

Project Design Phase-II

Cloud Deployment

Date	02 November 2023
Team ID	NM2023TMID05823
Project Name	How to add google analytics to our website

Choose a Cloud Platform: We can use platforms like Google Cloud Platform (GCP), Amazon Web Services (AWS), Microsoft Azure, or others.

Set Up a Web Server: Create a virtual machine or use a serverless service to host our website. Configure it with the necessary software (e.g., Apache, Nginx).

Upload Our Website Files: Transfer our website files (HTML, CSS, JavaScript) to the server. We can use FTP, SSH, or a cloud-based file transfer service.

Configure Domain and SSL: If we have a custom domain, point it to our server's IP address. Implement SSL for secure connections (HTTPS).

Integrate Google Analytics: Paste the tracking code provided by Google Analytics into the <head> section of our website's HTML files.

Testing and Verification: Ensure the website is accessible and that Google Analytics is properly tracking data.

Monitoring and Maintenance: Regularly check our Google Analytics dashboard and monitor our website's performance.

Scale and Optimize: As our website grows, consider implementing caching, content delivery networks (CDNs), and other optimizations for better performance.

Set Up Goals and Events: Define specific goals and events in our Google Analytics account to track user interactions like form submissions, button clicks, or other conversions.

Implement E-commerce Tracking: If we are running an e-commerce website, set up e-commerce tracking in Google Analytics to monitor transactional data, revenue, and product performance.

Configure Filters and Views: Use Google Analytics to create custom views and filters to segment our data and get more specific insights about our website traffic.

Set Up Custom Alerts: Create custom alerts in Google Analytics to receive notifications for specific events or anomalies, like sudden traffic spikes or drops.

Utilize Content Grouping: Group related content together in Google Analytics to gain a better understanding of how different sections or categories of our website perform.

Link with Google Ads: If we're running Google Ads campaigns, link our Google Analytics and Google Ads accounts for deeper integration and better tracking of ad performance.

Enable Demographics and Interests Reporting: In Google Analytics, enable demographic and interests reporting to gain insights into the age, gender, and interests of our audience.

Implement Cross-Domain Tracking: If our website spans multiple domains, set up cross-domain tracking in Google Analytics to get a complete view of user behavior across all domains.

Consider Mobile Responsiveness: Ensure our website is mobile-friendly, as a significant portion of traffic may come from mobile devices. Test our website's responsiveness on various screen sizes.

Backup and Disaster Recovery: Regularly back up our website files and databases to prevent data loss in case of server failures or other unforeseen events.

Compliance with Data Privacy Regulations: Ensure that our website complies with data privacy regulations like GDPR or CCPA, especially when handling user data for analytics.

Performance Monitoring: Use tools like Google Page Speed Insights or other monitoring services to regularly check and optimize the performance of our website for better user experience.

