Date	02.11.2023
Project title	How to add Google Analytics to a website
NM Team ID	NM2023TMID05823

NUMBER OF FUNCTIONAL FEATURES INCLUDED IN THE SOLUTION

- **Basic Google Analytics Setup:**

Configuration of Google Analytics account and property. Installation of the Google Analytics tracking code on your website.

- **Data Tracking:**

Tracking of standard user interactions, such as page views and events. Tracking of custom interactions, like form submissions, downloads, or video views.

- **Goals and Conversions:**

Definition and configuration of specific goals and conversions, such as lead generation or e-commerce transactions.

- **User Segmentation:**

Creation of user segments based on demographics, behavior, or other criteria. User persona development for personalized content and marketing.

- **Real-time Analytics:**

Implementation of real-time analytics to monitor live user activity.

- **A/B Testing Integration:**

Integration with A/B testing tools for running experiments and analyzing variations.

- **Content Performance Analysis:**

Monitoring and analysis of content performance, including engagement and conversion rates.

- **Mobile Device Optimization:**

Analysis of user behavior on various mobile devices and optimization of the website for mobile users.

- **SEO and Keyword Analysis:**

Keyword analysis to improve search engine optimization. Monitoring of organic traffic and search keyword performance.

- **Social Media Referral Tracking:**

Tracking of referral traffic from social media platforms. Analysis of user behavior from social sources.

- **User Flow Analysis:**

Visualization of user flow and navigation paths. Identification of drop-off points and areas of user engagement.

- **Geographic Insights:**

Analysis of the geographical distribution of website visitors. Tailoring content and marketing strategies for different regions.

- **Compliance and Data Privacy:**

Ensuring that data collection and analysis methods comply with relevant data privacy regulations (e.g., GDPR or CCPA).