

KNOWLEDGE BASE · PUBLIC DOCUMENT

Counting what visitors do: events and key events in Google Analytics

SEO & Marketing

CODE

RLX-MZ-KB-1923

VERSION

v2026.10.15

COUNTRY · LANGUAGE

Mozambique · English

MozOut Mozambique

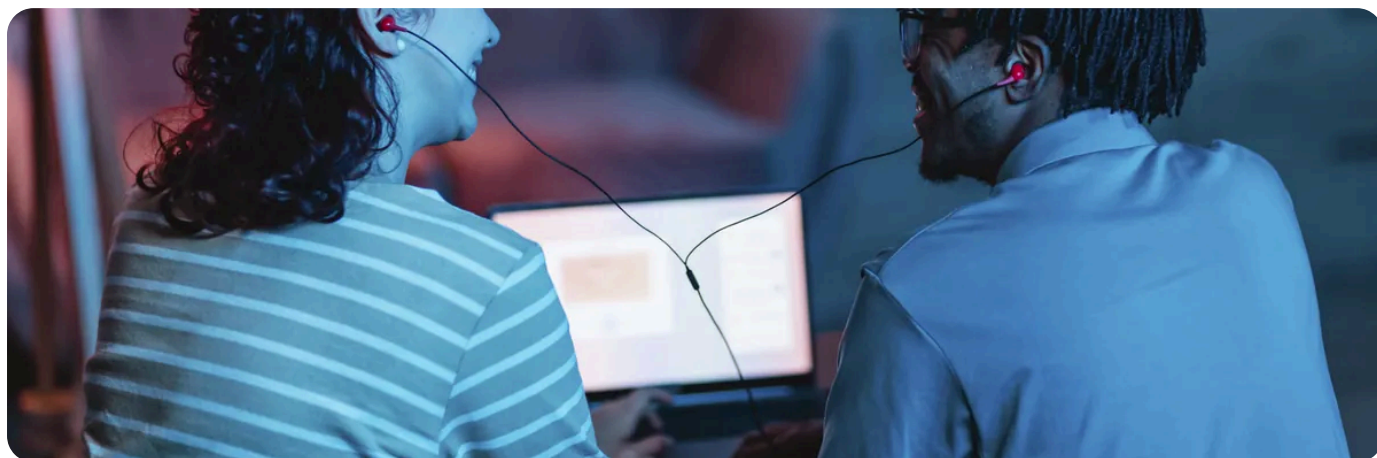
RLX Holdings, S.A. · Group RLX Holdings

Tax ID (NUIT) 401 191 607 · Legal entity no. (NUEL) 105 045 974 · Economic activity code (CAE) 62022

<https://www.meu.mozout.co.mz/knowledgebase/1923>

Counting what visitors do: events and key events in Google Analytics

SEO & Marketing Created on **October 15, 2026** 2 min read



The short answer: knowing how many people visited the site says little. What matters is **how many did what you want:** sent the form, tapped the WhatsApp button, called, bought. Google Analytics counts these as **events**, and the ones that matter are marked as **key events**. Choose a few and give them clear names.

What is counted

Visitor action	How it is recorded
Viewing a page, scrolling, downloading a file, leaving by a link	Many are already counted by themselves, with “enhanced measurement” on in the data stream.
Sending a form	Its own event, fired when the success message or the thank-you page appears.
Tapping WhatsApp or a phone number	Its own event, fired on a click on a wa.me or tel: link.
Buying	In a shop, the shop’s plugin sends the purchase event.
What to do with it	Mark as a “key event” the few that stand for a result for the business.

Step by step

- 1 Decide what counts as success:** two or three outcomes. Do not count everything.
- 2 With the Analytics account set up,** open Tag Manager and create a trigger (for example, a click on a link containing “wa.me”). **Tag Manager.**

3 Create the Analytics event tag with a simple name without spaces (for example, whatsapp_click), tied to that trigger.

4 Test in preview mode and see the event in Analytics' real time. Publish.

5 In Analytics, under Admin > Events, mark as key events the ones that matter. The data can take up to a day to show in the reports.

! Do not send personal data in events (names, e-mails, phone numbers). Count the act, not the person. And respect the visitor's consent: where it is required, Analytics should only measure after it is accepted. **The cookie notice and consent.**

💡 To know where those who took the action came from, add tagged links: **UTM links**. The basics are in **Setting up Google Analytics**.

NEED A HAND?

Want help measuring your form or your WhatsApp button? Open a ticket with the address.

 [Open a support ticket](#) →

SEE ALSO

[Google Analytics: setting it up and what to look at first](#)



[Google Tag Manager and tracking pixels: adding them without slowing your site](#)



[UTM links: finding out which campaign brought each visit](#)



[The cookie notice and consent: what your site collects without you knowing](#)



[A contact form that actually reaches your inbox](#)





MozOut Mozambique

RLX Holdings, S.A. · Group RLX Holdings

TAX ID (NUIT)	401 191 607
LEGAL ENTITY NO. (NUEL)	105 045 974
ECONOMIC ACTIVITY CODE (CAE)	62022
REGISTERED OFFICE	Bairro 7 de Setembro Vilankulo 1304 · CEP 0411-02, Inhambane, Mozambique
CONTACT	info@mozout.co.mz · +258 84 635 1111 · +258 86 635 1111 · www.mozout.co.mz
OPENING HOURS	Monday to Friday - 08 AM to 04 PM Saturday & Sunday - Closed



Online version of this document

RLX-MZ-KB-1923 · v2026.10.15 · Generated on 21/10/2026 17:44