MODUL-6

1. What are events in Google analytics?

ANS.

**Events in Google Analytics** are **user interactions** with content on your website or app that can be measured independently from a webpage or screen load.

**Examples of Events:**

* Clicking a button or link
* Watching a video
* Downloading a file
* Submitting a form

Each event can include:

* **Category** (e.g., "Video")
* **Action** (e.g., "Play")
* **Label** (e.g., "Promo Video")
* **Value** (optional numeric value)

1. 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.









