



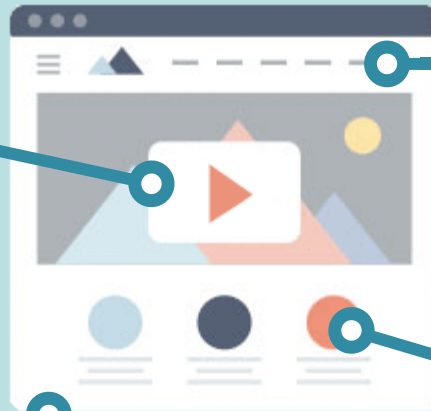
# Google Analytics

# EVENTS *cheat sheet*

★ `ga('send', 'event', [category], [action], [label], [value] )` ★

Create events for any and all user interactions that have value and can't be tracked with the standard GA pageview tag, which requires a unique URL and a page load. More data is better, when it comes to events. Collect it all and let the analysts sort it out!

## Common Events



### video views

Search "Lunametrics YouTube tracking" in Google for script + instructions

### offsite links

Add a Javascript onclick attribute to the link you want to track.

### scroll tracking

Search "Lunametrics scroll tracking" in Google for script + instructions

### image sliders

Add a Javascript onclick attribute to the slider control.

Other events: form submits, form field fills, and anything else that emits a Javascript event. Search "w3schools events examples" for a complete list. Note: you can set up events in Google Tag Manager without writing code.

## Events & Bounce Rate

Bounce rate is based on single-interaction visits. Since events are interactions, adding them will lower bounce rate. Use the nonInteraction parameter to prevent this.

## THE INGREDIENTS OF AN EVENT

- Category - e.g. 'button' or 'form'
- Action - e.g. 'click' or 'submit'
- Label\* - e.g. 'contract.pdf' or 'Contact Us'
- Value\* - e.g. 25

\* Label and Value are optional. Value is mostly used when you want to assign a dollar value to an event.

