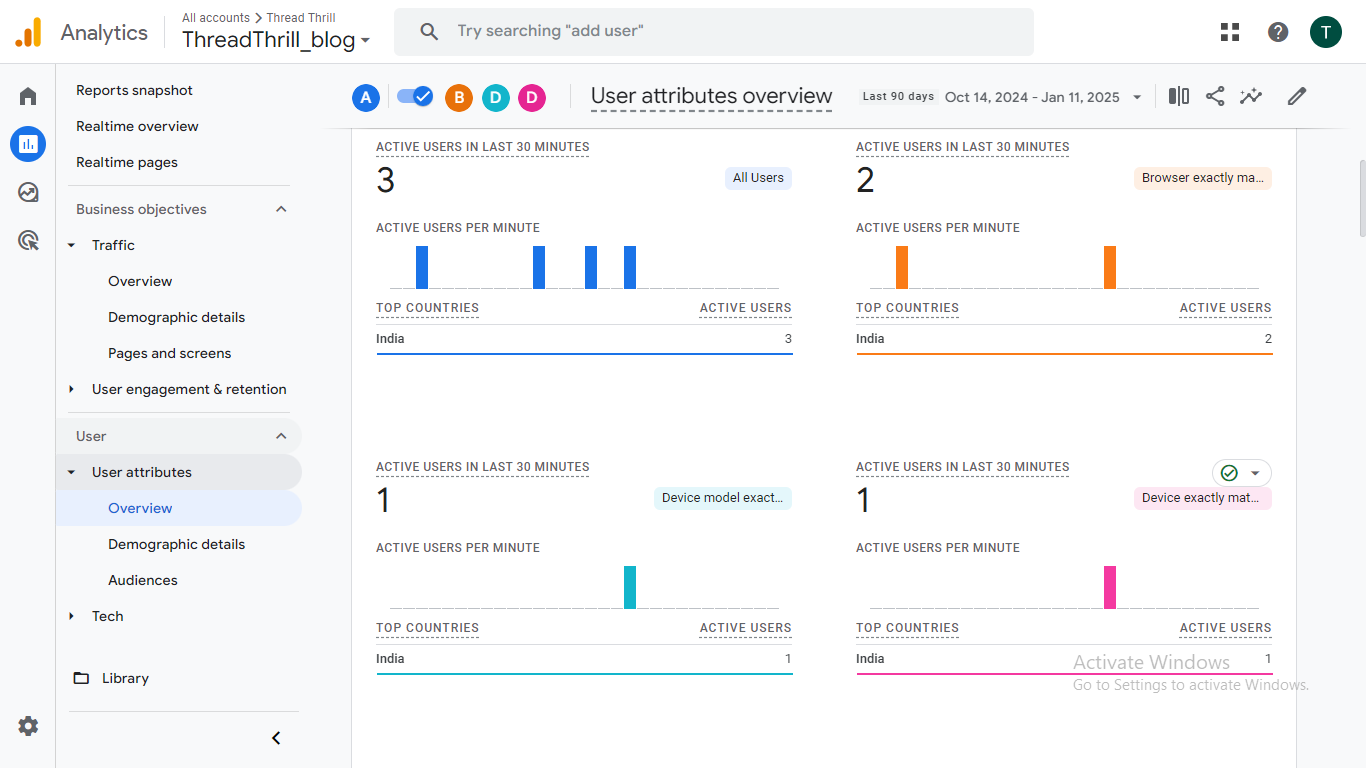


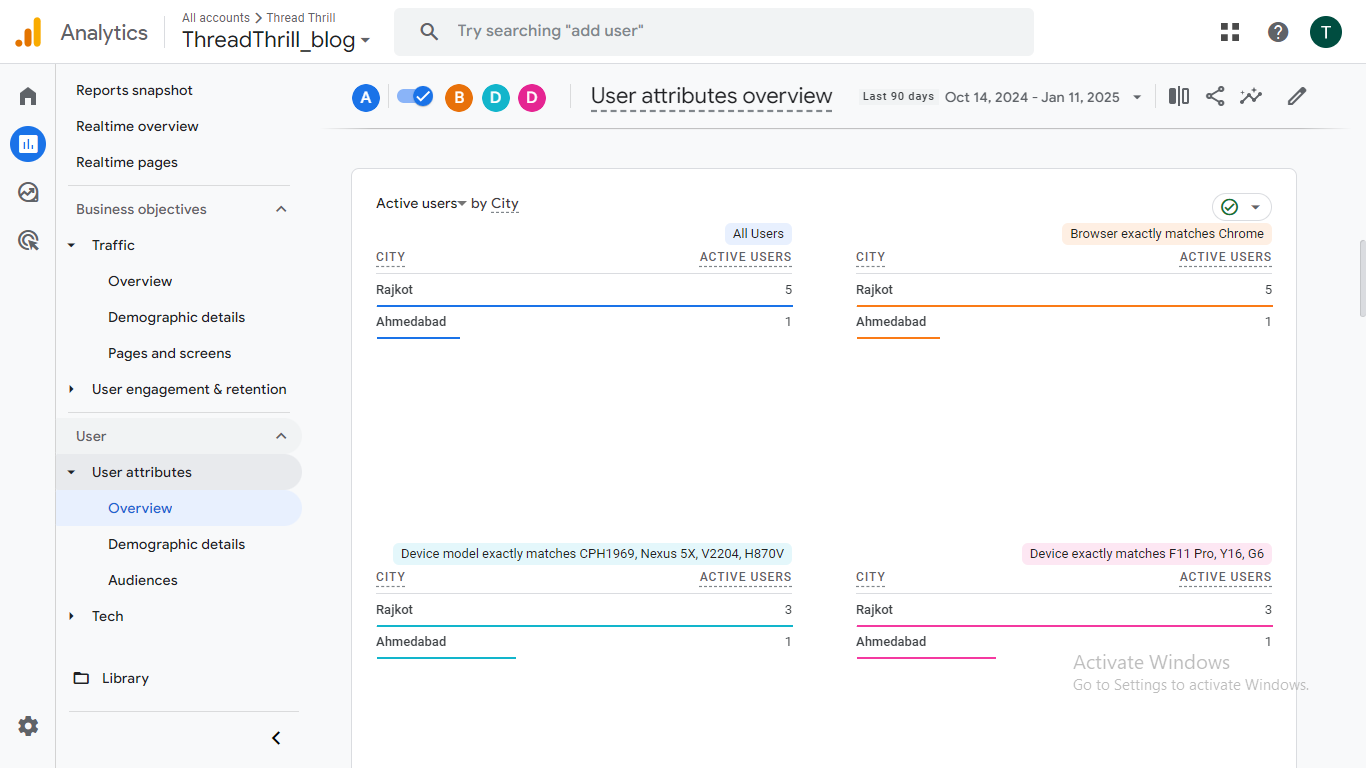


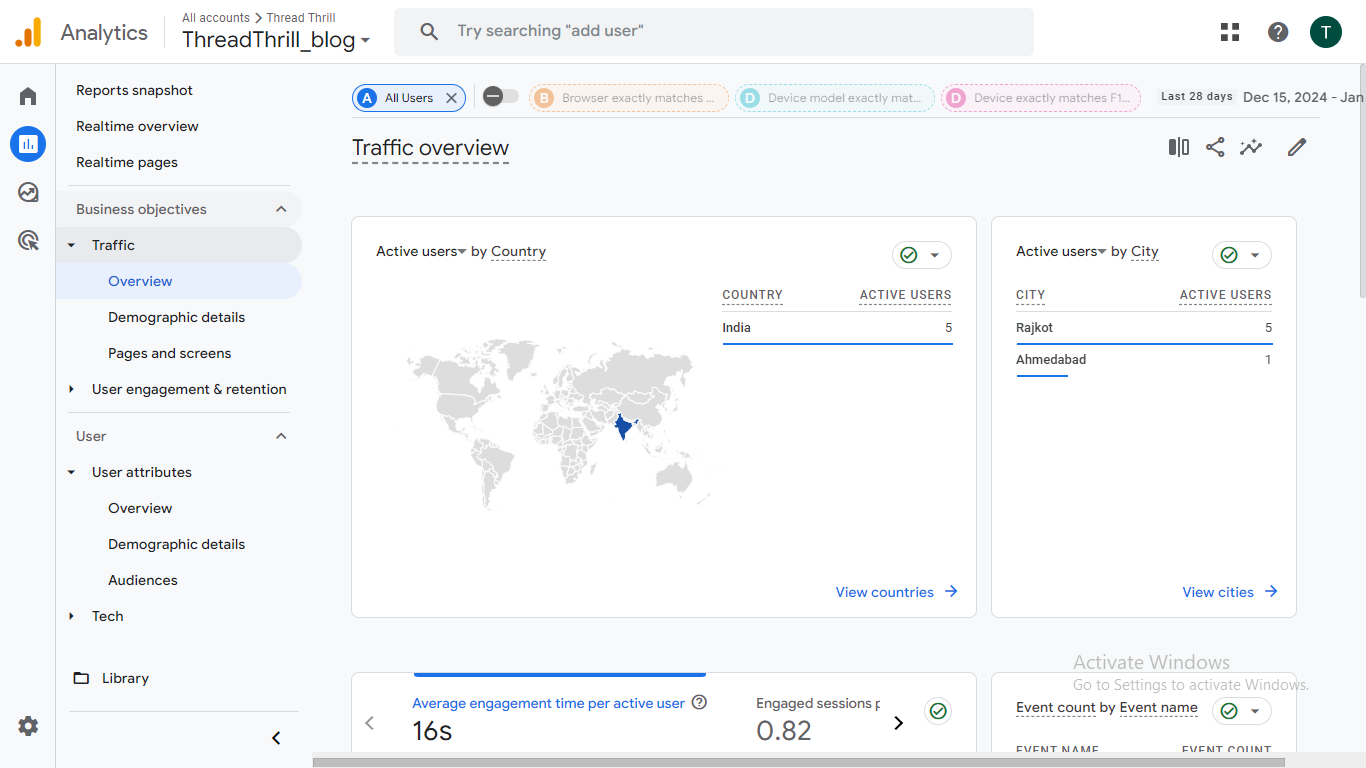


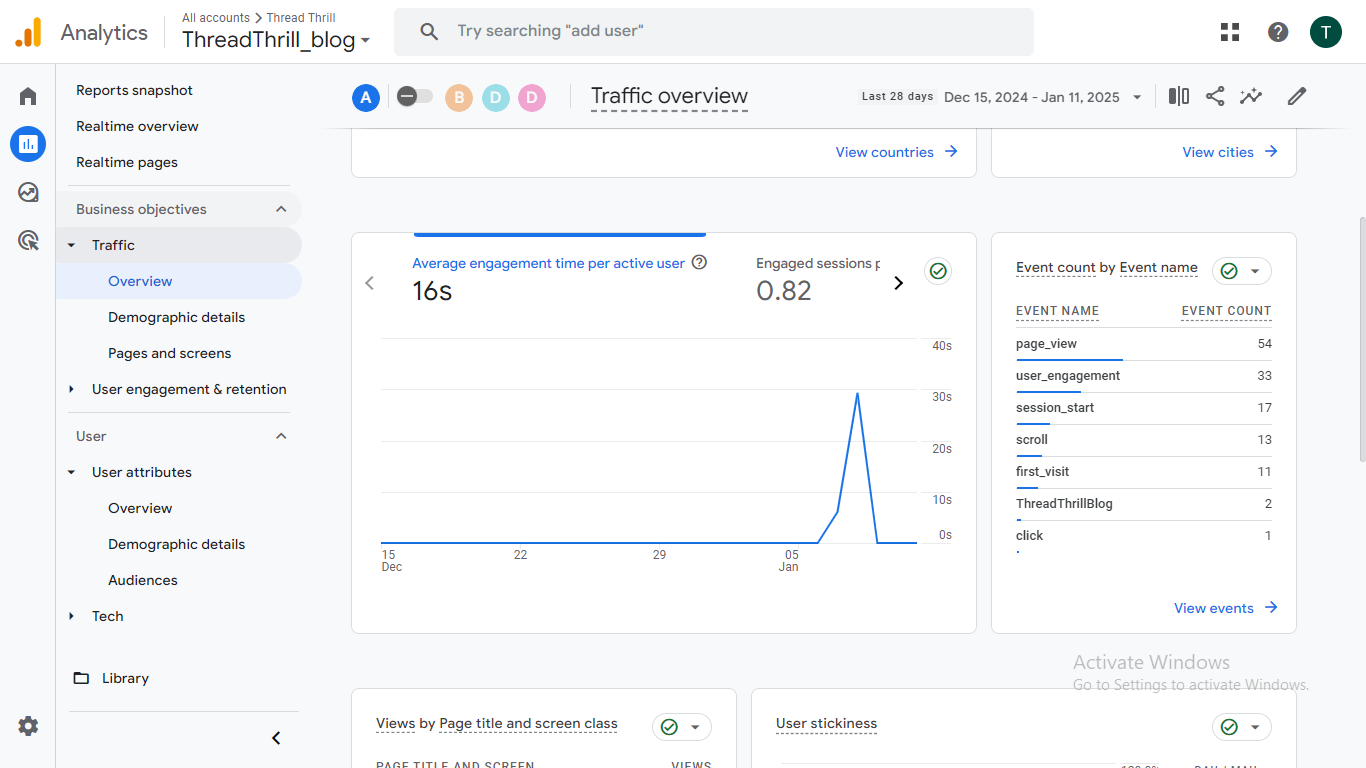


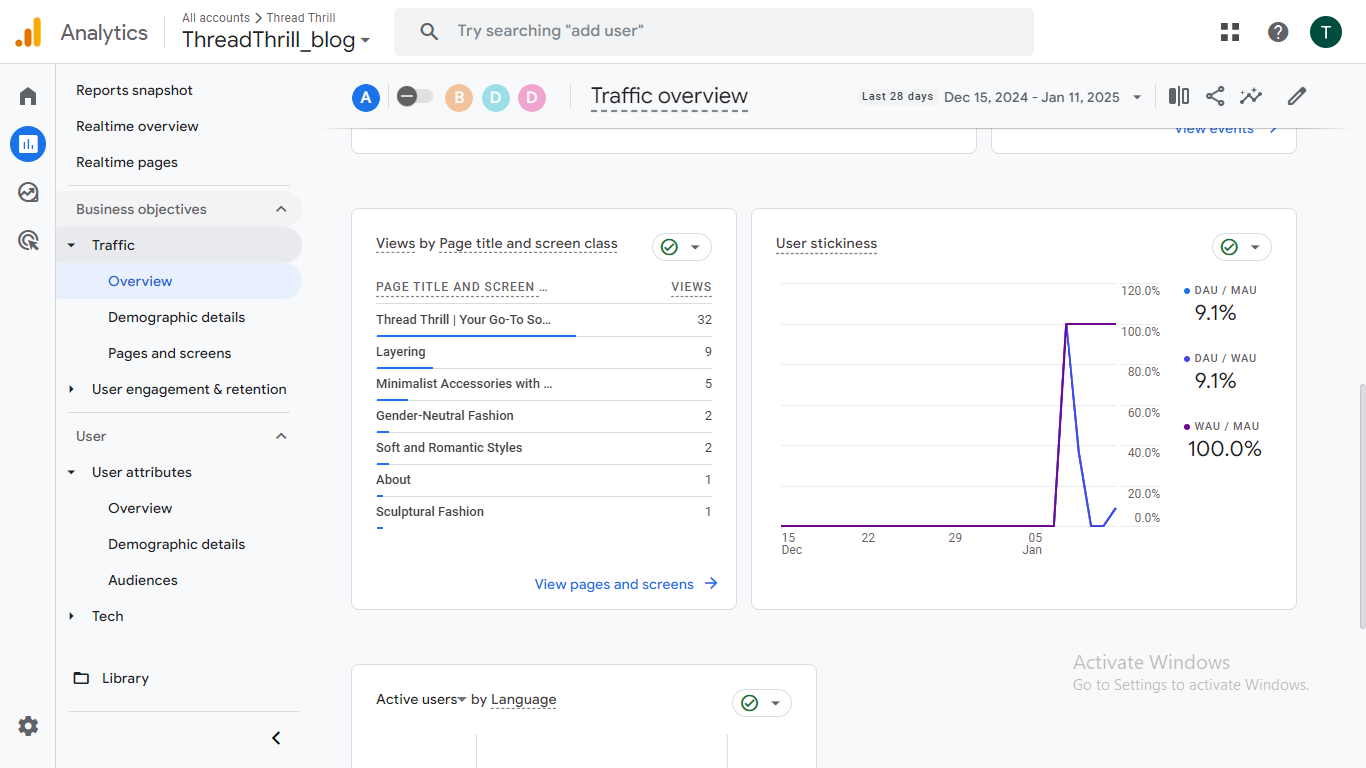


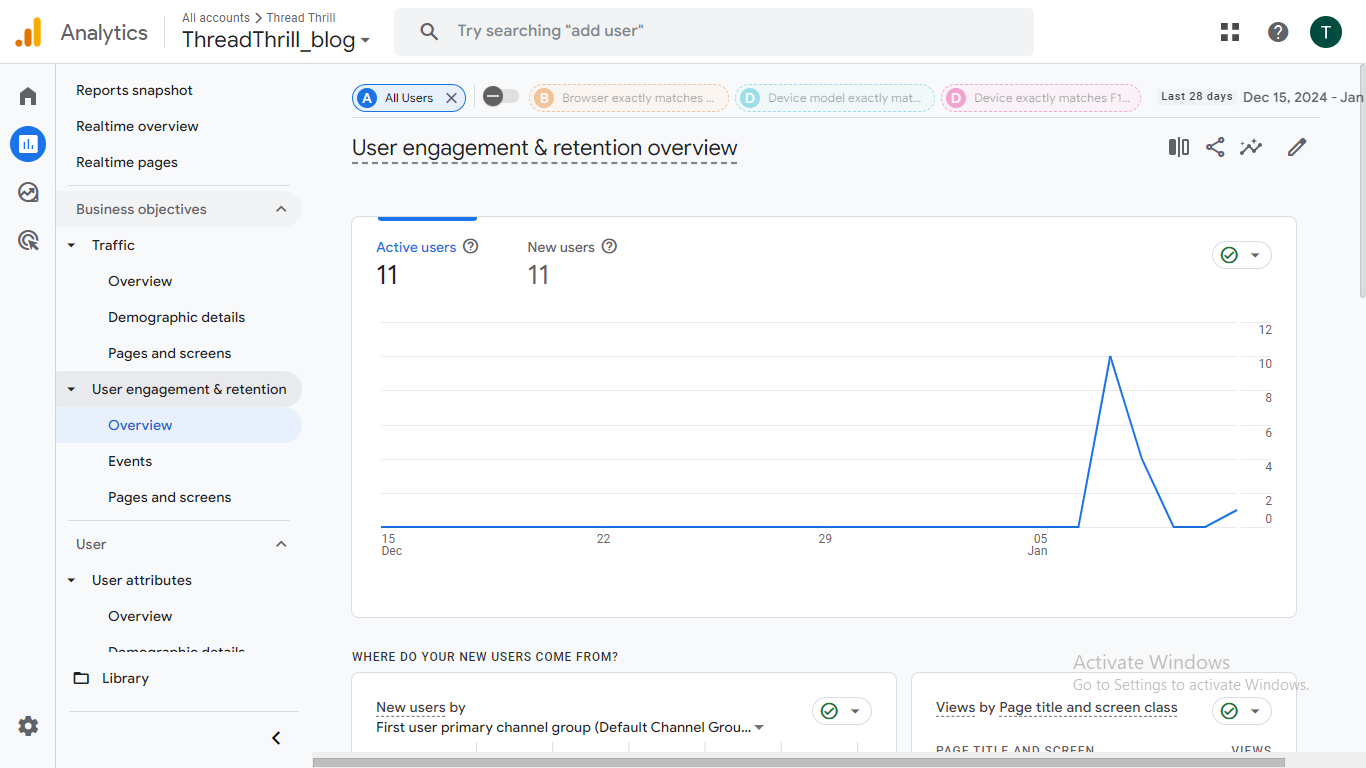


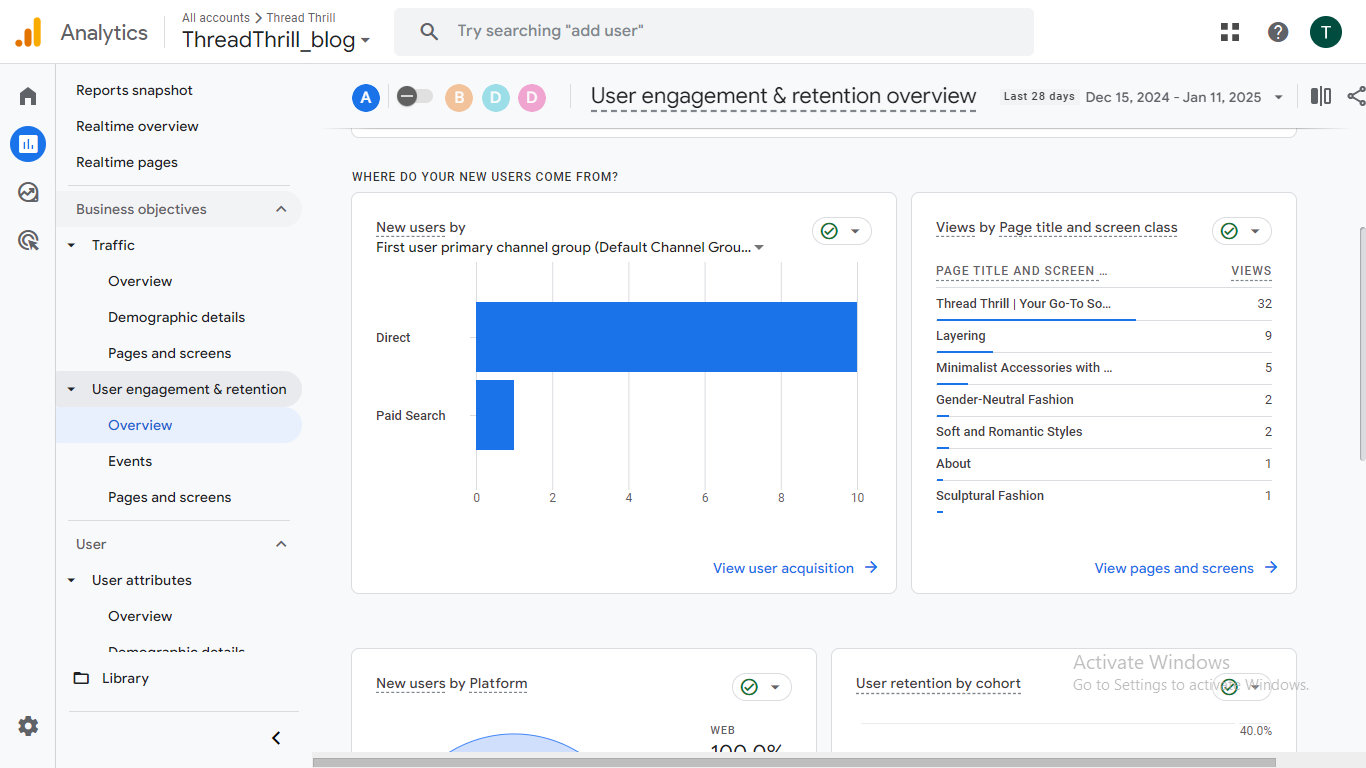


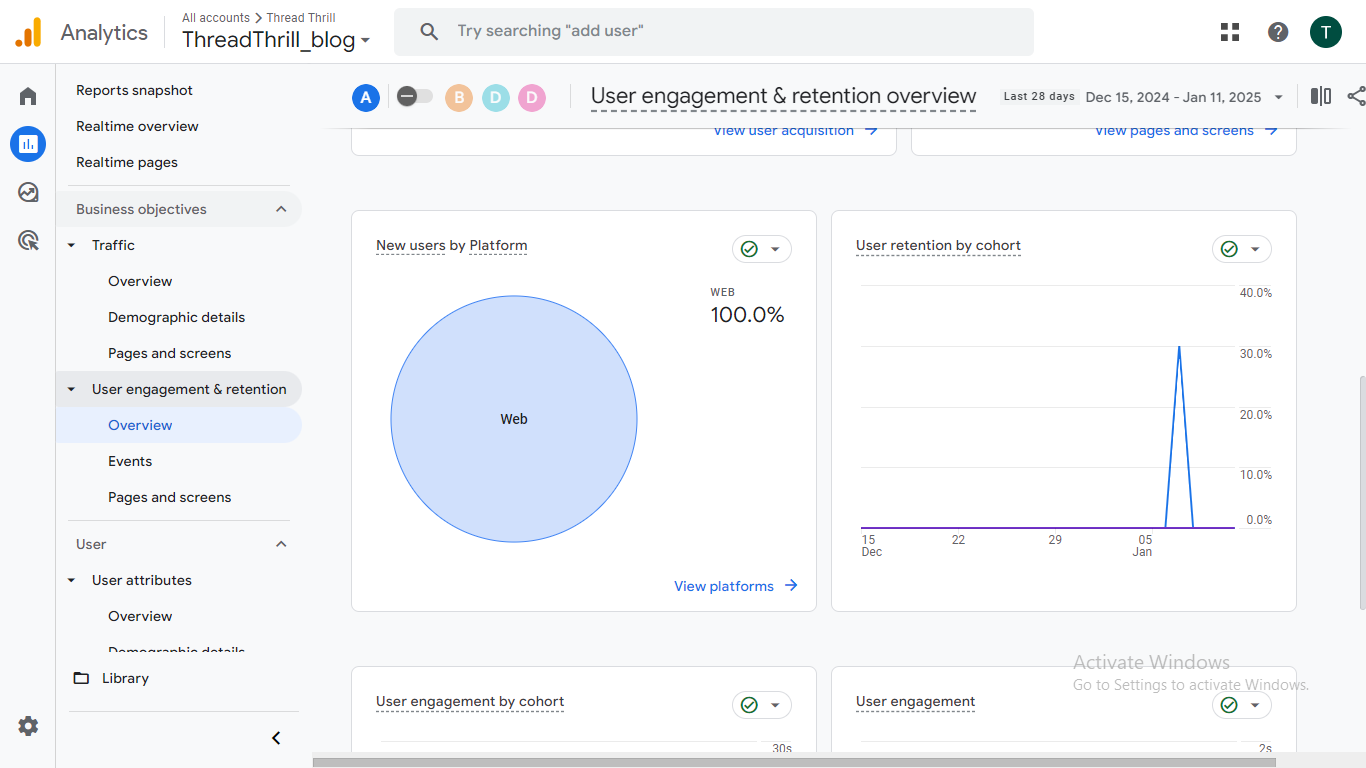


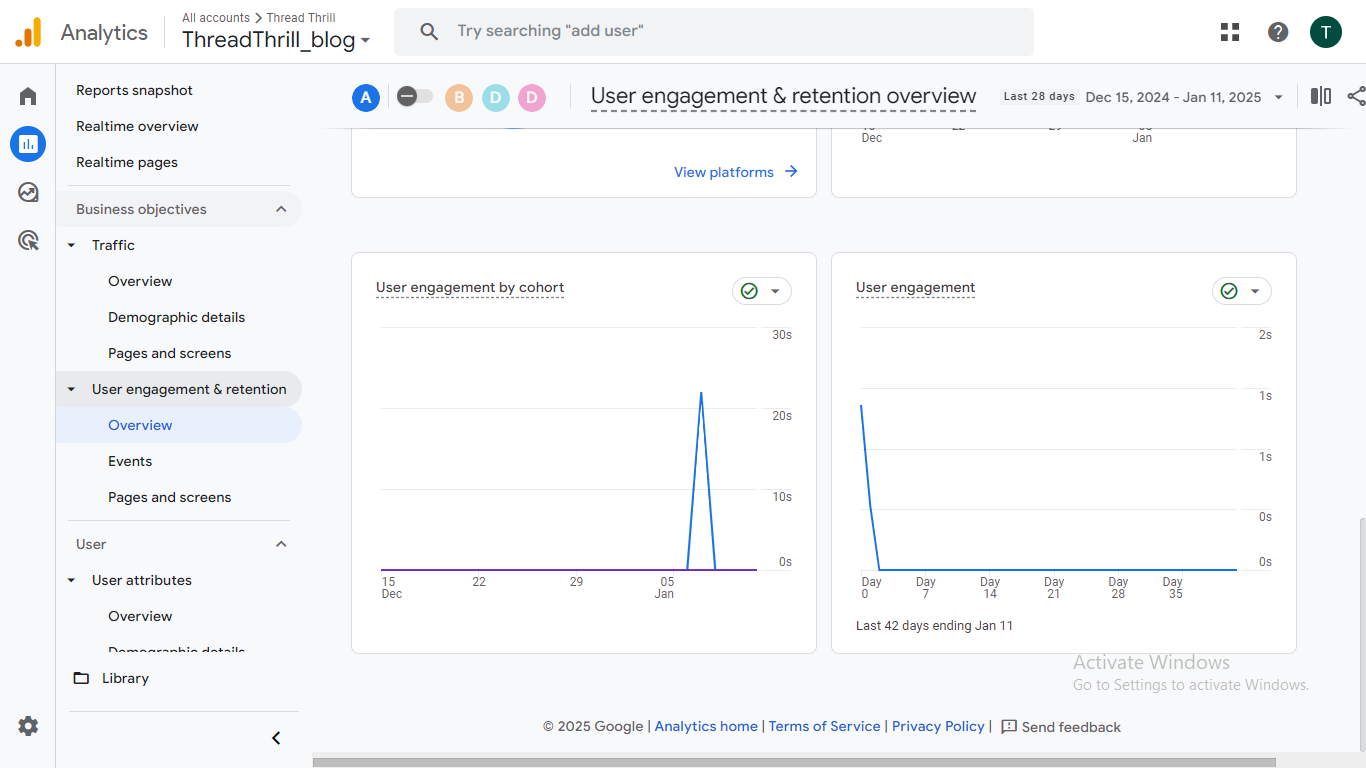








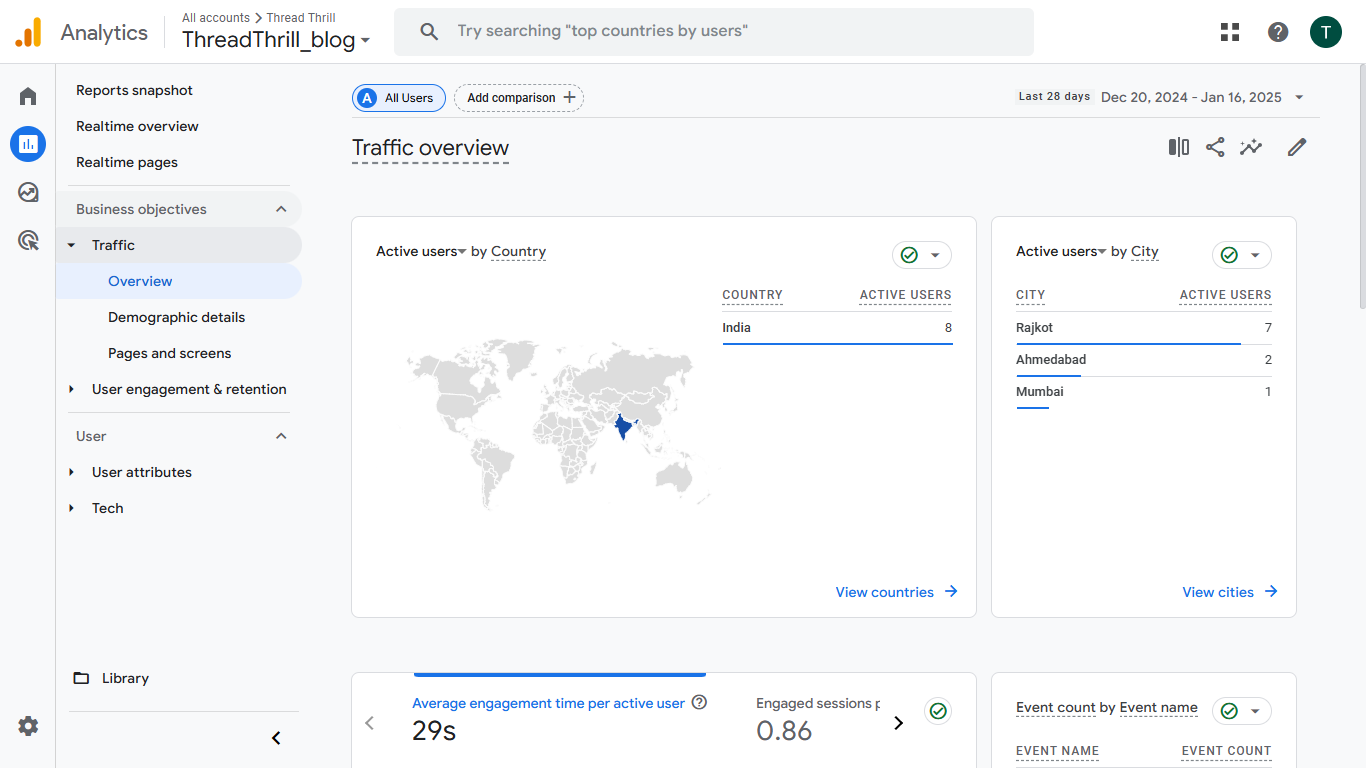


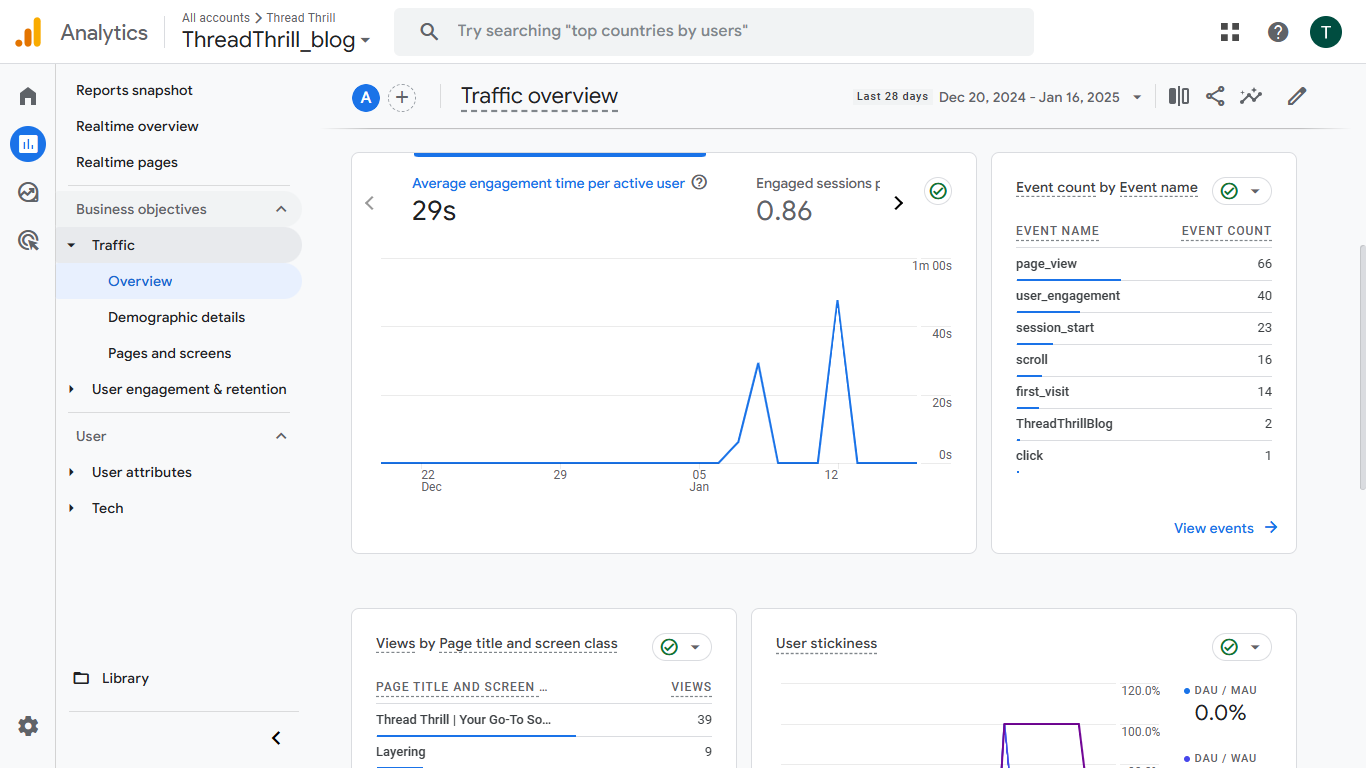


Q-6: Create a goal for your business and study reports whether it has been completed

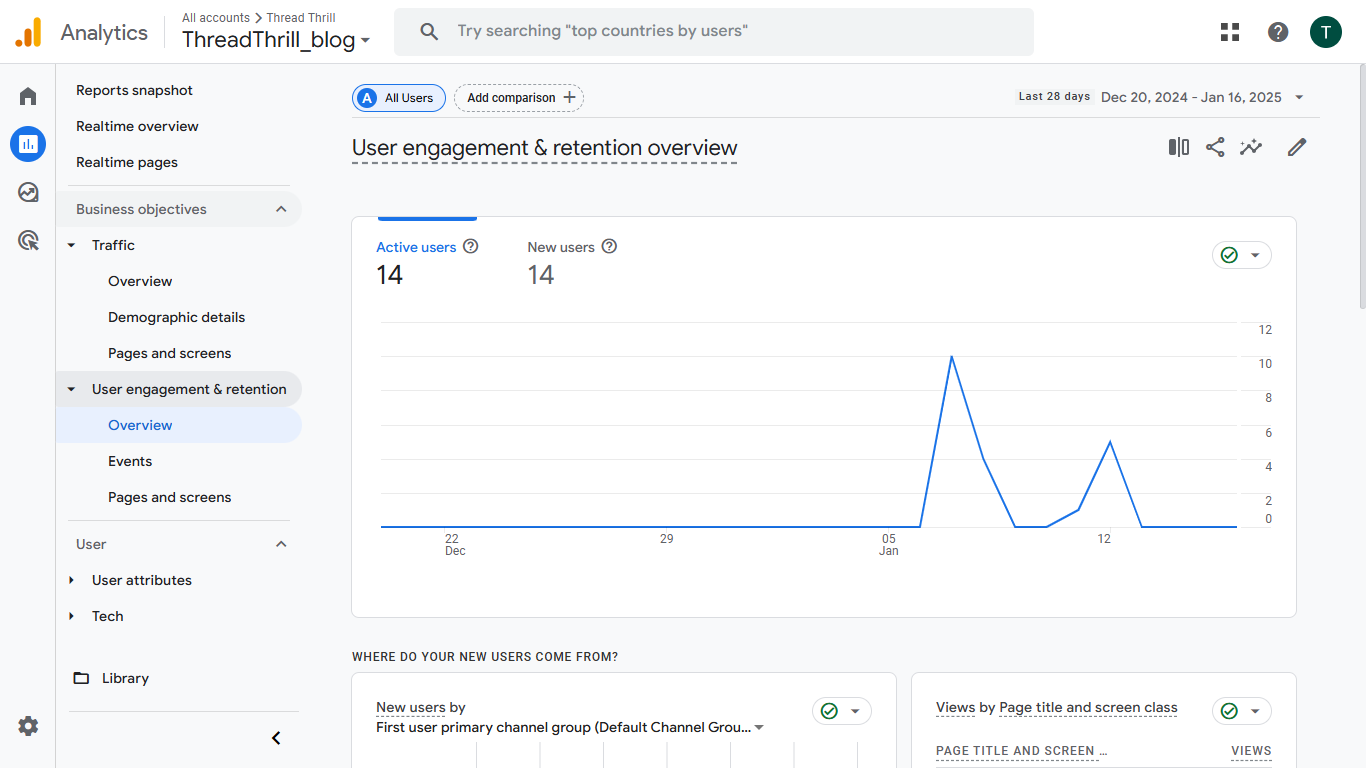
or not.

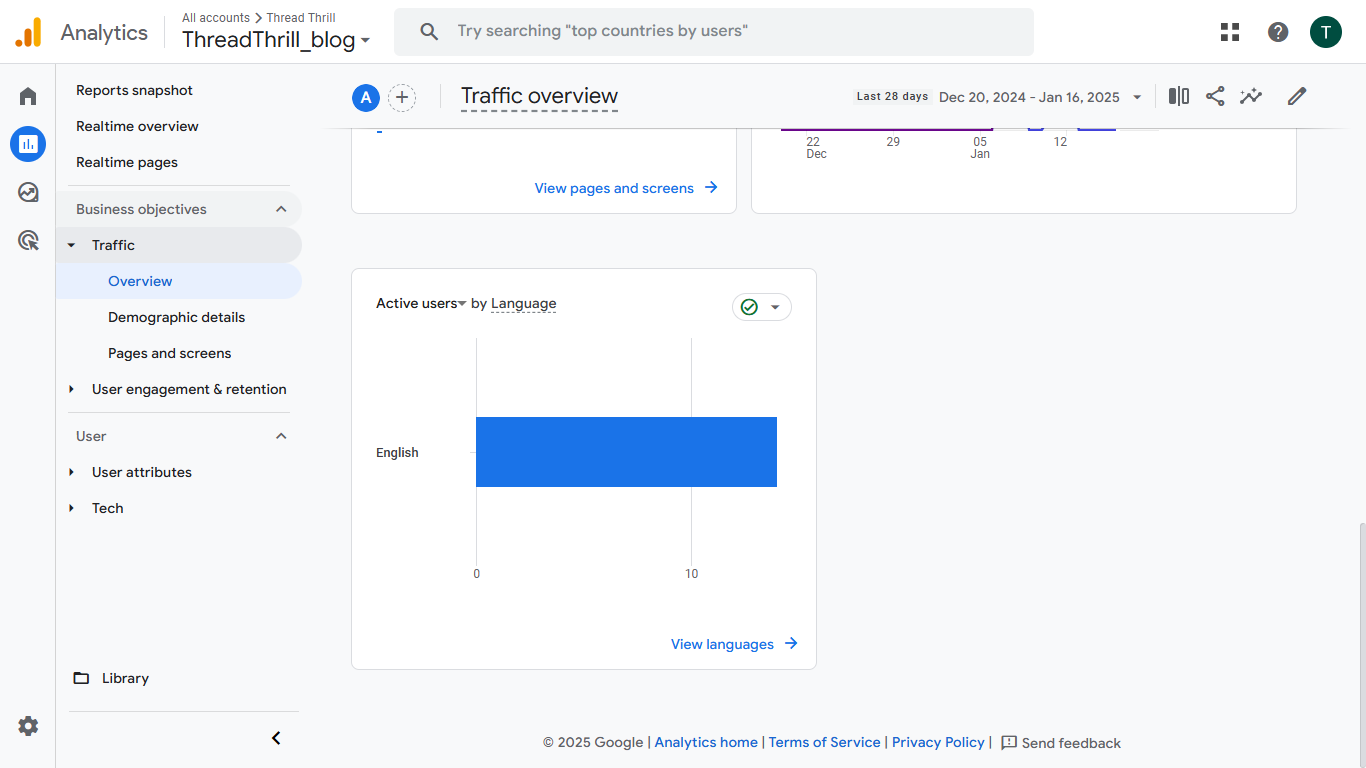
Ans: I have created two goals for my business i.e. Traffic and User engagement & retention

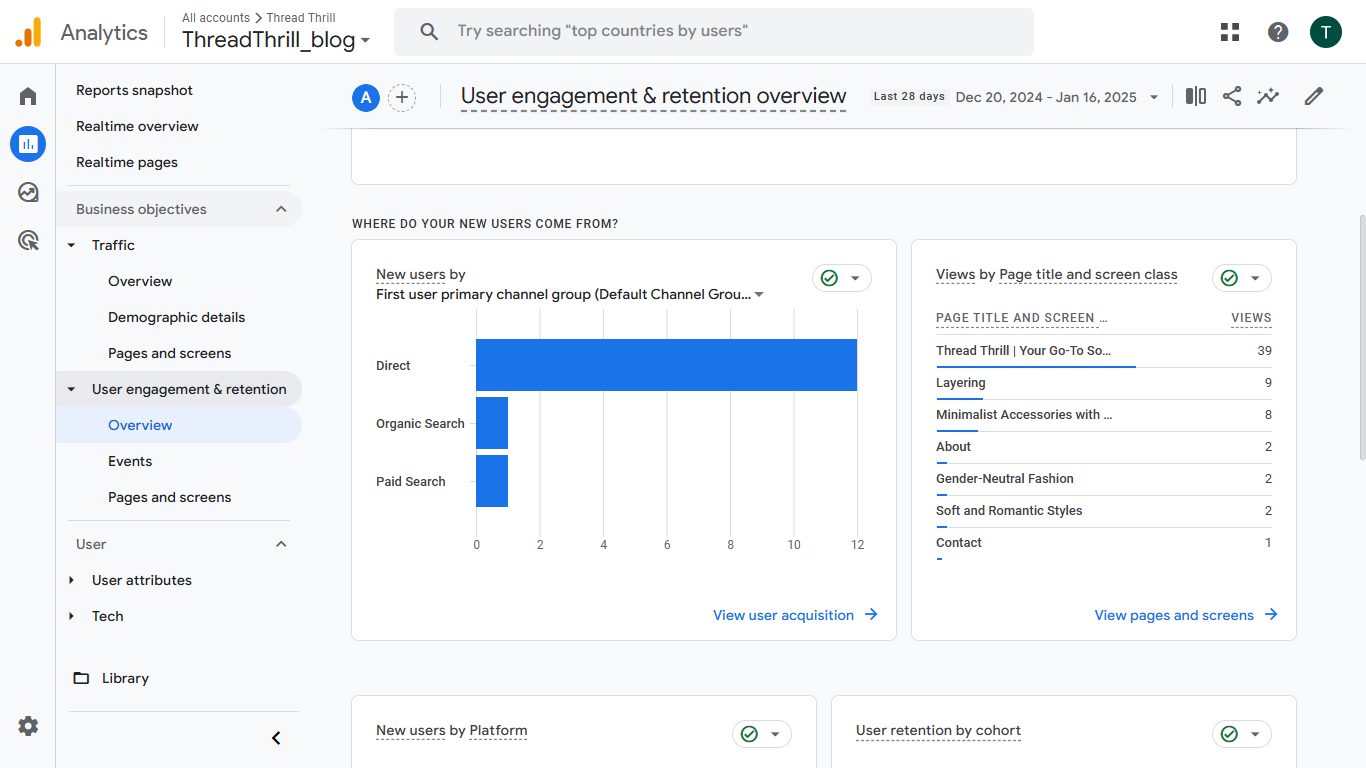


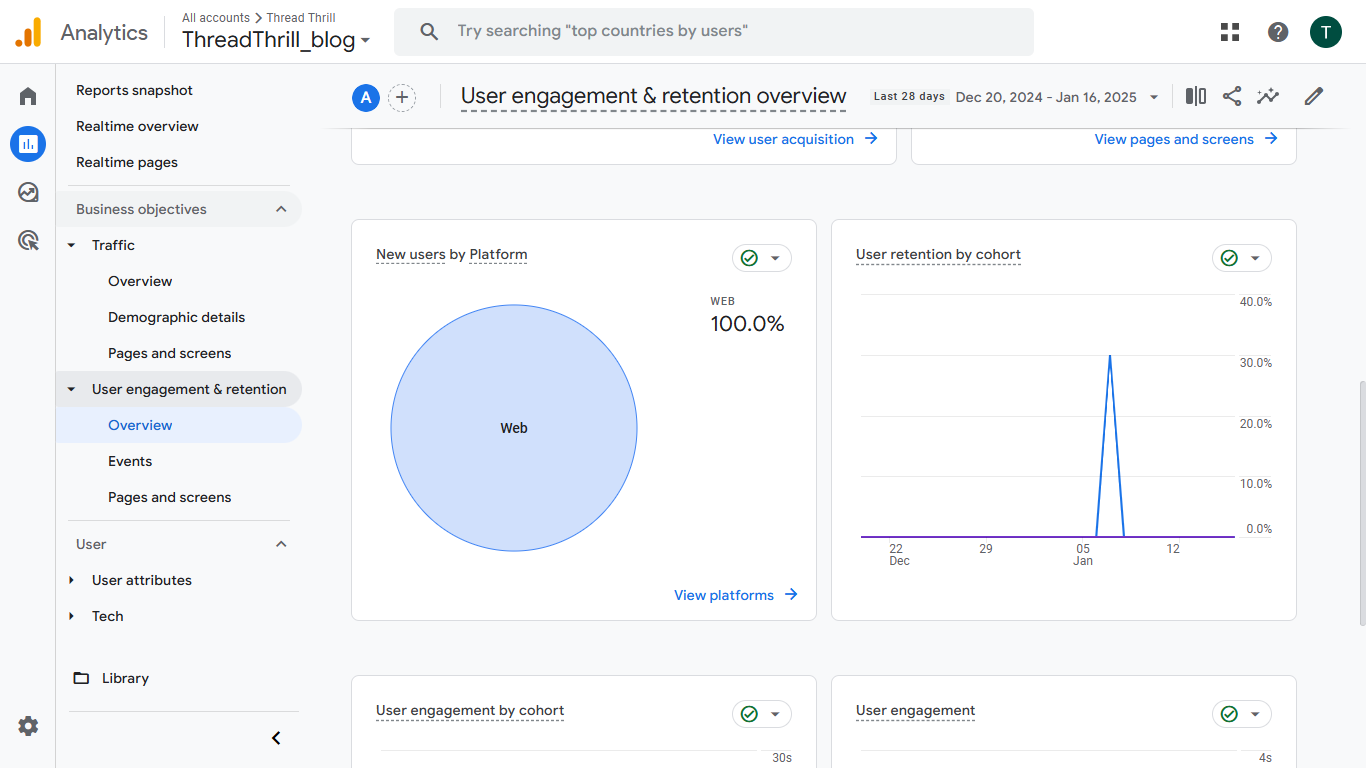


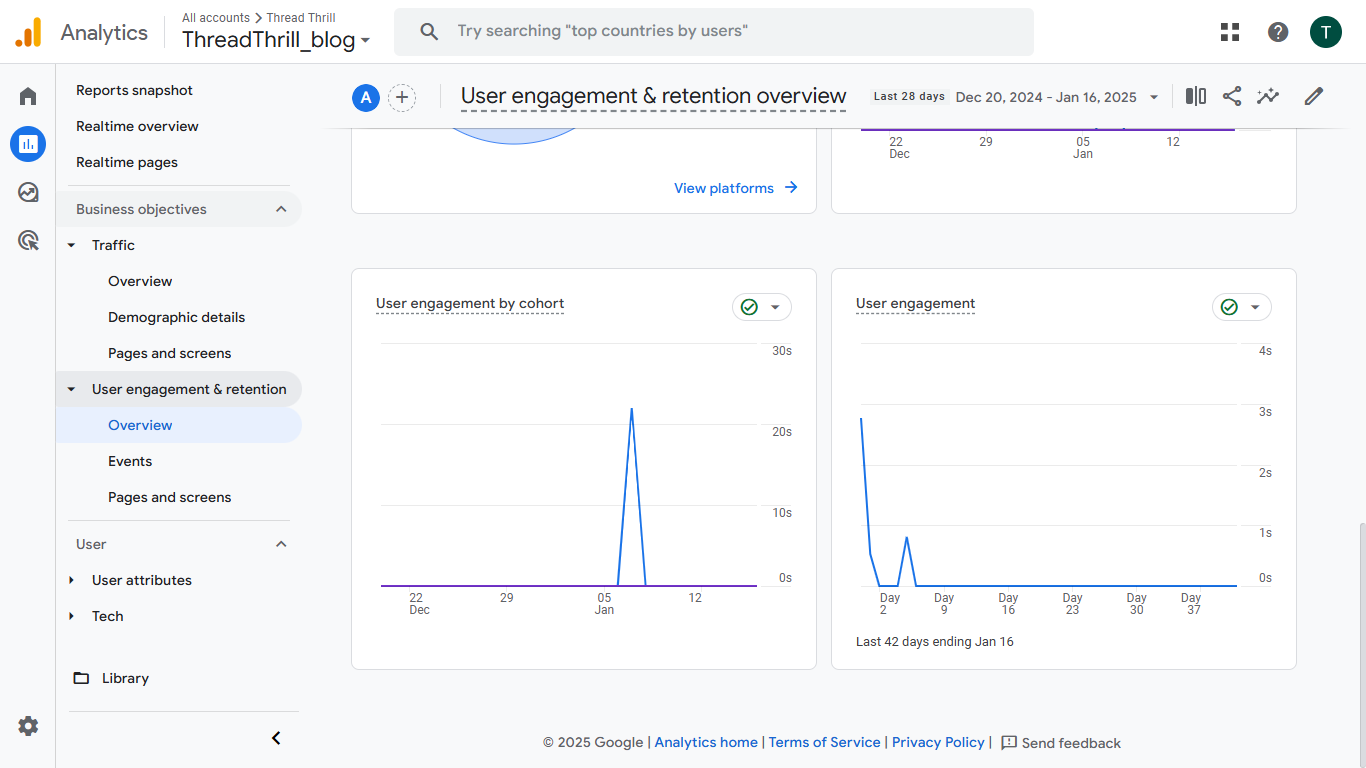












Q6 Track the following interactions in Google tag manager for [www.esellerhub.com](http://www.esellerhub.com)

Ans:

