

Module 6

Qs. 1 - What are Events in Google Analytics?

Ans - Reference: Module 6 – Tools (Google Analytics section)

Definition:

In Google Analytics, **events** are specific user interactions tracked on your website, apart from regular page views. These help analyze how visitors engage with your content.

Examples of Events:

- **Link Clicks:** When a user clicks a hyperlink.
- **Button Clicks:** e.g., “Buy Now” or “Submit.”
- **Form Submissions:** Contact forms, registrations, etc.
- **Video Interactions:** Play, pause, or completion of embedded videos.
- **File Downloads:** Tracking downloads of brochures, PDFs, etc.

Event Structure (GA4):

- **Event Name:** Identifies the interaction.
- **Parameters:** Additional information about the event (e.g., page title, time).
- **Conversions:** Events marked as key goals (e.g., “purchase_complete”).

Purpose:

To measure engagement and optimize website performance based on user activity.

Qs. 2 - Connect Your Website & Blog to Search Console, Analytics & Tag Manager

Ans - Reference: Module 6 – Tools and Website Optimization

A. Google Search Console (GSC)

1. Visit <https://search.google.com/search-console/>
2. Click **Add Property** → **Domain or URL prefix**.
3. Verify ownership via HTML file upload, meta tag, or DNS record.
4. Once verified, Google starts indexing your site and tracking keyword performance.

Purpose: Monitor search visibility, performance, indexing, and mobile usability.

B. Google Analytics (GA4)

1. Go to <https://analytics.google.com>
2. Click **Admin** → **Create Property** → **Add Website URL**.
3. Copy the **Tracking ID (G-XXXXXXX)**.
4. Paste it into your website's `<head>` section or install it using GTM.
5. Analytics starts tracking users, sessions, and behavior data.

Purpose: Understand audience demographics, traffic sources, engagement, and conversions.

C. Google Tag Manager (GTM)

1. Go to <https://tagmanager.google.com>
2. Create a new **Account and Container** for your site.
3. Copy GTM code → Paste it in the `<head>` and `<body>` of your site.
4. Connect GTM with GA to track events automatically.

Purpose: Manage multiple tracking codes without directly editing website code.

D. Add Faculty as a User

In all three tools (GSC, GA, GTM):

- Go to **Admin → Access Management → Add User.**
 - Enter faculty's email ID.
 - Assign permission: **Viewer/Editor/Publisher** depending on the need.
-

Qs. 3 - Submit Sitemap & Robots.txt File in Search Console

Ans - Reference: Module 3 – Technical SEO section (Sitemap & Robots.txt)

A. Sitemap Submission

1. Generate XML sitemap using WordPress SEO plugin or online tool.
Example: <https://www.yourwebsite.com/sitemap.xml>
2. In GSC → Select your property → Go to “**Sitemaps.**”
3. Enter sitemap URL → Click **Submit.**

Purpose: Helps search engines index all pages faster.

B. Robots.txt Submission

Create a **robots.txt** file in the website root:

```
User-agent: *
Disallow: /admin/
Allow: /
Sitemap: https://www.yourwebsite.com/sitemap.xml
```

Then test it in **GSC → Settings → Crawl → robots.txt Tester.**

Purpose: Controls what search engines can crawl or ignore and saves crawl budget.

Qs. 4 - Submit User Flow and Traffic Source Reports

Ans - Reference: Module 6 – Tools (Google Analytics)

A. User Flow Report

- Go to **Analytics → Reports → Engagement → User Flow.**
- It visually shows how users move between pages, entry pages, and exit points.
- Helps identify strong pages and where users drop off.

B. Traffic Source Report

- Go to **Acquisition → Traffic Acquisition.**
- It shows where your visitors come from:
 - **Organic:** Search engines.
 - **Direct:** Typed URLs.
 - **Referral:** Other websites.
 - **Social:** Social media platforms.
 - **Paid:** Paid campaigns (Google Ads).

Purpose: Understand which channels bring the highest engagement or conversions.

Qs. 5 - Connect Blog to Analytics and Study Traffic Types

Ans - Reference: Module 3 – SEO & Analytics Tools

1. Insert the same GA tracking code or GTM container into your blog's HTML.
2. Open Analytics → Reports → Acquisition → Overview.

3. Study the types of traffic:
 - **Organic Traffic:** From Google search results (SEO).
 - **Direct Traffic:** Users directly typing your blog URL.
 - **Referral Traffic:** From backlinks or other websites.
 - **Social Traffic:** From platforms like Instagram, LinkedIn, or Facebook.
 - **Paid Traffic:** From paid promotions or Google Ads.

Purpose: Measure how different channels perform and which bring loyal readers.

Qs. 6 - Create a Goal for Your Business and Study Reports

Ans - Reference: Module 6 – Tools (Google Analytics Goal Creation)

Steps to Create Goal (in GA4):

1. Go to **Admin** → **Events** → **Create Custom Event**.
2. Example: Track users reaching `/thank-you.html` after form submission.
3. Mark the event as a **Conversion**.
4. Go to **Reports** → **Engagement** → **Conversions** to track goal completions.

Example Goals:

- **Purchase Complete:** When a user buys a product.
- **Lead Form Submission:** When a visitor fills out a form.
- **Newsletter Signup:** When a user subscribes.

Purpose: Measures how effectively your website converts visitors into leads or customers.

Qs. 7 - Track Interactions in Google Tag Manager for www.esellerhub.com

Ans - Reference: Module 6 – Google Tag Manager Section

You can track multiple user actions using custom tags and triggers:

Interaction Type	Trigger Type (GTM)	Event (GA4)	Name	Description
Link Clicks	Just Links	link_click		Tracks when users click any outbound link.
Page Load	Page View (All Pages)	(All page_load		Fires on every page load to measure visits.
Time on Page	Timer (e.g., 15000ms = 15s)	time_spent		Measures how long users stay on a page.
Button Clicks	Click (CSS selector or ID)	button_click		Tracks when users click specific CTA buttons.

✓ Testing:

1. Use **Preview Mode** in GTM to test triggers.
2. After confirming they fire correctly, click **Submit → Publish**.